

# IMPLEMENTATION OF THE REGULATORY FRAMEWORK ON NET NEUTRALITY – WORK IN PROGRESS

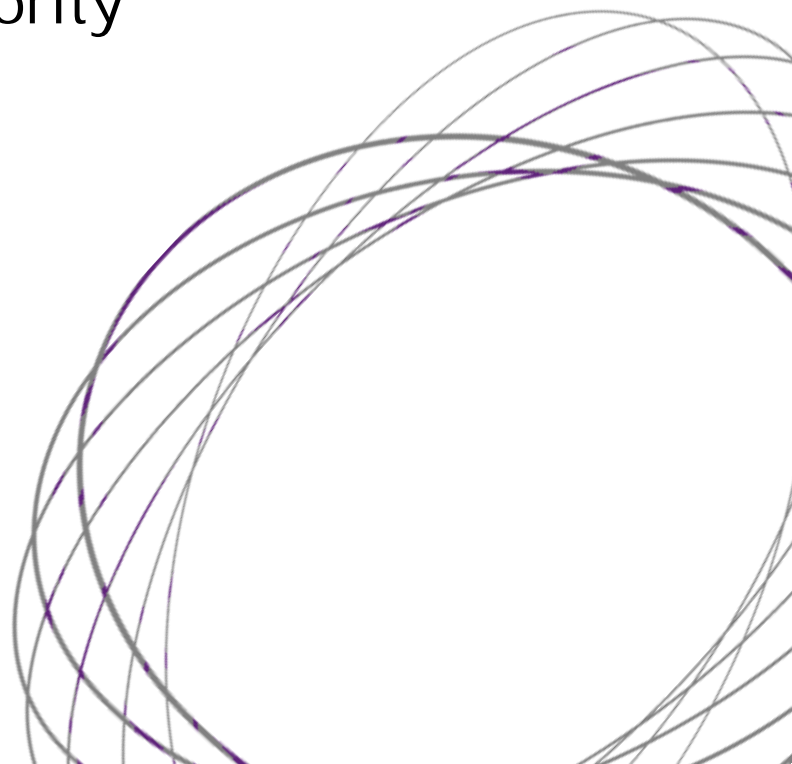
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Post- och telestyrelsen





*Everyone in  
Sweden shall have  
access to efficient,  
affordable and  
secure  
communications*

# PTS main objective– the desired market situation

*A market where consumers can choose between different options and get what they expect and pay for.*

# EU legislation ➡ National legislation

1. Let competition sort things out
2. Enhance transparency
3. Last resort – article 22.3



# PTS´s objective, measures and proposal

## Main objective

- A market where consumers can choose between different options and get what they expect and pay for.

## Measures

- Enhance transparency – freedom of choice for consumers
- Stipulate minimum quality of service – last resort

## Proposal

- Enhance consumer switching behaviour - there are strong implications that the relative high switching costs in Sweden have a negative effect on consumer switching behaviour.

# The Swedish market situation

PTS survey published Dec 2011. No de facto limitations or blockings, but operators' "right" to limitations stipulated in consumer contracts.

TeliaSonera will probably technically implement its contractual "right" this summer, others will follow?

By Dec 2011 3,2 million smartphones with mobile broadband subscription. 50 % of them used or use services like Skype, Viber etc

Consumer expectation 1: Everything on the Internet should be "free of charge"

Consumer expectation 2: Why should I subsidise someone else's film habit?



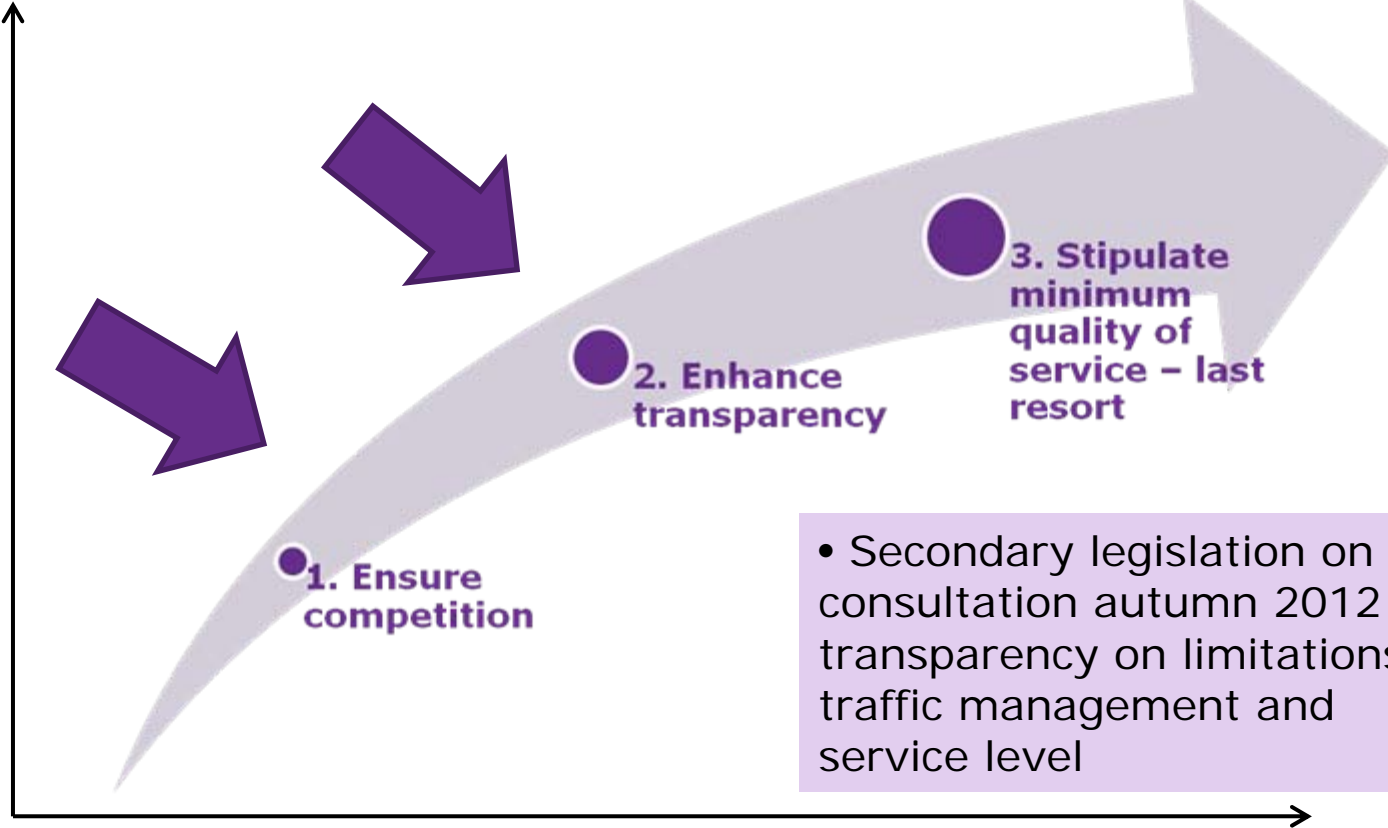
Simplier than ever  
HOW TO MAKE A FREE PHONECALL  
– a guide



