



Commission for  
**Communications Regulation**

# **Information Notice**

## **Reduced roaming costs while travelling in the EU from 1 July 2014**

### **Information Notice**

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## Additional Information

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# Mobile Roaming Price reductions from 1 July 2014

From 1 July 2014, a number of price reductions come into effect for consumers while roaming in the European Union (EU)<sup>1</sup>. These are summarised below:

## Prices including VAT from 1 July 2014<sup>2</sup>

- Making a call while roaming in the EU is 23 cent per minute.
- Receiving a call while roaming in the EU is 6 cent per minute.
- Sending a text message while roaming in the EU is 7 cent (It is free to receive a text message in the EU).
- Data usage while roaming in the EU is 25 cent per MB of data.

## Price reductions compared with prices in 2013

- The price per minute of making a call while roaming in the EU has been reduced by 20.8%.
- The price per minute of receiving a call while roaming in the EU has been reduced by 28.6%.
- The price for sending a text message while roaming in the EU has been reduced by 25%.
- The price per MB of data usage while roaming in the EU has been reduced by 55.6%.

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<sup>1</sup> 28 Member States - Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovak Republic, Slovenia, Spain, Sweden, UK and 3 EEA countries – Iceland, Liechtenstein, Norway.

<sup>2</sup> Rates are rounded to nearest integer.

## Other safeguards and benefits of the EU Roaming Regulation

### Data Usage Alert

A consumer who data roams is automatically opted into a data cap of €61.50<sup>3</sup> 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 again at 100% of the data usage cap. The consumer can then decide to continue to data roam or not. The alert is provided to ensure that consumers do not incur unexpected high data roaming charges while travelling.

Since 1 July 2012 consumers who travel outside the EU also receive the data usage alert at €61.50 while travelling.

### Transparency SMS

When a consumer travels in the EU they must receive an SMS from their mobile operator advising the consumer of the costs of roaming in the EU, this includes the cost of calls made and received, the cost of sending an SMS/MMS, the cost per Megabyte (MB) of data, details in relation to how to find out more information if required - (freephone number) and details on the European emergency number 112.

### Separate sale of roaming services

Article 4 of the EU Roaming Regulation contains a number of provisions designed to enhance the range of roaming services available to EU consumers.

ComReg is monitoring, as appropriate, the implementation of these provisions.

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<sup>3</sup> including VAT

## Background

1. The Roaming Regulation came into effect on 29 June 2007 - (EC) No 717/2007. The Regulation placed a retail and wholesale price cap known as the "Eurotariff" on roaming calls while roaming in the European Union (EU). It also placed a number of transparency measures helping to ensure that consumers are well informed in relation to roaming in the EU.
2. The Minister for Communications, Energy and Natural Resources made Regulations in 2007 designating ComReg as the National Regulatory authority for the purpose of the roaming Regulations.
3. In 2009 the roaming Regulation was amended in scope and duration following a review. The amended roaming Regulation - (EC) No 544 of 2009 included further reductions to the wholesale and retail "Eurotariff" (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 were introduced.
4. The roaming Regulation underwent another review in 2011/2012, the amended roaming Regulation (EC) No 531/2012<sup>4</sup> is in place since 1 July 2012. The amended Regulation included further reductions to the wholesale and retail "Eurotariff", further reductions to the Euro SMS tariff, the introduction of a retail data price cap and further measures in relation to data pricing transparency.

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<sup>4</sup> Regulation (EU) No 531/2012 of the European Parliament and of the Council of 13 June 2012 on roaming on public mobile communications networks within the Union