

**European Commission  
Directorate-General Information Society and Media**

**PUBLIC CONSULTATION ON A REVIEW OF THE FUNCTIONING OF THE ROAMING REGULATION  
(REGULATION (EC) NO 544/2009)**

The European Commission has launched a public consultation on a review of the functioning of the Roaming Regulation (Regulation (EC) No 544/2009). Finland Chamber of Commerce submits the following statement.

**Question 2:** *Do you consider that regulatory intervention for roaming services is needed beyond June 2012? Please consider voice, SMS and data roaming services separately. In particular, if you consider that the Roaming Regulation should expire in June 2012, please explain why, and describe how you consider that the market for roaming services will evolve in the absence of regulation.*

Finland Chamber of Commerce expects the price level to stay customer friendly due to well functioning competition in the retail roaming markets. Therefore no further regulation regarding retail roaming market will be necessary post-June 2012.

Finland Chamber of Commerce opposes such regulatory interventions in general. However in case of wholesale roaming markets an intervention may be necessary. Competition in wholesale roaming markets does not seem to function as well as it does in the retail market. The intervention should cover voice, SMS as well as data roaming. There is less competition on the wholesale market than there is on the retail roaming market.

**Question 3:** *Do you consider that the current model of regulation would be effective in the future in light of the desired objectives? Will this approach ensure adequate consumer protection and help stimulate competition? Is it efficient and coherent with EU policies?*

Regulation is needed only on the wholesale roaming market and the current model of regulation would be sufficient.

**Question 4:** *If this model is suitable in principle, what modifications may be required in order to achieve a well functioning single market for roaming services? Should this approach be combined with other options?*

Regulation is needed only on the wholesale roaming market and the current model of regulation would be sufficient.

**Question 5:** *Would regulation of wholesale prices charged to MNOs, combined with transparency measures, be effective, efficient and coherent in light of the single market objective? Would the benefits of regulated wholesale rates be passed through to consumers?*

Finland Chamber of Commerce supports such regulation. The only limiting factor to retail markets competition is the lack of competition in the wholesale roaming market. The strong competition on the retail roaming market will ensure that as the wholesale price decreases the effect and its advantages will be passed on to the customers.

**Question 6:** *Do you consider that retail regulation of data roaming prices is necessary? If not, what are the likely market developments post-June 2012?*

There is no need for retail regulation post-June 2012. The well functioning retail roaming market itself along with other competing products and services will ensure that the retail roaming market will be a highly competed segment.

**Question 7:** *If retail regulation of data roaming prices was necessary, what would be an appropriate model for such regulation?*

Finland Chamber of Commerce sees that there isn't enough information whether regulation of data roaming is necessary.

**Question 10:** *Would such 'structural' approaches be efficient? What are the technical implementation issues associated with these approaches?*

Such 'structural' approaches can be technically challenging. There should not be solutions only specific to EU because roaming is a global service, and such approach could deteriorate not only EU based MNOs' but also EU's position.

**Question 11:** *How feasible/efficient is the establishment of a spot trading market for wholesale roaming? Would this approach lead to competitive wholesale rates? How effective would this approach be in terms of achieving competitive retail rates?*

According to MNOs' this would be extremely challenging to carry out due to mobile roaming's technical specifications.

**Question 13:** *In the medium to long term, markets and technologies will possibly evolve to the point where roaming services can be provided by different competing technologies. Such developments seem to be unlikely to be sufficient to eliminate or minimize roaming problems within 5 years. Do respondents share this view? Please explain.*

According to MNOs' there doesn't seem to exist problems that could be resolved by competing technologies.

**Question 14:** *Do respondents think that the Commission should pursue measures to accelerate these developments (e.g. to encourage the massive deployment of interconnected Wifi networks? What other measures could be considered? What will the impact be of the transition to an 'all IP' environment on roaming services?*

The retail roaming market is functioning well. Regulation of only wholesale roaming prices is necessary in order to achieve Commission's target, such as a roaming cap per day and per customer.

**Question 15:** *To what extent is the problem of inadvertent roaming still a concern for citizen's living close to borders? What measures could be taken to avoid the adverse effects of inadvertent roaming, whether by means of voluntary co-operation between operators or by means of regulatory or legislative action?*

As far as Finland Chamber of Commerce knows the problem is minor or nonexistent, except satellite and ship networks. However a solution should be found. The inadvertent roaming between EU countries can be solved by a data usage cap and an SMS from the MNO explaining the prices. Although the consultation covers roaming within EU an important issue in Finland is the area close to the Russian border where the high transmission power by Russian MNOs' does lead to inadvertent roaming to Russian networks.

**Question 17:** *What has been the impact on mobile users and service providers of the implementation of the Regulation as far as roaming within, from or between the outermost regions is concerned?*

As far as the Finland Chamber of Commerce knows the impact has been minor.

**Question 19:** *What has been the financial impact (revenues, costs, profits, volumes etc.) on smaller mobile telephony providers of the application of the Regulation since its entry into force on 30 June 2007 and amended in 2009? Please provide financial data and any other information in this respect wherever possible (which will be treated as confidential if so requested).*

As far as Finland Chamber of Commerce knows the revenues, costs and profits of smaller MNOs' have decreased considerably. The total outcome has been negative to MNOs.

**Question 24:** *What, if any, has been the impact of the Regulation on reciprocal roaming arrangements between EU/EEA mobile operators and their counterparts in other third countries?*

As far as Finland Chamber of Commerce knows the Regulation has had little or no impact at all to such arrangements between EU/EEA MNOs and their counterparts in other third countries.

FINLAND CHAMBER OF COMMERCE

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