# PTS priorities

Three reports published  
2009 – Open Networks and Services  
2010 – Possibilities to Change Operator  
2011 – Transparent Internet Access Services

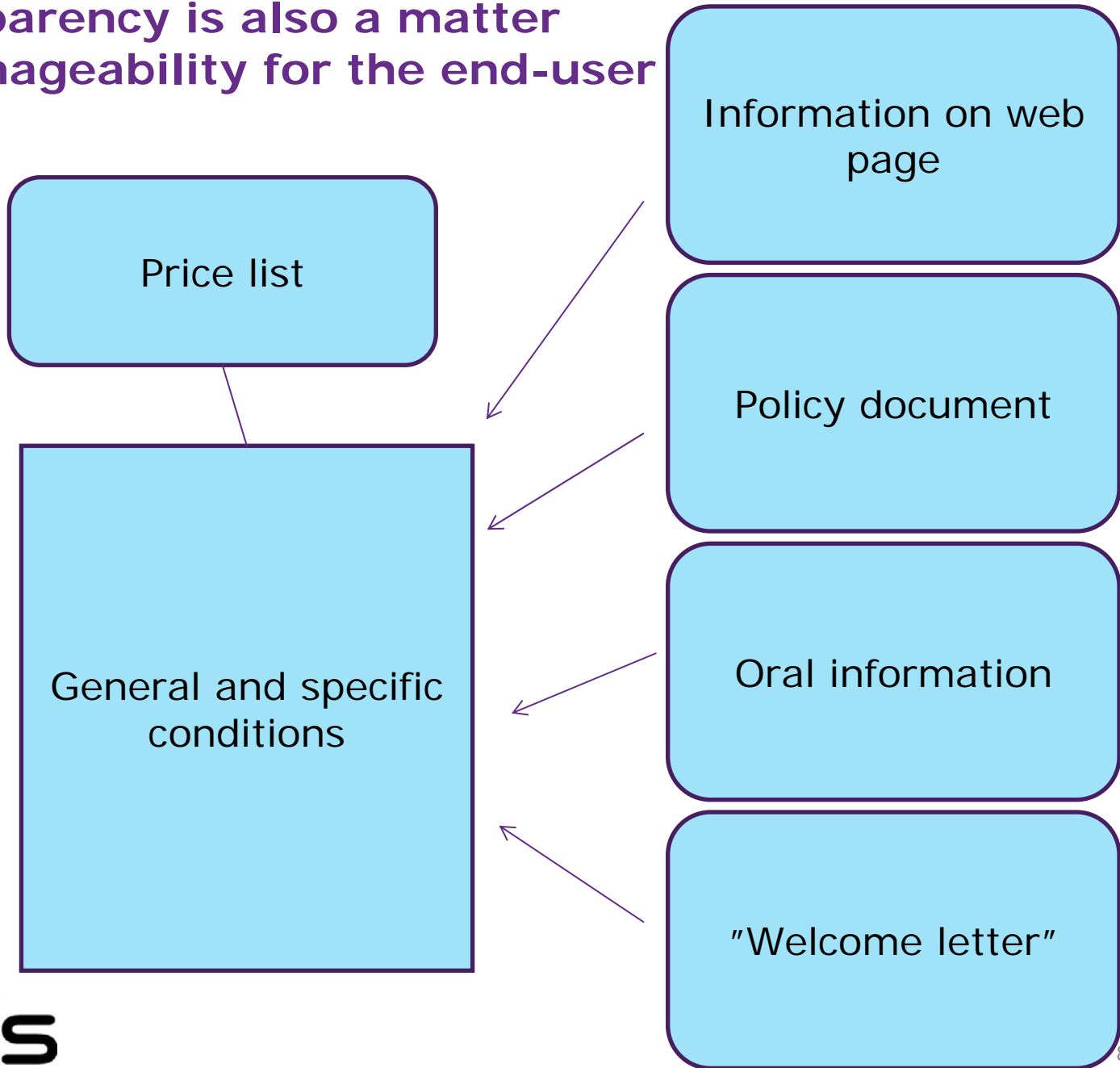
Market problems



• Secondary legislation on consultation autumn 2012 - transparency on limitations, traffic management and service level

Intensity in regulation

# Transparency is also a matter of manageability for the end-user





**Thank you for your attention!**

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