



VIVIANE REDING

MEMBER OF THE EUROPEAN COMMISSION
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B – 1049 Brussels

*Brussels, 04 June 2008
D (2008)1187*

Dear Mr /Mrs ... ,

European Commission Benchmarking on SMS and Data Roaming

As you are aware, the EU Roaming Regulation¹ has been in force in all 27 Member States of the European Union since 30 June 2007. The Regulation places an obligation on the European Commission to monitor developments in SMS and data roaming services among others and to report back to the European Parliament and the EU Council of Ministers in the course of 2008.

In February 2008, at the GSM World Congress in Barcelona, I called on mobile operators to lower their prices for SMS and data roaming services, in line with the objective of achieving a single market in Europe and in the interests of avoiding the need for further regulation. I said that the European Commission would have to assess what progress has been achieved by 1 July this year. I also explained to you that I would prefer voluntary moves by the industry to counter the high charges for SMS and data roaming, and that I would encourage the mobile industry to demonstrate its competitiveness by determined action to reduce prices.

This letter is a follow-up to our discussions – in addition to the ongoing public consultation and market data sent to us from national regulatory authorities. The Commission will use the requested wholesale, retail and transparency information as a key element of its assessment of market developments for roaming services as of 1 July. The wholesale information supplied by you will be treated on a confidential basis.

¹ Regulation (EC) No 717/2007 of the European Parliament and of the Council of 27 June 2007 on roaming on public mobile telephone networks within the Community, Official Journal No. L 171, 29 June 2007, p. 32-40.

In order to give consumers, the European Parliament and Council an overview of the developments that have taken place over the past months on SMS and data roaming services, the European Commission will use part of the data to update its "Roaming Website" to show (operator by operator for all EU countries) the retail prices for SMS and data roaming services as well as the transparency measures being taken by operators in the EU.

*To ensure the appropriate presentation and a fair benchmarking, we would kindly ask you to respond **by 30 June at the latest** to the questions attached in the annex – which are being put to mobile operators throughout the EU.*

I thank you for your co-operation and support.

Yours sincerely,

A handwritten signature in blue ink, consisting of a large, stylized initial 'L' followed by a long horizontal line extending to the right.

ANNEX

Questions to mobile operators on SMS and data roaming in the EU:

Part I: Questions on which the answers will be made public on the Commission's website

1. What is the retail price for 1 SMS that your company will be charging its customers on 1 July 2008 while roaming in another EU Member State?
2. Please provide details of any special packages on SMS roaming that you will offer as of 1 July 2008.
3. What is the retail price for 1MB of data that your company will be charging its on 1 July 2008 while roaming in another EU Member State? Please also provide a breakdown of the charging increments for the first MB and subsequent MBs, if applicable.
4. Please provide details of any special packages on data roaming that you will offer as of 1 July 2008.
5. Will you have introduced, as of 1 July 2008, specific measures to combat the problem of "bill shocks"? For example, will your customers be informed of data roaming charges in real time and/or warn them of "bill shocks" for data roaming services. Please describe these measures and indicate the trigger for their activation, i.e. when is the customer informed?

In case you choose not to reply to any of the above questions by 30 June, for your company the indication "no response" will be made on the Commission's website under each question or missing response.

Part II: Questions on which the answers will be treated as confidential

1. What is the wholesale price for 1 SMS that your company will be charging other operators on 1 July 2008 for customers roaming in another EU Member State? Please supply the standard list price as well as details of any discounting structures and reciprocity conditions.
2. What is the wholesale rate you will be charging other operators for 1 MB of data on 1 July 2008 for customers roaming in another EU Member State? Please also provide a breakdown of the charging increments for first MB and subsequent MBs, if applicable. Please also indicate whether these charges are linear / non-linear? Please give details of tariffs applied both on a reciprocal and non-reciprocal basis.

All responses should be sent **by 30 June 2008 at the latest** by e-mail to the following address: info-roaming@ec.europa.eu