



TCF International Mobile Roaming Guide “the Guide”

Endorsed: 14 June 2018

Introduction

This Guide sets out the recommended parameters to be used by Service Providers in providing examples of the likely data usage for common uses of roaming, in accordance with clause 10.2 of the New Zealand Telecommunications Forum (TCF) Code for Information on International Mobile Roaming Services and Charges (International Mobile Roaming Code (the Code)).

Clause 10.3 of the Code states that: *“Service Providers will use the recommended parameters and methodology set out in the Guide to provide a basis for communicating these estimates to Customers.”*

The recommended parameters and methodology are outlined below.

Recommended Parameters for Data Usage

Service Providers will use the following estimated average usage values for each of the examples of commonly used services or tasks listed below as an input to any price or usage calculation they may undertake in accordance with clause 10.2 of the Code.

Approximate Data Usage over a 4G Connection

This information is a guide only. Estimates are based on average device consumption using a 4G network. Data usage will vary depending on a number of factors including, but not limited to, device used, network used, device settings and applications on the device.

Activity	Time			Other
	15 Minutes	30 Minutes	One Hour	
Browsing	10MB	20MB	40MB	
Social Media	10MB	30MB	40MB	
Video Streaming (YouTube)	120MB	240MB	480MB	
Music Streaming	30MB	60MB	120MB	
Skype (video chat)	55MB	110MB	220MB	
Google Maps	18MB	36MB	72MB	
Email (w/out attachments)				2MB per 40 emails

If you are using 3G the data usage will be less than that detailed in the table above.

Additional guidance

Service providers should convey the following additional messages to their Customers:

- Each Customer's data usage is unique as it depends on what device is used and how much time is spent online. For example, streaming video generally uses more data than checking email. Customers can get an idea of their potential mobile data requirements when travelling by looking at how much mobile data they use today. Most recent devices allow you to see how much mobile data you have used in the last month, including how much data different applications have used.
- Customers should be aware that connecting to a faster mobile network may use more data than connecting to a slower one. For example, a device may use more data on a 4G network than a 3G network, especially for things like high definition video and web browsing. Customers should be provided information on how to find out the type of network they are connected to when overseas.
- Customers should be reminded that their usage may change while they are travelling. For example they may spend longer looking at maps and tourist information websites, but less time streaming bandwidth hungry videos.
- Customers should be reminded that there are steps that they can take to reduce their data usage when roaming. These include: accessing a local Wi-Fi network to avoid using mobile data, turning off mobile data capability when it is not being used, avoid streaming movies and music and turn on data saving settings in applications where they are available.
- Customers should be reminded that usage will vary depending on a number of factors including, but not limited to, the model of device, the device settings, network used and application settings.

Methodology for Presentation

1. While Service Providers are not bound to use this information in the manner outlined above, they are encouraged to use these common values as an input into any cost or usage estimation tools that they may design or require.
2. The consistent use of input values will facilitate Service Provider communication with customers and consumer comparison of prices. In practice, the actual price will vary depending on service provider specific inputs, and usage or cost estimation tools - for example, the price per unit consumed or billing period.
3. Service Providers are strongly encouraged to ensure that any usage or cost estimation tool they design in accordance with this Guide includes clearly visible statements on the limitations of this methodology – i.e. that this Guide has been constructed using average usage values, and does not take into account Service Provider or activity based optimisations, inefficiencies or errors that may occur in using these services. For these reasons, any estimate of cost or usage is provided in accordance with this Guide is for illustrative purposes only, and should not be taken as a definitive indication of cost or usage. E.g. "This information is a guide only. Estimates are based on average device consumption using a 3G/4G network. Data usage will vary across devices and network used."
4. Service Providers are also encouraged to ensure that any usage or cost estimation tool that they design is consumer friendly, and strives to be simple and informative. It should also strive to refer to commonly understood internet or data services and products to aid customer understanding.
5. The information under 'Additional Guidance' contains matters that Service Providers are strongly encouraged to draw to Customers' attention. The wording is for illustrative purposes and Service Providers may use their own business style to convey the message.

Related Information

For more information, or a copy of the International Mobile Roaming Code visit: <http://www.tcf.org.nz/imr>