

The Comparative Study of Mobile Number Portability Service between Taiwan and South Korea

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ABSTRACT

In recent years, because of the influence from telecommunication liberalization in the international telecommunication market, there are many policies of improving competition in the telecommunication market and protecting consumers are made one after another. Along with that the telecommunication market becomes gradually mature and new operators join competition, the implementation of the number portability service is getting more and more important. On the other hand, South Korea and Taiwan both implemented the so-called "Mobile Number Portability Service", allowing mobile subscribers to switch service operators while retaining the same mobile phone number.

The purpose of this research is: (1) to try to make a comparative study of Mobile Number Portability Service between Taiwan and South Korea. (2) And it will also give some useful suggestions to improve the implementation of Mobile Number Portability Service in Taiwan, by learning experiences from other countries which have implemented Mobile Number Portability Service.

Using literature review method and deep-in interview method, this research discusses and analyzes four major research questions: "the government's policies", "the subscribers' demands", "the operators' strategies" and "the influence from implementing Mobility Number Portability Service".

This research finds out that, after implementation of Mobile Number Portability Service in South Korea and Taiwan, it indeed provides more freedom for subscribers to select service operators and stimulates the competition and development in the telecommunication market. Besides, every service operator provides more tariff packages to consolidate old subscribers and attracts new subscribers from other service operators.

This research suggests the implementation of Mobile Number Portability Service in Taiwan should: (1) reduce the time of application for Mobile Number Portability Service; (2) strengthen the measure of maintaining subscribers' interests; (3) create a fair competition mechanism.

Keywords: Mobile Number Portability Service, unsymmetrical implementation period