

## **JCRA Media Release**

1 May 2007

### **JCRA Launches Fresh Proposal on Mobile Number Portability**

The Jersey Competition Regulatory Authority (JCRA) has today launched a fresh consultation process on mobile number portability (MNP), the ability of mobile phone users to switch to a different service provider without having to change their number.

The three Jersey mobile companies – Jersey Telecom (JT), Cable & Wireless and Jersey Airtel – had been working towards implementing MNP by 1 January this year. However, the deadline was missed after JT withdrew from the process. Following JT's withdrawal, and submissions received from the operators, the JCRA was required to re-assess its position on MNP in the light of those submissions, as well as market developments and experience in Jersey and overseas.

In particular, the JCRA noted that the Guernsey telecommunications regulator, the Office of Utility Regulation (OUR), was considering the introduction of MNP in Guernsey. The OUR asked the three Guernsey mobile operators – essentially the same companies which provide mobile services in Jersey – whether they would be interested in building on the work which had been undertaken in Jersey to implement MNP in both Islands in parallel. The JCRA decided to await the results of the Guernsey consultation before deciding how to proceed, since a parallel introduction of MNP in both Islands might avert the need for further regulatory intervention by the JCRA. However, of the three operators, only Jersey Airtel unequivocally supported the parallel introduction of MNP in both Islands at this time.

After fully reviewing its position, the JCRA still believes – subject to consultation - that it is appropriate to mandate the introduction of MNP in Jersey. Its further enquiries have confirmed a high level of demand for MNP amongst mobile users. They have also

confirmed the fact that MNP is necessary for effective competition in the mobile sector, particularly in the business segment, including the financial services sector on which Jersey so much depends. In addition, the JCRA continues to believe that the centralised database solution for implementing MNP - for which the operators had obtained competitive tenders before JT withdrew from the process last year - is the most effective solution. The JCRA is therefore proposing that MNP be introduced in Jersey according to a revised timetable. Provided all of the operators are prepared to cooperate, this would mean that MNP could be in place before the end of this year.

Bill Brown, Executive Director, said:

*“Our enquiries have reinforced our view that there is a high demand for MNP in Jersey, and that MNP is necessary if mobile competition is to be fully effective. We look forward to hearing the responses to our proposal so that we can take a final decision as soon as possible.”*

Responses to the JCRA’s proposal should be submitted to the JCRA by 29 May 2007.

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