



TCF International Mobile Roaming Guide

“the Guide”

April 2014

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.

Activity	Time			Other
	15 Minutes	30 Minutes	One Hour	
Browsing	5MB	10MB	20MB	
Social Media	5MB	10MB	20MB	
Video Streaming (Standard)	30MB	60MB	120MB	
Video Streaming (HD)	60MB	120MB	240MB	
Music Streaming	15MB	30MB	60MB	
Skype (video chat)	20MB	40MB	80MB	
Google Maps	9MB	18MB	36MB	
Email (w/out attachments)				1MB per 40 emails

This information is a guide only. Estimates are based on average Smartphone consumption using a 3G network. Data usage will vary across devices and network used.

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 Smartphone consumption using a 3G 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.

Related Information

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