High roaming charges hurt Europe!
Roaming hurts not only European consumers but also the competitiveness of the European economy in general. Roaming charges essentially mean that virtual borders remain for communication where real borders have become invisible.

Consumers are still hit with shocking bills. We got many complaints from frustrated Europeans who were hit with bills worth several hundred or thousand Euro. For Europeans with a median income (around 1200€/month) this can be devastating. For prices like this, one can get a small, used car!

For businesses it means that employees are cut off from their normal business communication when abroad. This puts especially small and medium businesses at a huge disadvantage as they can not afford the prices and do not have the leverage to broker better deals.

Take action now!
The prices proposed by the European Parliament are already at the upper end of what is acceptable. Higher prices would be ineffective, damage the European economy in general and will essentially stop progress on the roaming issue for years to come. Based on data by operators and BEREC, realistic prices would be:

Wholesale:
- no more than 5ct/min for calls,
- no more than 5ct/MB for data.

Retail:
- No more than 11ct for calls made by 2014,
- Free receiving of calls from 2014 on,
- No more than 10ct/MB for data by 2014.

The Facts
Prices for data roaming are up to 3000 times higher than domestic prices: Using 1 GB of data can cost up to 12000 €. Domestic prices for comparable services are around 5 to 15 €.

The average smartphone user uses 1/2 to 1 GB of data per month and would have to pay more than 6000 € for average use when abroad.

Roaming calls still cost up to 45ct/min. That is 10 times more than domestic calls.

According to BEREC and data we received from providers, the actual costs for providing roaming services are below 5ct/min for calls and only a few Euro per Giga(!!)byte. For operators operating in several member states, costs are trivial.

According to operators, sustainable low prices for roaming are possible if the wholesale prices are set around the BEREC estimates and retail costs at no more than three times BEREC’s estimates.

According to a study by IPSOS, two thirds of mobile phone users do not use their smartphones abroad due to high roaming costs.

The impact assessment by the European Commission shows that lower roaming charges would have positive effects for the general economy and welfare of Europe.

According to information by Informa and Syniverse, operators themselves currently loose up to 1.2 Billion Euro in revenue per year due to customers not using their phones abroad.

Europeans for Fair Roaming
“Europeans for Fair Roaming” (www.fairroaming.org) was started by citizens from all over Europe as a Facebook campaign and has since expanded to a network representing 17 organisations, 14 MEPs and more than 150,000 people.