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Latin America-EU Symposium on ICT Regulation

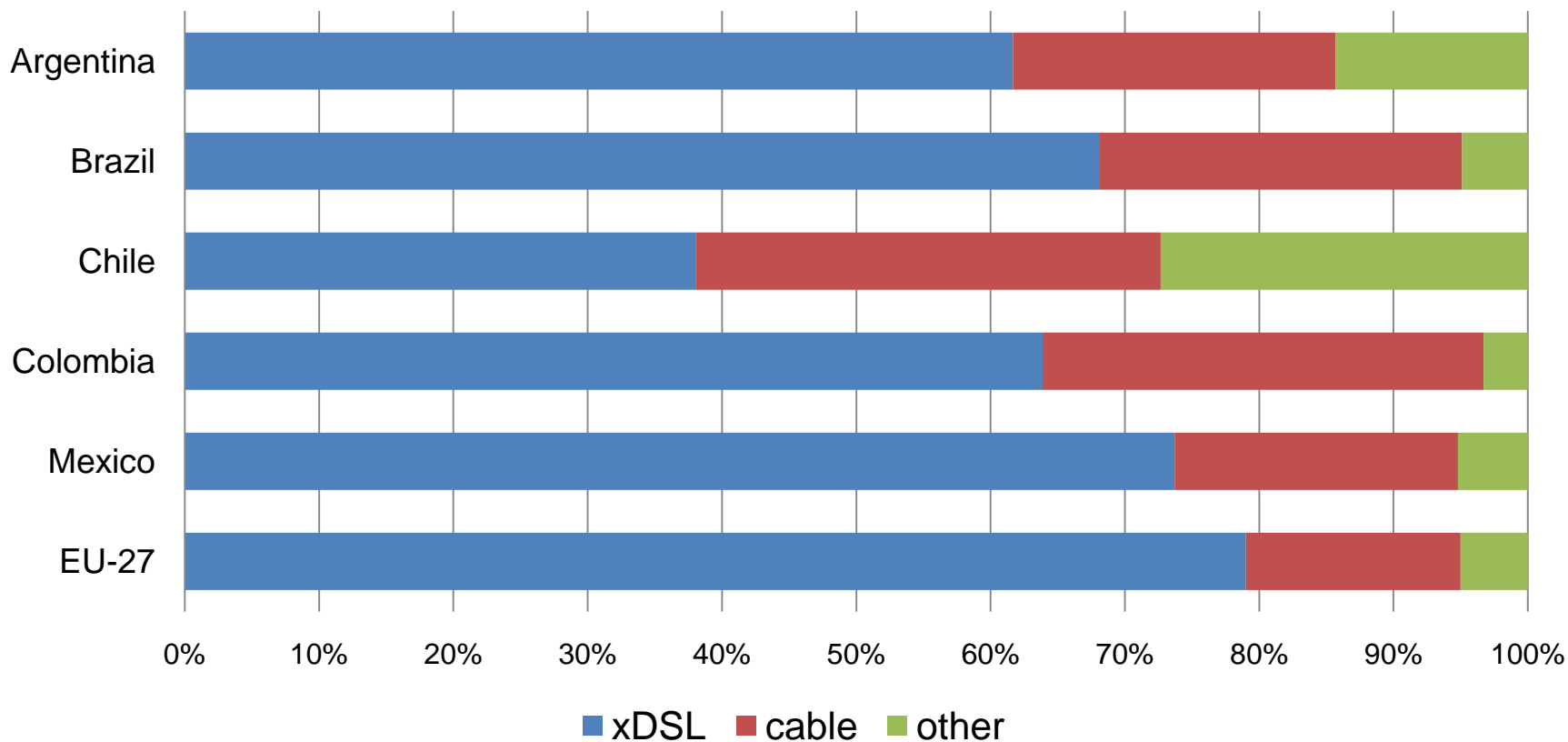
Mobile broadband and consumer protection

