



Commission for
Communications Regulation

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Consumers to benefit from reduced roaming prices from 1 July 2012

From 1 July 2012, a number of changes to European Mobile Roaming prices will come into force, following a revision of the Regulation by the European institutions.

These changes include:-

- reductions in the price of roaming voice calls and text messages (SMS).
- the introduction of a retail price cap for data roaming.
- new transparency measures when using your mobile phone outside of the European Union (EU).

The **maximum charges**¹ that apply to consumers when roaming in the EU from 1 July 2012 are:-

- Voice calls made – maximum charge of 35.67 cent per minute² (reduced from 43.05 cent).
- Voice calls received – maximum charge of 9.84 cent per minute (reduced from 13.53 cent).
- SMS – maximum charge of 11.07 cent per SMS sent (reduced from 13.53 cent). To receive an SMS is free.
- A new Data price cap – a maximum charge 86.10 cent per megabyte(MB) of data

¹ These rates apply to all consumers who do not choose an alternative roaming package.

All charges include VAT.

² Roaming voice calls are billed per second, operators may apply a 30 second set up charge.

- No charge to receive a voicemail message³

A number of **transparency** measures also apply:

- **Transparency SMS** - When a consumer travels in the EU they must receive an SMS from their mobile operator advising them of the costs of roaming in the EU. This includes the cost of calls made and received, the cost of sending an SMS/MMS and the cost per megabyte of data. The message will also provide a freephone number to contact the operator when roaming and details of the European emergency number 112.
- **Data Usage Alert** - A consumer who data roams is automatically opted into a data cap/alert of €61.50 (including VAT) unless they have requested not to receive the usage alert. A consumer will be advised when they reach 80% of the data usage cap and at 100 % of the data usage cap. When they reach the cap, the consumer must consent in order to continue to be allowed to data roam. The alert is provided to ensure that consumers do not inadvertently incur unexpectedly high data roaming charges while travelling.
- **Roaming outside the EU** - From 1 July 2012, consumers who travel outside the EU should now also receive the data usage alert while travelling. If the operator is unable to send the alert due to limitations by the network in the country you are visiting, your operator should send an SMS advising you that they cannot apply the data usage alert in that country.

ComReg is the statutory body required to monitor compliance with the Regulation and to monitor developments in charges.

More information, advice and top tips for consumers on mobile roaming is provided on ComReg's website <http://www.askcomreg.ie/roaming>

³ It is free to receive a voice message, however, you may be charged to listen to the voice message

Note to Editors

The Roaming Regulation first came into effect on 29 June 2007 to combat high charges associated with roaming. The Regulation placed a retail and wholesale price cap known as the “Eurotariff” on calls made and received while roaming in the European Union. It also put in place a number of transparency measures helping to ensure that consumers are well informed in relation to roaming in the EU. In 2009, the Roaming Regulation was amended in scope and duration following a review. The amended Regulation included further reductions to the wholesale and retail “Eurotariff” for voice calls, the introduction of a wholesale and retail Euro SMS price cap, a wholesale data price cap and a number of new measures in relation to pricing transparency. Following a further review of the Regulation the new rules became effective from 1 July 2012.

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