

# THE SILENT ROAMER OPPORTUNITY

**1**  
**BILLION**

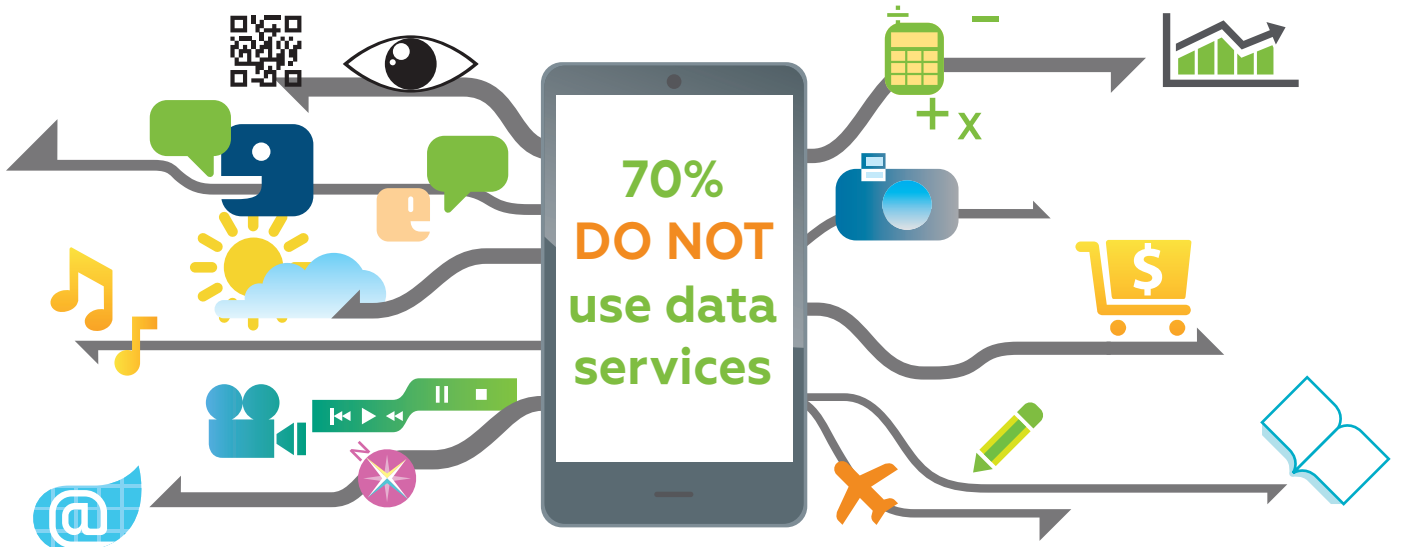
## Outbound International Roamers

Mobile users who will travel outside their home country in 2018. Source: Juniper Research

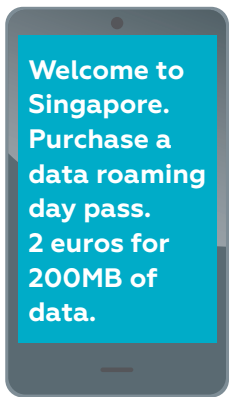


Of these outbound international roamers, many use little to no mobile services while abroad, largely for fear of high-usage charges. These subscribers are known as . . .

## Silent Roamers

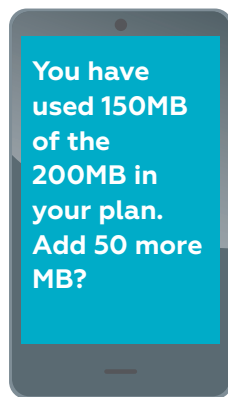


## How Can Operators Monetize?



**71%**

of operators said that time-based offers (e.g., day passes) would encourage subscribers to use data roaming services.



**77%**

of operators surveyed said that real-time visibility of spending would encourage subscribers to use data roaming services.

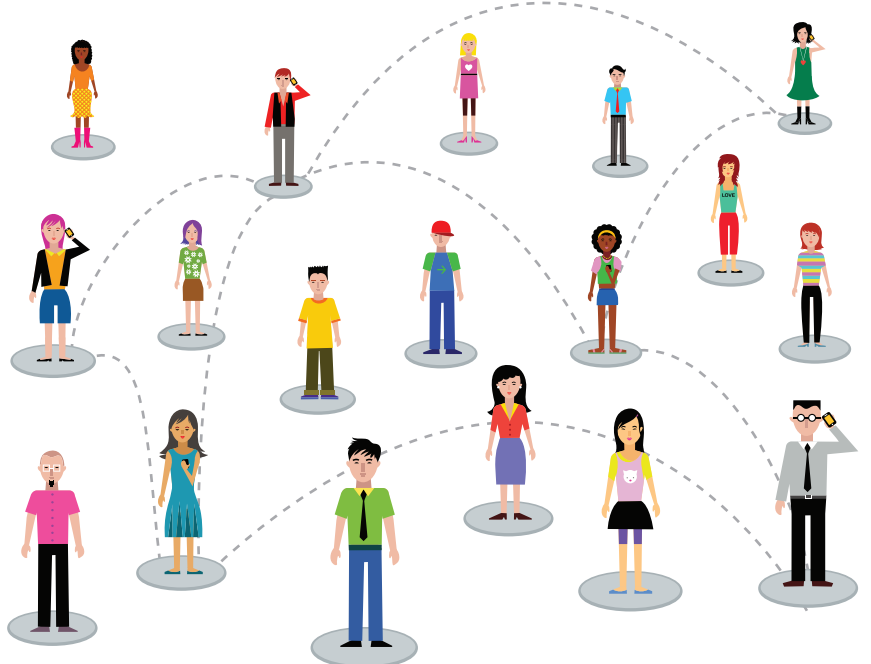
Source: Telecoms.com report - Intelligence Industry Survey 2013

## RESULT

**\$90B**

Value of global roaming market by 2018 in U.S. dollars if operators implement the right pricing strategies to unlock increased demand for roaming services.

Source: Juniper Research, Syniverse



Syniverse Intelligent Roaming enables you to employ accurate data in real time to stimulate adoption of roaming services and provide transparency on usage for subscribers.