



**CELL PHONE ROAMING SPENDING CLIMBS DURING SUMMER  
VACATION SEASON, ACCORDING TO TELEPHIA**

*Mobile Phone Subscribers Incur Roaming Charges of Nearly \$14 in Q3 2005,  
Rising 15 Percent When Compared With Last Winter's Spending*

**SAN FRANCISCO** – November 16, 2005 – Roaming spending for mobile phone subscribers rose during the peak summer travel season, according to Telephia, the leading provider of performance measurement information to the mobile industry. The latest data from Telephia's Customer Value Metrics report shows cell phone subscribers paid 15 percent more in roaming charges to nearly \$14 in Q3 2005, as compared to just a little over \$12 in Q1 2005. Average roaming rates remained consistent at \$.22 per minute, but the average number of minutes spent roaming increased by seven minutes to 62 minutes during the summer.

“Gone are the days when consumers take a vacation and leave all forms of communications at home,” said Tamara Gaffney, Product Director, Telephia. “Cell phones allow vacationers to stay in touch in case of emergencies or to check on the kids. And with the proliferation of camera-ready phones, consumers are able to send instant postcards while on holiday.”

Voice roaming charges vary per plan type, with local or regional plans having the highest average roaming charges—as much as \$18 more than national plans. According to Telephia, average local or regional plan roaming charges were \$30.69, as compared to \$22.85 for national anywhere<sup>1</sup> plans and \$12.39 for national in-network<sup>2</sup> plans (see Table 1). Local and regional plans also had the highest rate of subscribers charged for roaming, at 7.4 percent.

“Compared to hotel phone charges or using pay phones, mobile phones generally offer much better rates when traveling. However, unexpected roaming charges still surprise many consumers at the end of the month,” added Gaffney. “Shopping around for the most appropriate calling plan is key, as differences between local/regional and national plans can spell great savings on roaming charges.”

**Table 1: Telephia Average Cell Phone Charges by Plan Calling Area (Q3 2005)**

	Plan Type		
	Local or Regional	National Anywhere	National In-Network
Average Voice Roaming Charge*	\$30.69	\$22.85	\$12.39
Percent of Subscribers with Roaming Charge (%)	7.4%	2.2%	4.8%

Source: Telephia Customer Value Metrics, Q3 2005

\*Note: Among subscribers who had any domestic or international roaming charges

<sup>1</sup>National Anywhere plans are voice calling plans that allow subscribers to use other carrier's networks without incurring roaming or long distance surcharges.

<sup>2</sup>*National In-Network plans are voice calling plans that allow subscribers to use the carrier's own network outside the subscriber's local area without incurring roaming or long distance surcharges.*

The Telephia Customer Value Metrics (CVM) product is the industry's largest wireless bill collection panel, gathering and analyzing detailed post-paid, consumer billing records monthly for more than 30,000 mobile phone users for the top five wireless service providers. CVM tracks and measures differences in wireless consumer usage and spending; handset and plan preferences; and collects demographic and satisfaction information.

### **About Telephia**

Founded in 1998, Telephia provides syndicated performance measurement information to the leaders of the mobile industry. Telephia serves more than 50 mobile industry clients, including carriers, device manufacturers, content and application providers, retailers, infrastructure vendors and investment analysts. Telephia is the industry standard measure of subscriber share, customer satisfaction, device share, network quality, revenue share, advertising effectiveness, content audience and many other key performance indicators.

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