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

Keep part of the response confidential

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

Name and email address

**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?:**

**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?:**

Clearly equal accessability and reliabiltiy to all, which should not only include network access, but also handsets - regardless of how cheap or expensive the model

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

Accessability and reliability as outlined above

**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?:**

Personal experience is quite good - but I am a low user without ever needing to actually talk to the service provider.

The rest of my family are heavy users of consumer applications. They find it very difficult and costly to set up mobile services. For example, when you need to talk to customer services when something has gone wrong you have to ring a mobile number from a landline - why? Even if you can get through, you can't understand what the other person is saying at the end of the line because they are usually in Asia - and they can't understand you! The frustration continues when the mobile doesn't work and you have to return it. You're in contract and not getting a service you're paying for whilst the operator takes weeks to sort out your phone. I think OFCOM should compel operators to be more proactive when things go wrong i.e. if they don't sort out problems within a specific time period, you're talking of the right to cancel with full refunds, or refunds of 200% for periods of unavailable access because they take so long to repair equipment or straight forward automatic payments if customers simply cannot get the service they are paying for. It simply isn't reasonable for consumers to not be able to get through to the provider to sort out problems or when they do get through, not get resolution whilst it costs a fortune in mobile costs to talk to the provider.

As a business user however, I have virtually no problems with the same provider, which implies to me the focus is not on consumers and that it is possible to sort out issues - just that the service providers emphasis is not on consumers.

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

they should be way down the line - in fact they should be rarely involved in any dispute.

To do this, they should compel operators to comply with a strict code which favours consumers.

Measures against providers don't have to be overly punitive, but they just need to be adequate but crucially - immediate.

**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?:**

Important factors are:
Reliability of equipment - regardless of cost.
Availbility and quality of service - regardless of time day.
Accurate billing - regardless of usage levels.
Ease of setting up or transfering SIM cards to new or upgrade phones.

Fair pricing - which is just not there at the moment.
Ease and simplicity of closing or cancelling accounts.
This is all most users require - it is when they need to contact providers and it's usually when things are going wrong. Markets and technology should be allowed to go the way the market demands or the way any operator wants to push it. Let them do want they want in pushing the boundaries - but in them doing this, you should compel them to have a focus on sorting out consumer problems when they go wrong.
There is no way the balance is right at the moment. Indeed, some consumers are left wondering, want is the point of the regulator?

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

It's not crucial, but you would think it is the way people use it. In reality, there is nothing to say that can't wait a day.
However, to many the need to keep in touch alone can be very important. One of the factors that makes us different from other species is the communitive ability. We can't ignore this and its impact upon participation.

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

Try not to regulate too much. Make it an overiding requirement (not objective or target - requirement) that access is available for all, within specific time tables. For example, roll something out in a large city to test for take up, reliability etc. but then to compel availability everywhere else within X months or years. Technology and cost will clearly be an influence as well.

## 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?:

Again, not too much regulation. There are issues against protecting children - not them accessing content but others having access to them. I'm not sure of the technicals, but would simply state providers and parents have a role to play with the later these days all too often seeking to blame others for problems. I think the regulators position should be one to force providers to take every possible action to allow restrictions to be placed by parents on their children's mobiles and for this to be a simple process - see comments above about contacting providers. Moreover providers are in contracts with children and for anything to be done on the account, children are called to the phone by the provider to seek their permission before the provider can take any action that the parent may require. That's just simply wrong and has to change and the regulator should make this happen without delay - in summary, the parent should be in control, not the child.

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

Yes. I live on the south coast. I actually get poor reception in my back garden, and fantastic reception in the front garden! This is a highly populated area - there really should be no excuse for this kind of poor coverage.

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

The human need to have more information - even if that information is not actually a requirement or need to daily life.

## 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?:

Let the information flow - but you must restrict unsavoury content. The technology is there and providers can stop it. The sad fact is that we can't be trusted to use things wisely, and unfortunately children are only ever the losers. that can't be right.

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

Let them get on with it in anyway they want as long as it is not a detriment to anyone or the environment - meaning you should specify the maximum application of the four "Rs" - reduce, recycling, reuse and dispose of responsibly.
The balancing factors are those already alluded to above.

## 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?:

This is too detailed a question to deal with.

## 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?:

This is really too complex for the average consumer. Just let them get on with it, as long subject to the sentiments above.

## 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?:**

The real challenge for consumers is trying to define and compare services and prices. You need a comparator system that requires all providers to work to a common standard system. They can come up with whatever pricing policy they like, but you should define a standard scale system that providers must then re-define their pricing structure to so that the average consumer can make side by side comparisons.

**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?:**

Transparent up front marketing. Same principle as 8.4 in that providers should work to a common scale you define and they can poplulate it with the services they offer. As to privacy, the technology can be implemented to protect data, the problems usually arise when people get involved. You're not going to avoid mistakes in personal details getting out, but as a regulator you should implement some massive punitive measures if they do get out when the consumer has specifically opted out. Even if they haven't opted out, you should make it a requirement that if technology cannot protect, then the service being proposed doesn't get developed.

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

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

Withdraw their licence. You mess about too much, and that's not over the top. Providers are printing money whilst consumers are getting screwed - yet you are funded by the taxpayer. There is a rip off with roaming going on and you should get prices reduced without delay and if they don't, get rid of the provider.

**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?:**

Who knows - only time will tell.

**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?:**

Forget minority groups - it's a mine field. What's important is that when things go wrong, consumers can get speedy and appropriate resolution. These are basics you should enforce and you're not.

**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:**