Brussels November 15, 2010

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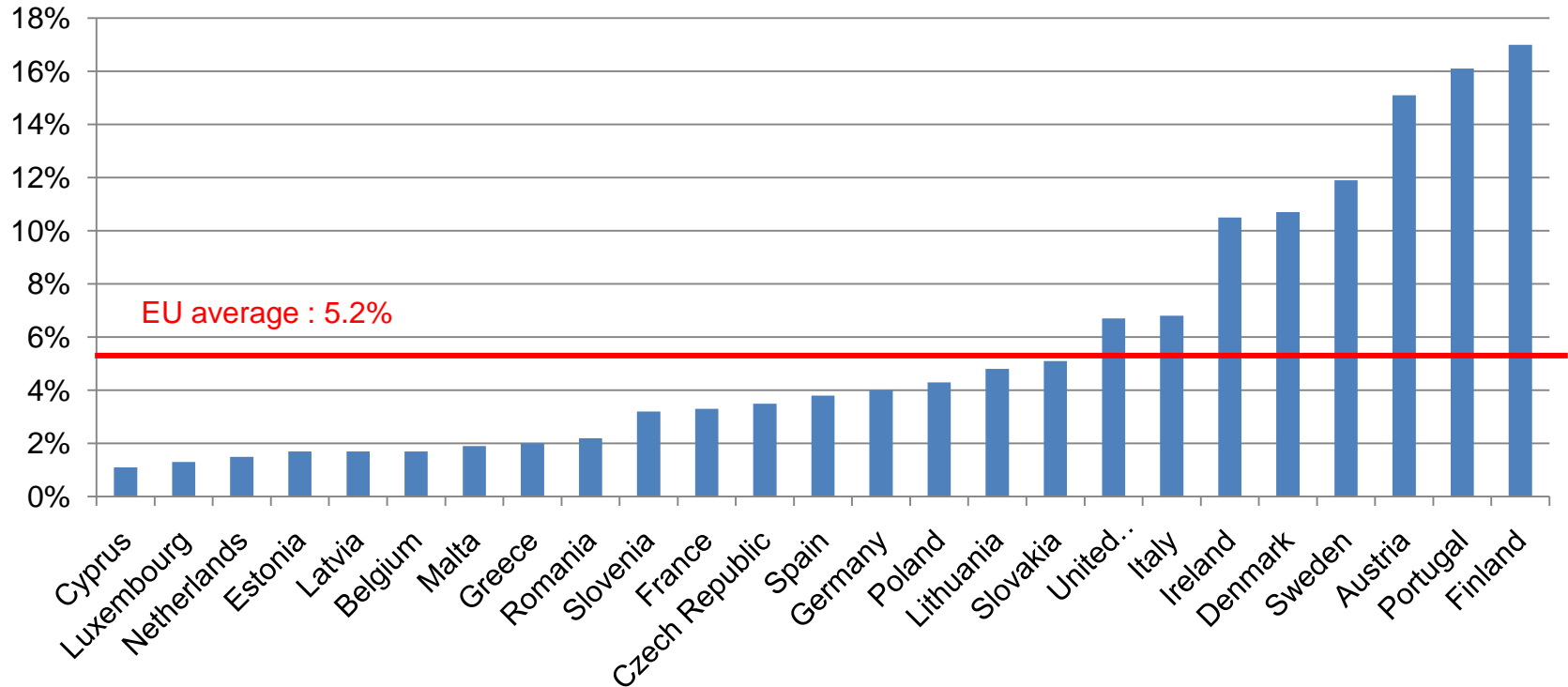
TELECOMMUNICATIONS, MEDIA AND ELECTRONIC COMMERCE REGULATORY SUPPORT

