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# **IIRSA Project “South American Roaming Agreement”**

Second Executive Technical Group  
Cusco, Peru – 4th May, 2009

*Cross-border roaming: Creation of local roaming in cross-border areas*

*IIRSA CCT Proposal*

*Panel: Technical aspects and fraud*

[www.iirsa.org/roaming.asp](http://www.iirsa.org/roaming.asp)

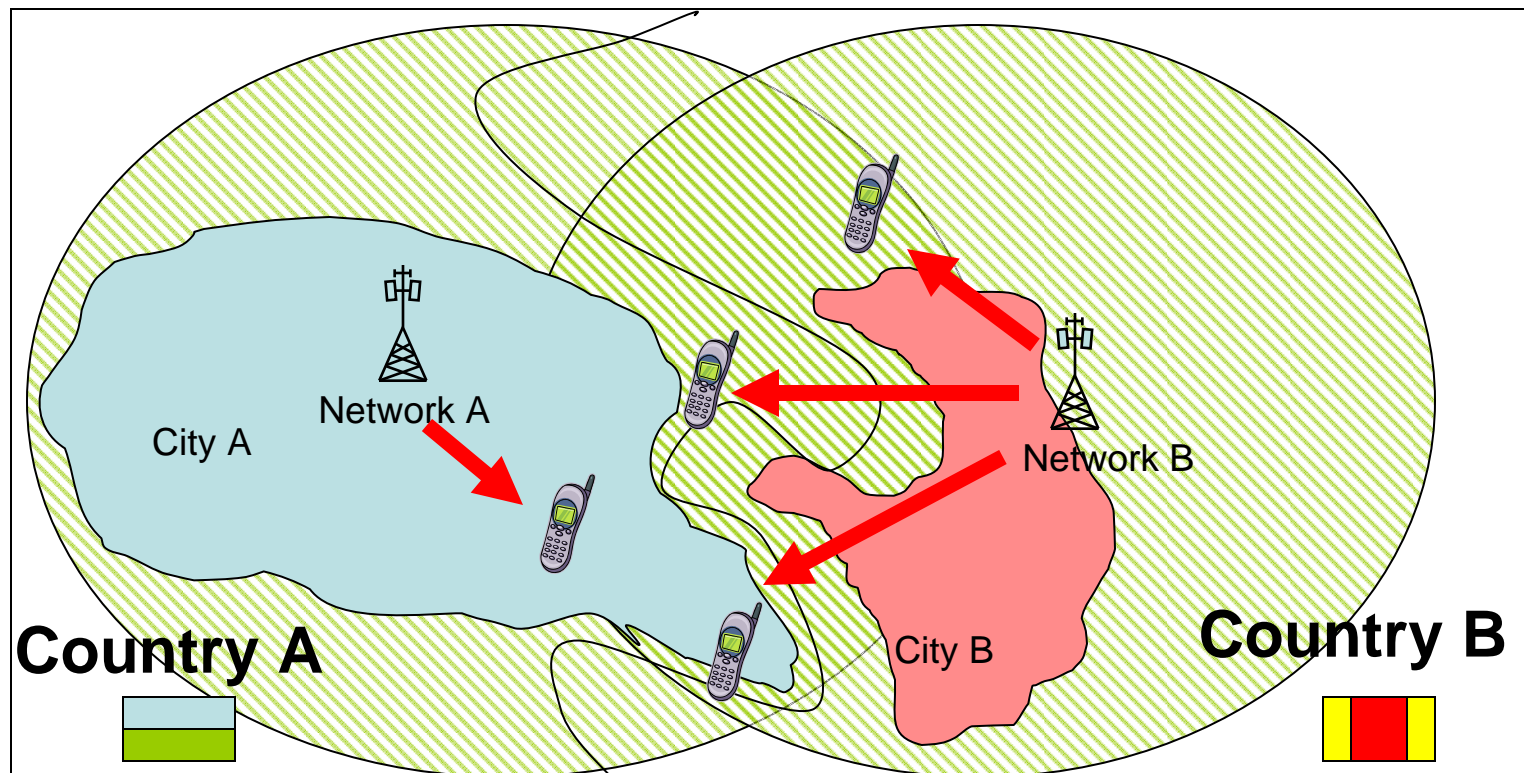
## Background

- The cross-border areas have the larger groups of potential roaming services users

*(South America: 15.9 millions , 4% of the population)*
- The truth about these areas is that at the moment:
  - They “suffer” unnoticed roaming ([see](#))
  - They do not take advantage of the roaming services to improve their integration as complementary economic areas ([see](#))
  - In some occasions, these areas have little mobile network coverage, due to unnoticed roaming reduction strategies. ([see](#))

# Objective

- It is proposed to use use the concept of “neighborhood traffic”
  - The creation of special areas in cross-border areas
  - Where registered users receive preferred local tariffs independently of the network



## Benefits

- These local roaming areas would allow to:
  - Favor the integration of cross-border areas through phone services
  - Provide universal service servicio universal to people living in cross-border areas.
  - Reduce unnoticed roaming incidence



# Approaches

- The solutions to be studied could be:
  - Commercials  
(registration in user roll and call cost reimbursemen)
  - Technical  
(payment platforms implementation that recognize the users)
  - Regulatory  
(licence franchise in both sides of cross-border to install antennas in cross-border areas)
- It is proposed to study this issues and to develop a pilot project within IIRSA scope.



