

Comparison and Critical Comparison of Charges for Data Roaming

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Agenda



Introduction into Data Roaming



Mobile Communication Evolution



Roaming Prices & Markets



Roaming Regulations



Conclusion

Introduction into Data Roaming

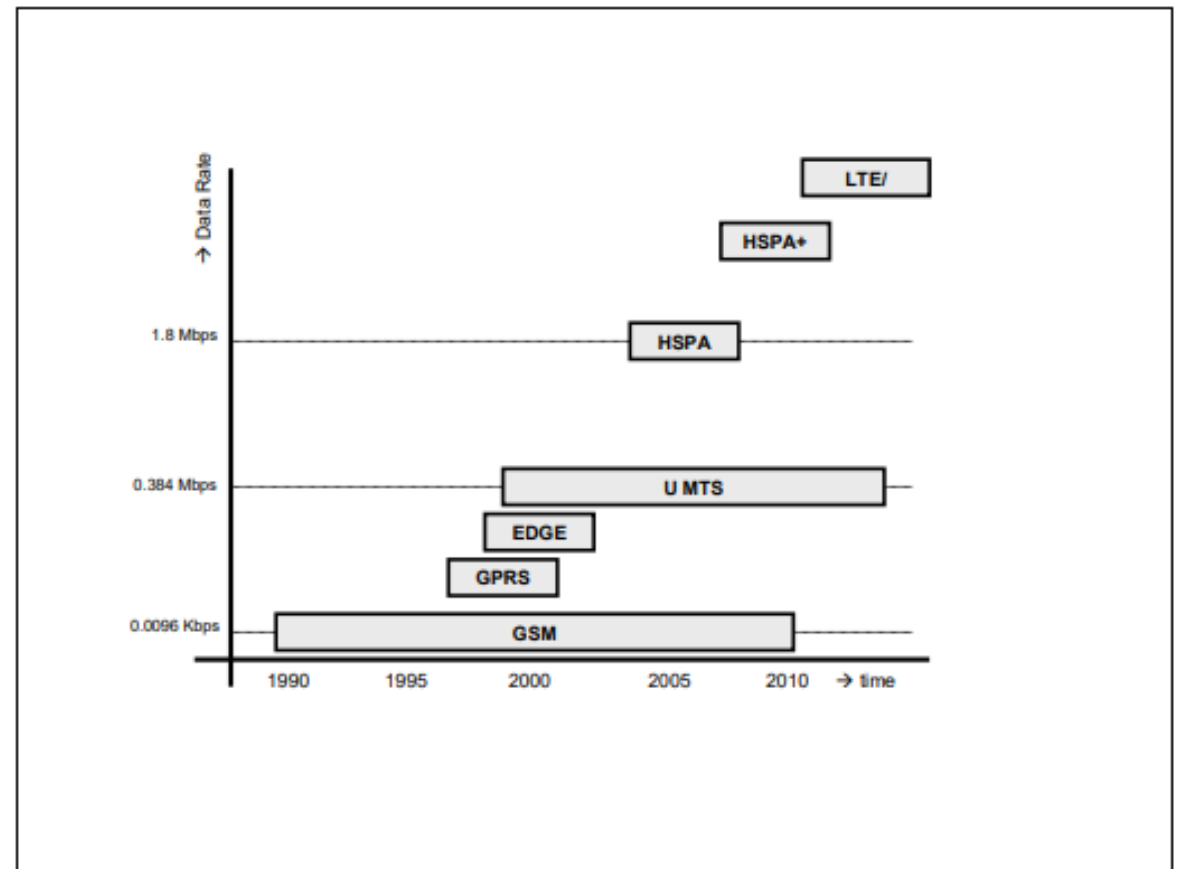
Understanding Data Roaming in a
Globalized World

- **Introduction into Data Roaming** -- Importance of global connectivity
- **Explanation of Roaming** -- Roaming allows mobile connection abroad using foreign networks.
- **Challenges and Responses** -- High roaming fees led to low usage. The EU's response, the "Roam Like At Home" policy.

Mobile Communication Evolution

From GSM to LTE: Mobile Tech Evolution

- Definition of Roaming
- Types of Roaming
- History: GSM to LTE



Roaming Prices & Markets

Roaming Prices & Market Dynamics

Pricing Strategies

- Impact on consumer behavior and market competition.
- Evolution of strategies over time.
- Example: Vodafone's evolving approach in roaming pricing.

Price Transparency

- Critical for understanding International Mobile Roaming (IMR) costs.
- European Commission's efforts to enhance consumer awareness.
- Regulatory measures to ensure clear and fair pricing in the market.

Roaming Regulations

Regulatory Frameworks: Reshaping Data Roaming

- **EU regulatory measures** -- EU actions to reduce high roaming charges, aligning them with domestic rates for fairness in the market.
- **RLAH policy** -- Eliminated extra charges for mobile use in the EU, allowing roaming at domestic prices.
- **Market reaction to RLAH** -- Notable increase in mobile usage abroad with RLAH, yet usage levels remained lower compared to home usage.

Conclusion

Key Takeaways & Future Outlook

- **Conclusion** -- Data roaming charges are shaped by evolving mobile technologies and regulations, impacting connectivity and costs.
- **Future Outlook** -- Ongoing dynamics in data roaming, with focus on regulatory impacts, consumer behavior, and new technologies like 5G.
- **Summary** -- Understanding data roaming is key in a connected world, blending technology, economics, and regulation for future industry strategies.



Thank you for
your attention!

