

Role of the Regulator in Promoting the Informed e-consumer

ComReg National Conference 2004

13 October 2004

Director General

Jørgen Abild Andersen

National IT and Telecom Agency, Denmark



Main Challenges for the Regulator

Policy goal in Denmark - 1994

"Best and cheapest services in the world"



Main Challenges for the Regulator

Means to reach the goal:

- Establishment of free and real competition
- Establishment of appropriate consumer protection



What makes competition work?

- Consumers make informed and rational choices
- Requires transparency in the market



Technology and Innovation

EU-regulation on transparency

Art. 21 of the US Directive

- Par. 1: Obligation to ensure transparency on prices and terms etc.
- Par. 2: NRA's shall encourage info for endusers to make independent evaluation of costs, e.g. via interactive guides
- IRG Report on Tariff Transparency, Oct. 03

Current Information Activities

- Information on users rights via Web page
- Price guide brochure
- Interactive price guide
- Interactive internet quality guide

Furture Activities:

QoS Guide



Information on users rights

- itst.dk
- General information on users rights
- Specific information on current hot topics (e.g. auto-diallers)

Price Guide Brochure

- itst.dk and paper brochure (via libraries)
- Published quarterly since 1998
- Top 5 cheapest offers in certain profiles
- Overview of the cheapest product of all the providers in certain profiles
- Current hot pricing topics (e.g. roaming abroad, how to control expenditure)
- Focus text (e.g. mobile answer abroad, GPRS)
- Press release

Interactive Price Guide - History

- teleprisguide.dk
- Since Dec. 2000: fixed tel., mobile, internet
- Spring 2002: broadband and international tariffs
- Future: MMS, GPRS (end of 2004), VoIP and 3G (2005)

Interactive Price Guide - Content

- Comparing tariffs individual profiles
- Standard tariffs fixed, mobile, internet and broadband
- Overview of broadband products
- International tariffs
- Contact data on the providers



Example

Finding the cheapest provider of fixed services with www.teleprisguide.dk in just two clicks:

- Select usage, e.g. 5 min. pr. day
- Click "Calculate"



National IT and Telecom Agency





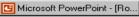
Tilbage til forsiden...













Internet



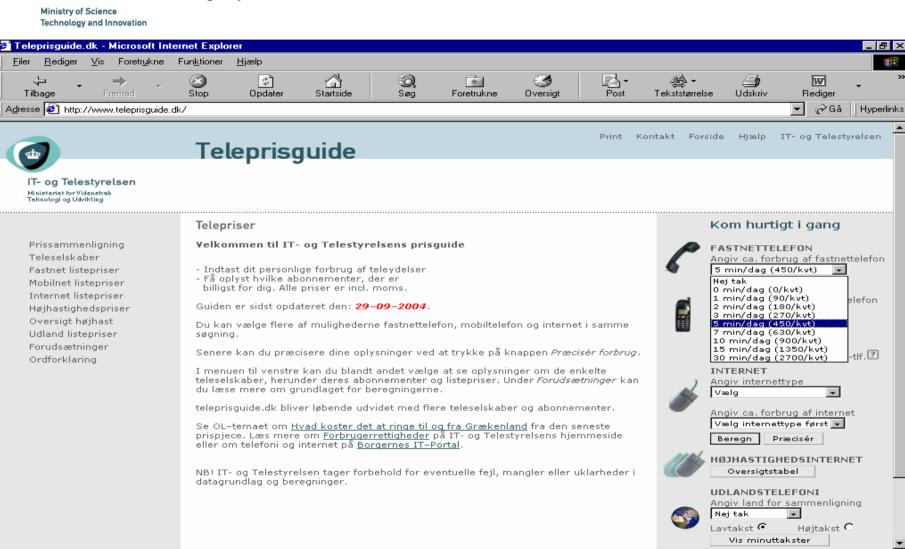




🥶 Udskriv side..

📆 Start 🛮 🔼 Indbakke - Microsoft Outlo... 🛮 😂 Teleprisquide, dk. - Mi... 🔻 Wicrosoft Word

National IT and Telecom Agency



Microsoft PowerPoint - [Ro...

