



Media Release- July 1, 2011

ComReg publishes Information Notice on International Roaming

The Commission for Communication Regulation (ComReg) today published its 7th Information Notice showing the trend of international roaming charges for the period 1 July 2010 - 31 December 2010.

Main points regarding the data in the report (1 July 2010 - 31 December 2010)

- Irish retail roaming prices for voice calls made and received continue to indicate compliance with the regulatory price ceilings.
- The retail price for sending a text message while roaming remains at the regulated cap of 11 cents (excluding VAT). This compares to an EU/EEA average of 10 cents (excluding VAT) per text message sent while roaming.
- Volumes of retail data roaming traffic (pre and post-paid) have grown strongly over the reported periods. There is no regulated cap in place for retail data roaming prices. For Q4 2010, Ireland's average pre-paid data roaming retail price per MB (€4.28) is more than three times higher than the average post-paid data roaming retail price per MB (€1.25). During this period the wholesale rate for data roaming was capped at €0.80 per MB excluding VAT.

Key points to note for consumers, regarding mobile phone prices, if you are planning to travel in the EU:

- The cost of making a call will decrease from 1 July 2011 from 0.47 cent per minute to 0.42 (including VAT)
- The cost of receiving a call will decrease from 1 July 2011 from 0.18 cent per minute to 0.13 (including VAT)
- The cost of sending a text message remains at 0.13 cent per minute (including VAT)
- It's free to receive a text message
- There is no charge for consumers to receive a voicemail message (note: there is a charge to listen to a voicemail message)
- There is a "Bill shock" data roaming pricing transparency initiative - among other measures, a default data spend cap of €60.50 (including VAT), per billing period, is in place
- The wholesale rate for data roaming will decrease from 1 July 2011 from 0.80 cent per MB to €0.50 per MB excluding VAT

- To further promote awareness and transparency for consumers while roaming, ComReg's website www.callcosts.ie/roaming provides consumers with information about mobile roaming, a guide to mobile roaming and a mobile roaming calculator which assists consumers in estimating the cost of their planned roaming usage.

ENDS

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