## Activities

- 1) Cross-border areas identification to develop a pilot solution.
- 2) Regulatory, technical and commercial alternatives identification to create local roaming cross-border areas
- 3) Selection of pilot place and solution to be implemented
- 4) Pilot implementation
- 5) Results spreading



# Implementation (1)

- ***Feasibility of Proposal***
  - The proposal is considered feasible since there is consensus among regulators and operators if the pilot localization selection is correct and there is regulators and operators support and users interest.
- ***Implementation time schedule***
  - Alternative solution identification: 3 to 6 months
  - Selected solution implementation: 6 to 9 months
  - Later on, the results will be spread in regional forum

## Implementation (2)

- ***Estimated cost:***
  - The costs involved in the proposal and to be considered by the Project will depend on the pilot solution to be developed. These selections (alternatives and localization) could be developed by human resources of the involved institutions.
- ***Proposal participants:***
  - Regulators and operators providing roaming services.
- ***Proposed leadership:***
  - It is proposed that this initiative could be led jointly by Regulatel and Asociación GSMA.







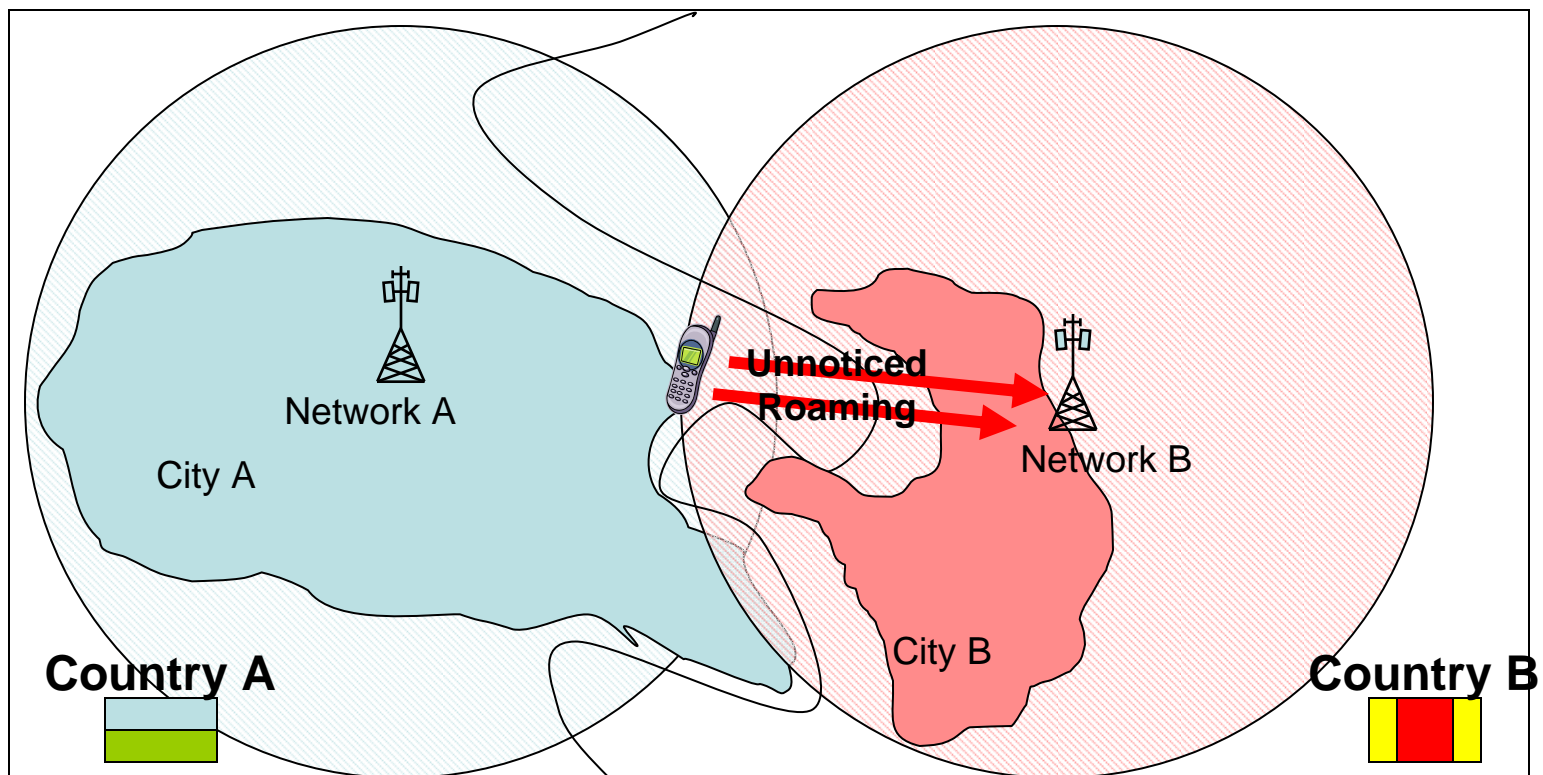
*SUPPORT SLIDES*

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# Cross-border problems(1)

**Unnoticed Roaming:** The terminal accidentally connects to the more powerful network that it can identify, while the user does not notice it and pays international Roaming tariffs.