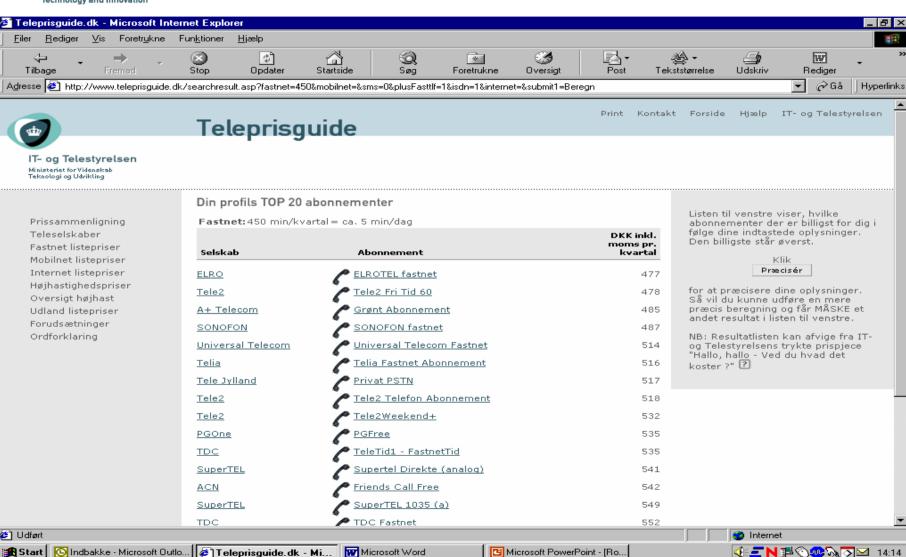
Internet

(!_Z N |!|0,...,...,...,... 14:12



National IT and Telecom Agency

Ministry of Science Technology and Innovation





Interactive Price Guide - Functions

- Data from providers
- Via extranet
 - collecting data (providers)
 - verifying data (NITA)
- Competition tool for providers



Challenges

- Feed back from providers:
 - In general positive and good co-operation
 - Questioning the calculations, the profiles etc.
 - On going co-operation with providers
- Feed back from users:
 - Very positive response
 - e-mails with questions and new ideas
 - "Tell me! Who is cheapest?"
 - Request for info on new products and technology



Interactive internet quality guide

- internetkvalitetsguide.dk
- Since Dec. 2001
- Comparison of products (quality only)
- Help defining product characteristics (speed, web pages, e-mail addresses)
- Test your web speed

Future Activities

- QoS Guide (Fixed and mobile) with comparison of e.g.:
 - fault repair times
 - non-cancellation periods
 - SIM-unlock procedures
 - Customer service opening hours
- Launch in 2005
- Future: VoIP included



Experience

- Information enabling users to exercise choice is a key driver for competition, which again is a benefit for consumers
- Increased focus in the media on tariff transparency
- Important role in decline in prices, especially for mobile tariffs



National IT and Telecom Agency

Ministry of Science Technology and Innovation

Price development - the lowest price

<i>Month/Year</i>	Prices quaterly		Prices monthly	
	Fixed 900 minutes	Mobile 450 minutes	ADSL 512 kbit/s	ADSL 2048 kbit/s
August 1999	648 DKK	574 DKK	-	-
August 2000	559 DKK	540 DKK	599 DKK.	995 DKK
August 2001	560 DKK	514 DKK	395 DKK.	849 DKK
August 2002	565 DKK	514 DKK	430 DKK	785 DKK
August 2003	561 DKK	358 DKK	430 DKK	780 DKK
August 2004	557 DKK	346 DKK	340 DKK	530 DKK
Changes 98-04 (current prices)	- 14 %	- 47 %	- 43 %	- 47 %
Changes 98-04 (fixed prices)	- 25 %	- 54 %	- 48 %	- 51 %

Source: National IT and Telecom Agency - July 2004. The quarterly consumption of fixed- and mobile telephony are included subscription fee, call set up charge and the minute based consumption fee. The prices of ADSL do not cover combined services as fixed subscription fee.