Broadband access



Use of mobile BB is growing in the EU

Per 100 inhabitants, January 2010
3G data cards only, excluding smart phones



25 million 3G data cards
Take up doubled from Jan. 2009 to Jan. 2010

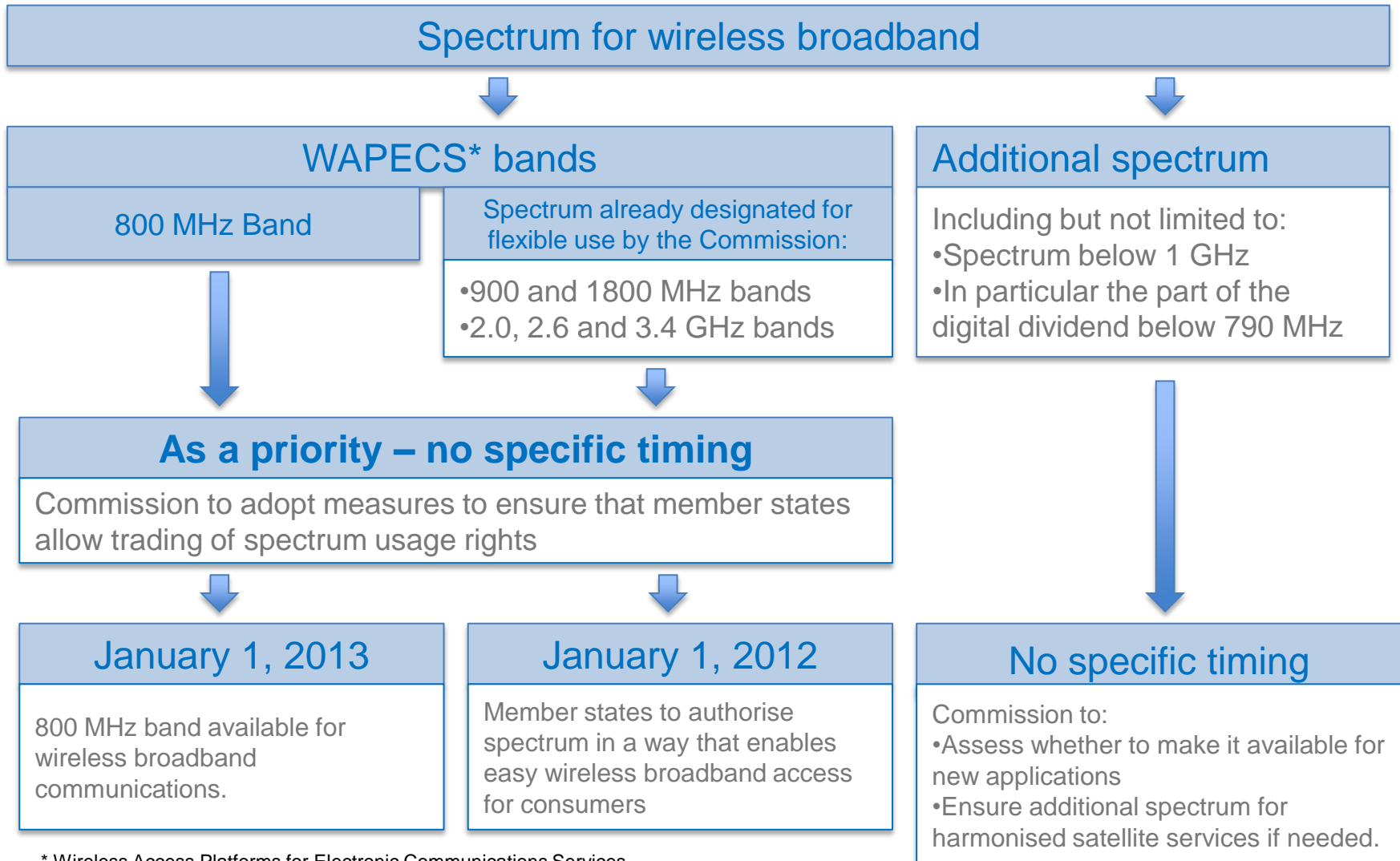
Source: European Commission – May 2010

LA and EU: overview

	Availability of 3G service	3G take-up	Use of digital dividend	Award of 2.6 GHz for wireless BB	Award of 3.5 GHz for wireless BB	Specific targets for wireless BB ?
Argentina	√	?	Undecided	Undecided	√	×
Brazil	√	7.8%	Undecided	Undecided (refarming approved 2010)	√	60m broadband connections by 2014
Chile	√	5%*	Undecided	2011	√	×
Colombia	√	?	108 MHz in the 700 MHz band	May 2010	√	×
Mexico	√	?	108 MHz in the 700 MHz band Public consultation	Currently used for pre wimax solutions (no mobility).	√	×
EU-27	√	It varies depending on member state. 1/3 of EU users have smart phone	72 MHz in the 800 MHz band in Austria, Finland, France, Germany, Sweden, and the UK	Completed so far in Austria, Denmark, Finland, Germany, the Netherlands, and Sweden.	√	×

* CI estimate

EU: Spectrum for wireless broadband



* Wireless Access Platforms for Electronic Communications Services

Latin America

- Spectrum for wireless broadband remains a priority
- Trade of ICT goods
 - Availability of mobile handsets (substandard and counterfeit phones)
 - Limitations (e.g. Brazil)
 - Impact on mobile BB take-up?
- Affordability
- Approaches to transparency and net neutrality?

EU: more transparency for users of mobile data services

- International roaming for 3G data services (within the EU):
 - Automatic cut-off when expenditure reaches €50/month
 - Notification when 80% of agreed financial or volume limit is approached
- Italy:
 - Mobile operators must provide from January 1, 2011, at no additional cost for end-users, an automatic system alerting customers when they reach a certain consumption threshold
 - Customer to select the threshold (opt-out).
- France:
 - ARCEP's recent recommendations on improved transparency of retail offers and on net neutrality



THANK YOU!

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