



Media Release- 30 June 2009

## **Consumers to benefit from reduced mobile roaming rates for calls and texts while abroad**

The Commission for Communications Regulation (ComReg) said today that Irish consumers who use mobile phones to make voice calls and send text messages the European Union will see significant reductions in charges, due to EU Regulations which come into effect tomorrow.

From July 1<sup>st</sup>, the maximum rates that may be charged for mobile roaming including making a call and receiving a call have been reduced. When making calls abroad, consumers will pay no more than 52 cents per minute and it will cost a maximum of 23 cents per minute to receive a call. These new rates are a continuation of the reductions introduced in 2007.

Up to now, while rates for making and receiving calls within the EU had been capped, no maximum charge had been set for sending texts while roaming. From July 1<sup>st</sup>, the retail cost of text messages is now being controlled. The maximum cost of sending a text message while abroad will fall to 13 cents from current prices, which vary from 29 to 39 cents. Receiving text messages, as before, is free of charge.

ComReg Commissioner, Alex Chisholm, said: ComReg welcomes these further falls in the cost of making voice calls. The reduction in the cost of text messages will also be welcomed by consumers. These new charges will mean significant savings when Irish consumers use their phones abroad. The reductions have come in time for most holidaymakers to benefit from reduced prices during their summer holiday abroad this year. Consumers will now be able to use their phones abroad when working or on holiday in the knowledge that they will not run up large bills for making a small number of calls or sending a few text messages.

In addition to reducing the rates, new measures to ensure transparency of costs and reduce ‘bill shock’ have also been put in place. The ‘welcome message’ consumers receive on arrival now contains details of their rates for data, MMS and SMS services and the European emergency number (112), as well as pricing for voice calls made and received and the operator freephone number.

ComReg will continue to monitor the prices charged by Irish mobile companies to ensure that they are passing on the reductions to Irish consumers in compliance with the EU regulation. For consumers looking for further information on comparing mobile phone packages should visit ComReg’s price comparison site [www.callcosts.ie](http://www.callcosts.ie)

**ENDS**

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