



TRA launches its first independent survey of consumer expectations from telecoms services

Manama - 9 May 2007- TRA launched today its first survey of consumer expectations from telecoms services. TRA has commissioned an independent research firm to undertake a comprehensive survey of 1000 residential consumers and 150 businesses on topics related to current telecoms services and expectations from future services. The survey sample will cover all demographics and be segmented by age, income and area of residence categories.

The results of this survey will serve as input to the strategic review process being undertaken by TRA in order to evaluate the state of the telecoms market in the Kingdom.

The survey asks consumers specifically about their experience, satisfaction and expectations from mobile, fixed, internet and international calls services. The answers will be particularly useful to TRA as they will offer a clear indication of consumers' views and concerns on these issues. TRA intends to publish the results of the survey in conjunction with the findings of the strategic review process.

The General Director of TRA, Mr. Alan Horne, commented: " We believe that this survey will provide TRA with useful consumer feedback. We encourage everyone who is approached to participate in the survey to answer questions frankly and express his/her opinion on telecoms services in Bahrain. This will be of significant assistance to TRA in determining issues and remedies to assist in furthering the competitive supply of services at affordable prices to consumers and businesses in the Kingdom."

Notes to Editors:

About TRA

The Telecommunications Regulatory Authority (TRA) was established by Legislative Decree No. 48 of 2002 promulgating the Telecommunications Law. TRA is an independent body and its duties and powers include, among other things, protecting the interests of subscribers and users and promoting effective and fair competition among existing and new licensed operators. More information regarding TRA can be viewed at www.tra.org.bh