

**What do you want Ofcom to keep confidential?:**

Keep name confidential

**If you want part of your response kept confidential, which parts?:**

**Ofcom may publish a response summary:**

Yes

**I confirm that I have read the declaration:**

Yes

**Ofcom should only publish this response after the consultation has ended:**

Yes

**Question 1.1: What are the implications of market change for mobile and wireless services?:**

**Question 1.2: How are citizens and consumers affected by developments in the mobile sector?:**

**Question 1.3: What are the purposes of mobile regulation, and where should its focus lie?:**

**Question 1.4: What is the scope for deregulation, competition and innovation in the mobile sector?:**

**Question 3.1: What do you think are the features of a well-functioning mobile market? What evidence do you see that those features are present in the UK market?:**

**Question 3.2: What measures are most appropriate to assess whether the mobile sector is performing well for citizens and consumers?:**

**Question 3.3: How will market dynamics change as a result of trends such as availability of new spectrum, mobile broadband and new ways of delivering voice services?:**

**Question 4.1: What is your experience, as an individual consumer or an organisation that uses mobile services?:**

mobile data charges on pay as you go tariffs are too expensive when compared to what is available on a contract tariff.

Calls to other mobile networks using a pay as you go contract are very expensive when compared to calls to other mobile networks when on a contract.

**Question 4.2: How should regulators and policy-makers respond to signs of rising consumer concern? :**

Cap data tariffs on pay as you go services.

Decrease inter-mobile network termination fees considerably.

**Question 4.3: What are the important factors to consider in striking a balance between protecting mobile consumers and enabling markets to work flexibly? Have we got this balance right in today's mobile market?:**

Protecting mobile consumers includes protecting both 'contract' and 'pay as you go' customers. As Carriers prefer contract customers (to reduce churn), they appear to penalise pay as you go customers. This imbalance should be investigated.

**Question 5.1: How does the use of mobile services affect our participation as citizens in society?:**

**Question 5.2: What factors should we take into account in thinking about access and inclusion issues in mobile markets?:**

**Question 5.3: What factors should we take into account in thinking about new services, and how those services may affect issues like protection of children, privacy and security?:**

**Question 5.4: Have you been affected by issues about coverage or 'not spots'? How has it affected you?:**

**Question 7.1: What do you see as the most influential trends and features of mobile and wireless markets in future?:**

**Question 7.2: What new policy and regulatory challenges could the trends identified in this section bring? Which policy and regulatory challenges could they address?:**

**Question 8.1: Should Ofcom do more to promote competition in mobile and wireless markets?:**

Yes. As 'Three' have pointed out in the past, mobile termination fee levels penalise some carriers, and impact customers.

**Question 8.2: Ofcom's strategy in telecommunications is to promote competition at the deepest level of infrastructure that is effective and sustainable. How might this strategy be applied, given future developments in the mobile sector? Under what circumstances, if ever, would it make sense to consider access regulation for mobile platforms?:**

**Question 8.3: What role can competition play in ensuring that future development of the mobile internet provides an open and flexible environment for a wide range of services? Should Ofcom explore open access requirements to ensure opportunities for innovation? What role might 'net neutrality' play in the mobile sector?:**

Stop carriers from blocking VoIP traffic over data connections. At a packet level, VoIP data is no different from 'Internet' browsing data. Networks should not be able to discriminate between 'VoIP' data and 'non-VoIP' data. If VoIP calls are more cost effective than voice calls, then Carriers should not be allowed to discriminate and block VoIP. Data traffic should not be inspected and blocked/permitted based on arbitrary Carrier filters to protect their voice revenue. 3G and new data networks provided by Carriers should be treated as mobile data networks, not as bolt-ons to voice services. This will stimulate new uses and services within the market.

**Question 8.4: What role might competition play in addressing questions about transparency of prices, services and contractual conditions offered to consumers of mobile and wireless services? What role should regulation play in addressing these questions?:**

**Question 8.5: What is the best way to promote content standards and ensure privacy protection for increasingly complex content and transaction services? How will privacy issues fare in a world where services are more personal and more complex?:**

Ensure that Sims provided to under 16s are identified as such when provided to the customer so that content filtering can be provided as appropriate by the Carrier. The filters should be defined commonly across all carriers, using categorisation provided by companies such as Websense or SmartFilter.

**Question 8.6: Will the mobile termination rate regime need to evolve or change more fundamentally? What is the best approach to adopt?:**

Cap termination fees at a much lower level than today. Do not permit a situation where the receiving party pays for the call. This discriminates pay as you go customers who do not have inclusive minutes to cover unwanted incoming calls. The receiving party pays situation is only accepted by US consumers because pay as you go is not common there.

**Question 8.7: If competition does not reduce international roaming charges sufficiently, how should regulators respond, if at all?:**

Force Carriers to provide the actual cost of call termination to highlight their 'mark up'

**Question 8.8: How might universal service and universal access need to adapt in a world where we increasingly rely on mobile services? What role might mobile play in universal access delivery in future?:**

**Question 8.9: Can markets and commercial agreements address issues such as ?not spots? and emergency access?If not, what role might be played by a regulator to address these issues?:**

**Question 8.10: How might access for particular groups (such as the elderly and disabled users) need to evolve in future? What role can competition play in addressing these questions?:**

**Question 8.11: Do you have any comments regarding our proposed way forward and the objectives of the next phase of this Assessment?:**

**Additional comments:**