

Your response

Question	Your response
<p>Do you agree that the key potential market developments over the next five to ten years are those set out in Section 5? Are there any other key developments we should consider?</p>	<p>We agree that the areas in Section 5 are key potential market developments in the next five to ten years. We also think it is worth considering how the cost-of-living crisis may impact how mobile markets develop in the future. If there is continued pressure on consumers to cut out non-essential items, this may impact how they engage with new products and services.</p>
<p>Do you agree that competition among MNOs is likely to continue to play a key role in the delivery of good outcomes, as outlined in Section 6?</p>	<p>We agree that competition among MNOs has and will continue to play an important role in the delivery of good outcomes. We think it's also right to assess the consumer detriment that might arise when this competition reaches its natural limits.</p>
<p>Do you consider that there are likely to be significant wider external benefits (externalities) from a quicker or more widespread rollout of high-quality networks than that which the market is likely to deliver, as discussed in Section 6? If so, please provide clear examples to help explain your answer.</p>	
<p>Do you agree with our views on how competition across the value chain may evolve over the next ten years, and the potential implications for the delivery of good outcomes, as outlined in Section 6?</p>	
<p>As set out in Section 6, do you agree that quality of experience will become more important in the future? Do you agree that developing better information on quality of experience for customers will help further the delivery of good outcomes?</p>	<p>We think that quality of experience will become more important in the future. Service quality, which includes intermittent faults and network issues, is already the second biggest driver of complaints that we see. With an expectation that consumers will be using more data and services requiring access to mobile coverage, issues with service could impact the trust consumers have to embrace new products and services.</p>
<p>Do you think there is more that could be done to reduce barriers to customers receiving good indoor coverage (see Section 6)? If so, please outline what steps could be taken and what impact those steps would be likely to have.</p>	
<p>Do you agree that clarifying our future regulatory approach will help encourage investment, as outlined in Section 7?</p>	<p>Yes. We agree that clarifying the future regulatory approach will help to encourage investment. The focus on the monitoring and compliance of the Fairness for Customers commitments, setting</p>

	<p>out how investment when making policy decisions has been considered and transparency about regulation under review should help to build a clearer picture and foster an environment for long term investment.</p>
<p>Are there any other potential barriers to the delivery of good outcomes over the next five to ten years that we have not considered? If so, please outline what these are likely to be, with supporting examples/evidence where possible, and any suggestions for how they might be reduced.</p>	<p>As we have previously mentioned, the economic well-being of consumers may impact how consumer choose to engage with new products and services and it might therefore be worth reviewing the approach in light of these kind of challenges (such as cost of living) that will affect individuals and society as a whole.</p>