

Initiatives in Brazil and South America on International Mobile Roaming

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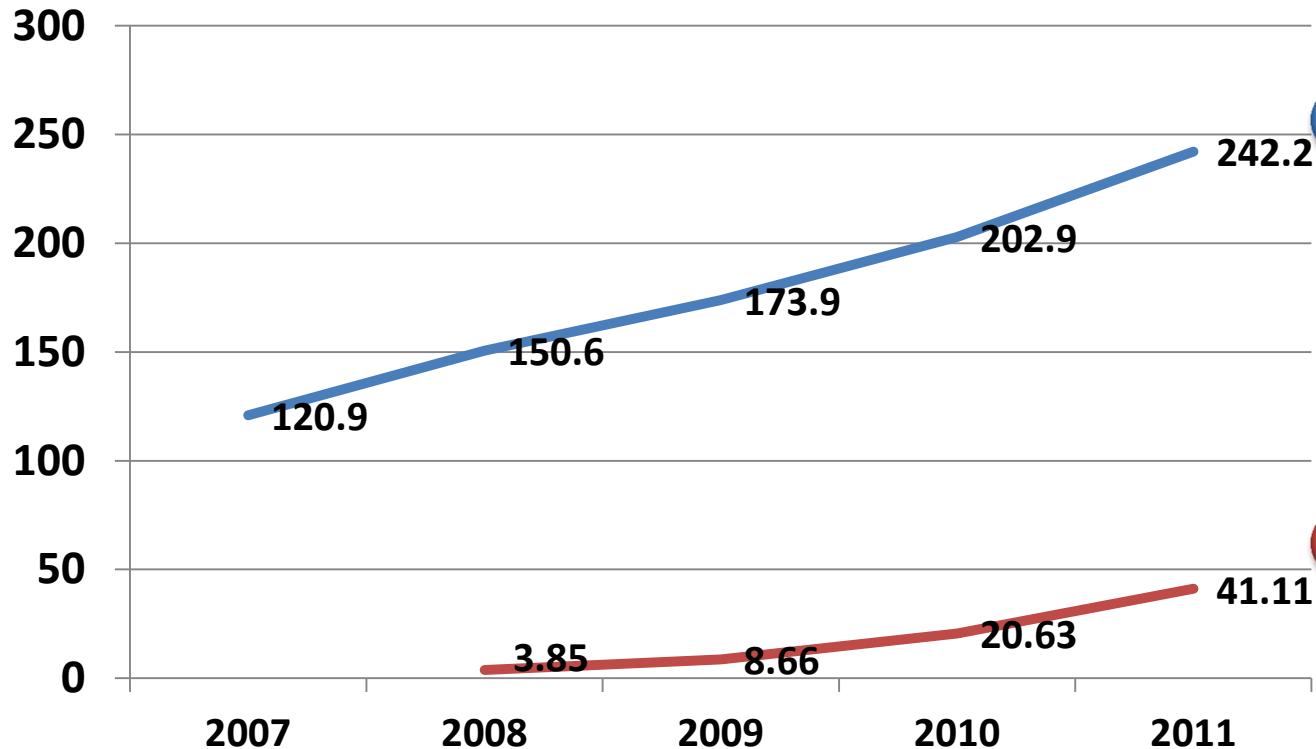
Introduction

- **Ministry of Communications – Public policies FORMULATION**
- **ANATEL (Regulatory agency) – Public policies IMPLEMENTATION**

IMR - Government and regulator standpoint:

- No price regulation;
- Agreements between companies and regulator would be desirable;
- Changes usually just happen by legal enforcement.

Mobile service in Brazil Number of connections



Average growth:
19% a year

Average growth:
120% a year

— Total of mobile connections (millions)

— Mobile broadband connections (millions)

Latest news on International Roaming service plans in Brazil PAY-PER-DAY

VOICE ROAMING

- U\$11.00 a day (Americas, Europe and Africa), including:
 - 50 minutes in local calls and “on-net” calls to Brazil
 - Unlimited incoming calls at no extra charge
 - US\$2.90 per exceeding minute (Americas and Europe)
 - **US\$4.70 per exceeding minute (Africa, Asia and Oceania)**
 - **US\$38.50 a day (Asia and Oceania)**

DATA ROAMING

- U\$11.00/day (Americas, Europe and Africa), including:
 - 3 Mbytes (US\$3.7/Mbyte) x US\$18,00/Mbyte
 - Speed reduction to 50 kbps
 - **US\$38.50 a day (Asia and Oceania)**

Initiatives on International Mobile Roaming:

- Bi-lateral agreement with Peru (IIRSA)
 - Mercosur
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- At this moment, both initiatives are focusing on border areas:
 - About 15 million people;
 - Low-income people;
 - Remote regions;
 - Intense cross border movement of people with a certain level of commercial integration;

MERCOSUR:

- Member states: Argentina, Brazil, Paraguay and Uruguay
- 2010 – Citizenship Statute
 - To consolidate rights and benefits for the member states citizens
 - Communications
 - Promoting price reduction for fixed and mobile communications among Mercosul member states, including roaming.
 - Extending the “charge as a local call” rule for wireless telecommunications in border areas, mostly by network infrastructure sharing.

MERCOSUR:

- Fixed service calls in border areas are charged as “local calls”
 - Resolution 66/97
 - Calls established between two cities from different member states;
 - located less than 50 km far in a straight line.
- Mobile service in border areas: work in progress to apply a similar rule

Transparency

- Focus on more information to consumer;
- Inadvertent roaming;
- Agreement between companies and ANATEL: SMS with information to roamers;
- Need to evolve.

Possible implications for GATS

Thank you!

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