

## Table 27 - SMS termination rates

On July 27, 2006 the French regulator, ARCEP, became the first NRA to impose obligations on the wholesale market for SMS termination (see [EU Telecom Flash 92/2006](#)). This market is not part of the list of markets included in the Commission recommendation on relevant markets. The Slovenian regulator, APEK, proposed to define a single market for voice and SMS termination on individual mobile networks in February 2007, but was advised by the Commission to define separate markets for voice and SMS termination (see [CEE Telecom Update April 2007](#)).

Under the 'calling party pays principle' (CPP), the wholesale mobile termination charge set by the called network is reflected in the retail charge paid by the calling party. The calling party in general cannot affect or influence the termination charges. This implies that each mobile network operator (MNO) is dominant as a single supplier of termination on its own network.

Voice call and SMS termination are therefore both characterised by the fact that each mobile network operator is dominant as a single supplier of voice call/SMS termination on its own network and both services are sold as part of the same mobile cluster at retail and wholesale level.

When preparing the revision of the recommendation on relevant markets, Commission had originally proposed to amend the definition of the market for voice call termination on individual mobile networks, to include both voice call and SMS termination. But in the final version of the revised recommendation adopted in December 2007, SMS has not been included (see [EU Telecom Flash 113/2007](#)). In the [explanatory note](#) accompanying the revised recommendation, the Commission mentions that if exchange and termination of SMS are considered to result in similar market power problems as voice call termination on mobile networks, it is open to NRAs to consider defining and notifying an additional separate market for SMS.

Figure 1 shows the level of SMS termination rates in eurocents per SMS.

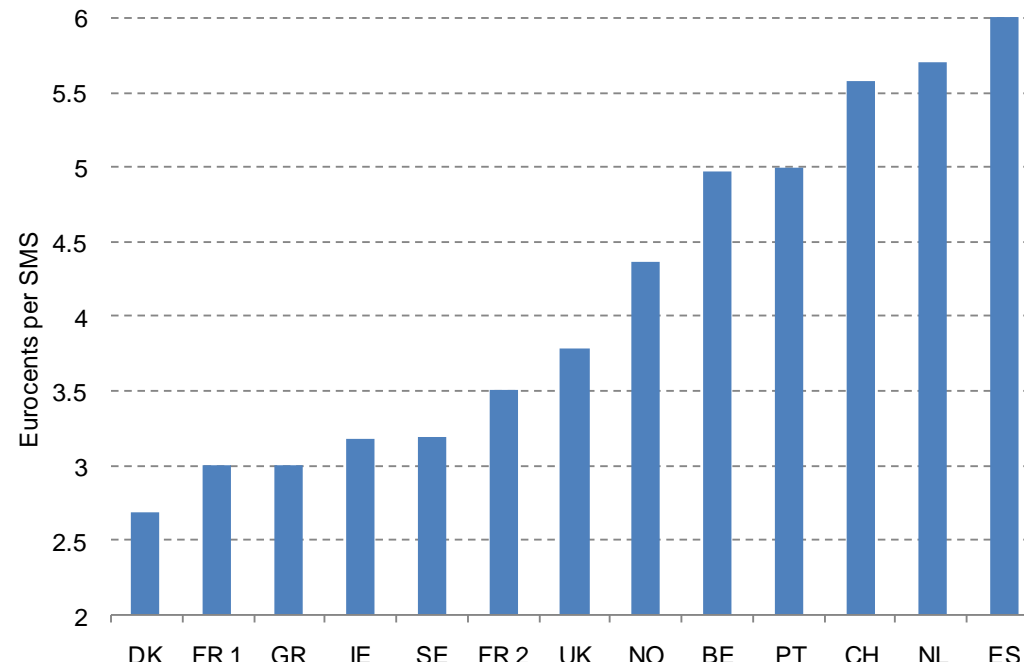


Figure 1 – SMS termination rates

The table shows for an SMS message that originates on one mobile network and terminates on another, the amount of the termination charge, and if the termination charges are reciprocal.

<b>SMS termination rates (per sms)</b>			
<b>AT</b>	No information publicly available		
<b>BE</b>	4.96 eurocents Reciprocal		
<b>DK</b>	<i>DKK</i>	0.20	<i>Eurocents</i> 2.68 TDC, Sonofon. No public information for other MNOs
<b>FI</b>	No information publicly available		
<b>FR</b>	Orange and SFR: 3 eurocents Bouygues Telecom: 3.5 Eurocents		
<b>DE</b>	No information publicly available		
<b>GR</b>	3 eurocents Reciprocal		
<b>IE</b>	3.17 eurocents Reciprocal		
<b>IT</b>	No information publicly available		
<b>LU</b>	No information publicly available		
<b>NL</b>	5.7 eurocents Reciprocal		
<b>NO</b>	<i>NOK</i>	0.35	<i>Eurocents</i> 4.38 reciprocal (at least when Telenor is one of the parties)
<b>PT</b>	4.99 Eurocents Reciprocal		
<b>ES</b>	Telefónica, Vodafone: 6 Eurocents Orange charges between 6 and 7 Eurocents (exact level not publicly available) MVNOs and Xfera are apparently requesting 7 Eurocents.		
<b>SE</b>	<i>SEK</i>	0.30	<i>Eurocents</i> 3.19 TeliaSonera. No public information for other MNOs
<b>CH</b>	<i>CHF</i>	0.09	<i>Eurocents</i> 5.51 Reciprocal
<b>UK</b>	<i>GBP</i>	0.03	<i>Eurocents</i> 3.79 Reciprocal

Euro exchange rates (August 7, 2008)	Unit	Currency	Rate
Denmark	1	DKK	7.4609
Norway	1	NOK	7.997
Sweden	1	SEK	9.4127
Switzerland	1	CHF	1.6322
UK	1	GBP	0.7925