Information Note to the Press [Press Release No.41/2017]

<u>For immediate release</u>

<u>Telecom Regulatory Authority of India</u>

The Telecom Regulatory Authority of India launches new Mobile Apps and Web Portal.

New Delhi, the 5th June 2017- Policy initiatives of TRAI, over the years, have been to protect the interests of the consumers. TRAI recognize the importance of reaching out to the consumers not only to inform them of the measures taken to safeguard their interests, but also to obtain feedback, and to involve them in the decision-making processes of the TRAI.

2.   In consonance with the vision of digital India, TRAI places greater reliance on technology to communicate with consumer base of over 1 billion spread across its vast geography. TRAI has launched couple of Mobile Apps last year with this vision in mind. Encouraged by their success and acceptance by consumers, TRAI has developed more consumer oriented Mobile Applications and also a new Portal and a website.

3.   Chairperson, TRAI launched these Apps/Portal/Website in a function held in SCOPE complex, New Delhi today. Certain key features of these new technological platforms are as follows:

(a) **<u>TRAI MyCall App</u>**

TRAI MyCall is an Android application for Crowdsourced Voice Call Quality Monitoring. The Application will help Mobile phone users rate their experience about voice call quality in real time and help TRAI gather customer experience data along with Network data. The App is available on Google Play store:
(https://play.google.com/store/apps/details?id=com.trai.mycall).

The app is intuitive and user friendly. A pop up requests the user to rate the call after it ends. (The frequency of the popup can be configured by the users.)

Callers simply select their rating in the form of stars and indicate if the calls were made in indoor, outdoor or while travelling. Callers can

also provide additional details such as noise or audio delay or mark a call-drop, if they believe that's how the call got terminated.

(b) TRAI MySpeed App [Auto Test]

The MySpeed App is popular App on the Play Store (https://play.google.com/store/apps/details?id=com.rma.myspeed), with more than a million downloads. It allows customers to measure 3G/4G cellular data speed and send the results to TRAI. The app does not collect any personal user information.

The new version of TRAI MySpeed App being launched will enable TRAI to obtain test-data form users in all service areas, without any action by the users. These tests would be **brief**, very **infrequent** for a specific device, **free** to the user and **anonymous**. The user may also do a test and submit the results, as before.

The crowdsourced data so collected can be viewed in aggregated form on the interactive map-based portal (www.myspeed.trai.gov.in).

(c) Do Not Disturb (DND 2.0) App

DND (Do Not Disturb) Services App enables smart phone users to register their mobile number under DND to avoid Unsolicited Commercial Communication (UCC)/ Telemarketing Calls / SMS. This is based on TRAI, "Telecom Commercial Communication Customer Preference Regulations, 2010". The App is available on Google Play Store (https://play.google.com/store/apps/details?id=trai.gov.in.dnd).

The new release (built ground up) has the following additional features:
- An intelligent spam detection engine (for SMS only) to assist the subscriber in reporting
- Crowdsourcing of data about offending messages and calls to speed up detection of unregistered telemarketers
- Updates about action taken on complaints within the App
- Easier interface and set up

(d) Service Providers Portal

TRAI also regulates the broadcasting and cable sector, which consists of large number of service providers including broadcasters, DTH operators, HIT operators, multi-system operators and local cable

operators. The regulatory framework for broadcasting and cable services prescribed by TRAI stipulates various reporting requirements by these service providers. In order to effectively communicate and educate service providers about the regulatory framework, this Service Providers Portal has been launched. This portal will harness the strength of ICT to create consolidated database of service providers of Broadcasting and Cable Sector.

(e) New TRAI website [www.trai.gov.in]

TRAI periodically update its website in terms of technologies and features. Most importantly, the website enables an effective, public consultation process for the regulatory actions of the TRAI. It also provides authentic information on Policies, Legislations & Statutes, Statistics, Analysis & Trends, etc. relating to Telecom and Broadcasting Sectors in India, to the public, stakeholders, researchers, and other interested parties from within the country and elsewhere. The new website has the following additional features:

- Free on-line subscription of TRAI releases
- Online submission of comments on TRAI consultation papers
- Blog with facility for registered users to comment
- Publishes information about upcoming events
- Online Registration for participating in Open House Discussion

4. For further information/clarifications, Shri. Sanjeet Singh, Advisor(CA), may be contacted at Tel No. 011-23234545

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