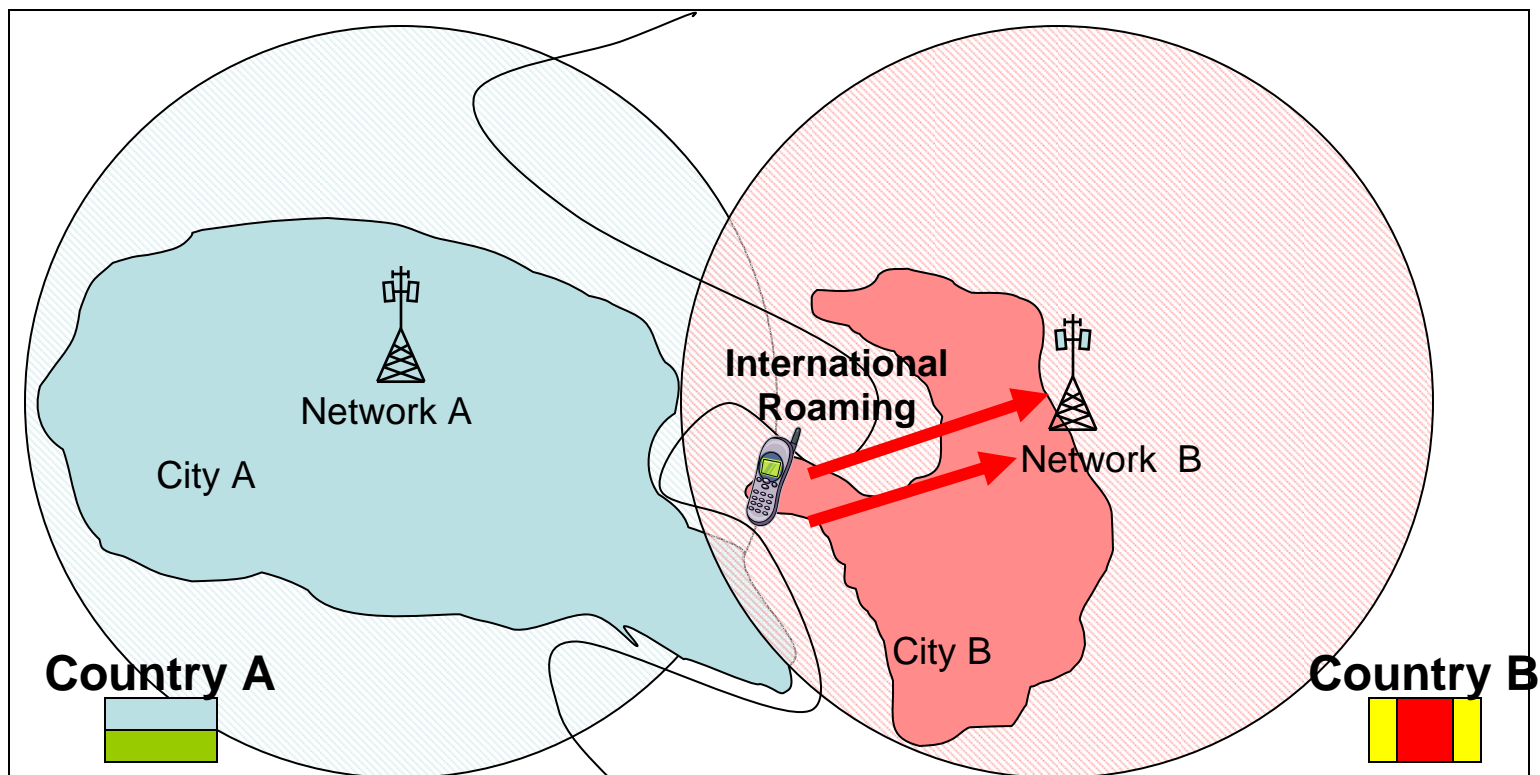
**Result:** the user switches off its terminal (even in its own country) to reduce costs or pays too much for the service and complains to the operator or regulator.



## Cross-border problems (2)

**Voluntary roaming:** the economic integration in cross-border areas generates a great social and commercial exchange at both sides of the borderlines. The networks do not identify among tourists and local users, so that any user pays the same international roaming tariff.

**Result:** the user switches off its terminal or buys a local SIM local to use at the other side of the borderline. Then, the user is not always found at the same number and the mobile network potential is not well used to promote frontier area integration.



## Cross-border problems (3)

**Lack of coverage:** Despite two neighbour networks are available, the attempts to avoid the overlapping and reduce the unnoticed roaming lead to the presence of areas that do not receive mobile coverage.

**Result:** the synergies among networks are being completely used and universal services are not provided.

