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Keep name confidential

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

Please keep name and email address confidential

**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:**

You may publish my response on receipt

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

A merging of the mobile and computer/handheld devices as more devices access data wirelessly.

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

The cost of the services holds back a faster integration with significant numbers of citizens.

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

Assist the mobile companies in expanding services and offerings, whilst ensuring the citizen is not over-charged for the services.

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

A push for better innovation and competition on services and price.

**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?:**

Large numbers of functions and services at a realistic price.

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

Fair competition rules and de-regulation.

**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?:**

A significant uplift in innovation and services, coupled with reducing price.

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

The UK market remains over priced for new mobile, wireless services. Data / mobile broadband services in particular need competition and reduced prices. Mobile 3G / modern services need better coverage outside large cities. The competing mobile firms, often have black spots in coverage - a regulatory imposition of mobile roaming between mobile providers in the UK would provide a significant improvement in service to all business and private customers. You would obviously have resistance from the mobile providers, but the improvement in service would be significant for the customer.

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

Consultation with the mobile companies and regulate as a last resort.

**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 the customers on price, but still allowing companies realistic profits to allow investment in innovation and new services.

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

It is currently stratified in society, often by age. those in business and the young could not imagine a world without mobile / wireless services. It has become a routine part of work / play in much of society.

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

The regulators should not consider this fact - central government should fund such provision if politically / financially viable.

**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?:**

The mobile wireless markets just need to follow existing laws / guidelines.

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

On traveling widely in UK - loss of all signal or reduced data rates on network - whilst colleagues on different networks still have coverage - implementing UK mobile roaming between networks would help solve this problem,

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

Extended data rates and range - allowing always on broadband connections independent of location. This allows all services developed on the Internet to be available on all mobile / wireless devices - thereby providing a platform for innovation and growth.

**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?:**

Light touch regulations encouraging innovation by the companies - whilst keeping price down.

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

Yes.

**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?:**

The regulator should step in if consolidation of mobile providers starts to produce monopoly providers.

**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?:**

Competition should help drive innovation and price competitiveness.

**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?:**

Competition should be the main driver - with the regulator providing light touch regulation. The regulator should only intervene if competition / innovation is adversely affected by future developments in the market.

**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?:**

No comment.

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

no comment

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

As a last resort impose regulation.

**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?:**

Encourage mobile roaming within the UK between service providers.

**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?:**

Possibly.

**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?:**

Competition and niche providers could address this market segment.

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

Look at mobile roaming within UK and reduction of black spots - slow data rate coverage.

**Additional comments:**

Nil