

IS ZERO RATING ALLOWED?

FREE LANE

SLOW LANE
CLOSED

DEFINITION

Access to some apps without counting traffic in the user's data cap



BENEFITS AND POTENTIAL RISKS

No charge for end-user



Discrimination



EU LEGAL BACKGROUND



TSM REGULATION

Zero rating NOT explicitly prohibited
April 2016



Body of European Regulators
for Electronic Communications
BEREC

BEREC GUIDELINES
Criteria for a case-by-case
approach
August 2016

RECENT CASES ACROSS THE EU

GENERAL BAN



Netherlands



CASE-BY-CASE APPROACH

NRAs' decisions have generally followed BEREC guidance.
In some cases, operators have appealed the NRA's decision.

Proposed commercial offers	Zero rated: Single app	Zero rated: Selection/category of apps
What happens when data cap is reached?		
Zero rated service(s) also blocked/slowed		 Belgium proximus
Zero rated service(s) not blocked/slowed	 Slovenia Telekom Slovenije, simobil.si	 Hungary telenor, Magyar Telekom Sweden Telia

Cullen International's **Consumer Protection service** provides in-depth coverage of a wide range of regulatory issues governing consumer concerns in the European telecoms sector.