

Title:

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?:

Profoundly, mobiles could soon become as important as being able to speak and to hear others has been for centuries.

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

Protecting the consumer's access to what will become a secondary, if not primary necessity despite the grumbling of Luddites.

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

More bandwidth will become available over time, as an information based business, there is scope to increase competition in the market beyond the big 4 or 5. Prices for mobile telephony in the UK are very high compared to other countries. Worse still pricing is extremely deceptive across the board, clearer tariffs which do not rely on tricking the user into penalty charges, stealth or otherwise. These problems need robust intervention.

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?:

Transparent pricing. Pricing which is as cheap as the cheapest in the world.
Accessible pricing. Prices should not be ramped up by excessive competition and companies should focus on retaining existing customers rather than attracting new ones with short term discounts. I don't think the market is functioning well in the UK.

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

Comparison with provision in other countries is paramount, there should not be excuses like "the UK is different", the UK has special problems." etc... also comparison with other utility companies and major suppliers of necessary products such as supermarkets and energy providers.

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?:

There will be more providers. Mobile services will become more important in our lives and it will be important that no one is left out.

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

I have had at least one mobile since 1997. I also run a company which uses mobiles.

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

Put consumers first, investigate companies and crack down on deceptive marketing tactics.

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?:

No, there is too much flexibility and too much style over substance. it is impossible to get straight forward pricing from operators and their marketing is very misleading and image based.

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

It is becoming increasingly important and it is vital that there is no mobile divide. A certain level of access should be guaranteed to everyone regardless of personal circumstances.

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

It is becoming increasingly important and it is vital that there is no mobile divide. A certain level of access should be guaranteed to everyone regardless of personal circumstances.

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?:

Privacy and security are of major concern. It is completely unacceptable that government (or employees of mobile firms) should have easy access to phone records, or should be able to track people via the mobile network, or intercept communications. There should be only a couple of hundred intercepts a year, not a couple of hundred thousand!

I'm more worried about censorship than I am about restricting children's access to the internet. Of course something should be done to prevent illegal and dangerous content in the first place, and children do need a certain level of protection - probably best achieved by educating children about the dangers honestly and parents monitoring children's use of mobile communication equipment.

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

Yes, this is a big problem. several key locations - including my own house are not spots. Having said this, I don't want to see transmitters springing up next to housing and schools. Probably technology will solve these problems in future, so long as innovation is not stifled.

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

It is possible that a peer2peer communications network will begin to supplement the commercial networks - this should not be suppressed by vested interests.

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?:

Just make sure you are on the side of the consumers.

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

Enforce pricing transparency. Break companies up.

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?:

Yes open access is absolutely vital. Net neutrality too, must be protected.

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?:

I think we need regulation, it is too tempting to rely on tricking the consumer, they had their chance, they failed.

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?:

It seems the government are very hostile to any personal privacy these days, it is hard to see how without government support privacy can be successful. Everything possible should be done to try though.

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?:

If roaming charges do not reflect the actual cost of roaming, the regulator must step in and enforce it.

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?:

Universal access is vital and needs intervention on behalf of people.

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?:

In the long term they will be addressed commercially, but in the short term the regulator could definitely help.

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?:

The regulator should step into to ensure access for all, rich poor, young old, solvent insolvent. We need a base level of access that is guaranteed to all.

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: