

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?:

They seem to be moving towards a complete data solution. Such as more always on data connections and internet access.

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

We are the recipients of any newly developed technologies. We are the target audience and appear to have our opinion ignored when it comes to the decisions made by networks operators.

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

Regulation should encourage the operators to be seen more openly to compete with each other.

There needs to be some form of control on tariffs and roaming charges.

The pricing on items such as sms messages should be looked at as they appear to be extortionate for all of what they contain.

Regulation should include everything that is carried by the operator, be it sms, mms, email, phone calls, video calls, data services (such as internet access).

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

Networks appear to all offer the same pricing when it comes to calls, texts and internet...Even their contracts offer similar inclusive offerings and phones.

Which ask the question what competition is there?

Research should be made into any effects for mobile phone masts and mobile phones in general.

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?:

Variations in service, pricing and handsets from Network to Network.

Companies concentrating on one thing and doing it well where another is perhaps better at another aspect. Such as cheaper but poorer phone selection, more expensive but better quality of service.

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

Public opinion of the industry.

Number of complaints made to companies, or about companies.

Sales figures cannot work as Mobile Phones and communication is so important in life that everyone is going to continue to use the networks, even with a raw deal.

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?:

The Networks will take advantage of this new Mobile Broadband market by having high prices to begin with and getting massive returns.

A new spectrum dedicated to data only services would allow for companies to enter into possibly "internet only" service and create more competition

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

Constantly amazed at how prices are so high, when I travel 20miles down the road into the south of Ireland and get slapped with roaming charges.

I use a mobile as society dictates that I do and as such am a slave to mobile network operators!

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

Clamp down on Networks, look at there massive year on year profits and decide whether or not they consumer concern is warranted.

Look at the ethics behind some of there bigger profit bringing techniques.

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?:

Mobile customers are continually screwed over by mobile operators. So today there is too much freedom for the networks and competition has ceased to exist between them.

It wouldn't be a bad thing if they were perhaps over-restricted to begin with and then slowly allow them to gain some flexibility again until the balance is found.

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

It is a necessity in modern day life.

People worry if they don't get a response from you within a period of time.

Organising and participation is made a lot easier through almost 24/7 communication.

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

protection of consumers from companies that are unable to deliver promises made

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?:

Ensure encryption of data is adequate to cope with the transmission of individuals personal information.

Child friendly tariffs, sims, or mobiles which limit access to particular features, and that are available on budget.

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

no, I find coverage here in NI generally very good.

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

Mobiles becoming devices of multiple uses.

The market seems to develop a gimmick apply it to everything and keep quiet for a while then repeat...

For example, Colour Screens, Cameras, WAP, Music and now we have GPS and Mobile Internet.

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?:

As the whole industry moves rather quickly OFcom should concentrate on matters that concern data transfer and communication.
Handsets are not developed (mainly) by the network providers, and should be controlled by other departments.
The Operators, their business, their Networks and their expansion is what needs to be concentrated on.

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

Yes, prices appear fixed across all networks

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?:

When operators seriously breach ofcoms rules

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?:

If a network offers "The Internet" then it must be prepared to deliver the internet as it's experienced anywhere.
Net neutrality is needed to ensure big business doesn't squeeze more money out of people.

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?:

Ofcom should ensure that networks are not charging over the odds for mobile related charges, and that where the money for each aspect of a call or connections goes.

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?:

An industry wide standard on encryption needs to be in place and constantly reviewed under regulator supervision.

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

As mobile become more commonly used for phonecalls than landline, the termination needs to be phased out in order to come into line with landline pricing.

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

By forcing roaming charges out.

Networks can make deals with each other, partnering with other countries, allowing each other to use anothers network for fair amounts.

Some companies span countries, I do not understand why these companies charge for using their own company.

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?:

Mobile and wireless technology allows things like geography and accessibility to be reduced if not removed completely in terms of data access. Mobile networks allow for large areas to gain access to internet and phone without need for digging and wiring.

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?:

Regulator should offer incentives to companies to cover "not spots" and if no one comes forward offer coverage in the areas just for 999/112 emergency calls

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?:

Make phone more similar in style to home phones, removing sms and cameras etc.

Networks could be encouraged to sell phones designed specifically for old people by offer tax breaks on such items

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

I believe that operators are making an awful amount of money and do not appear to be in competiton with one another.

They should be encouraged to fight against each other and show what they offer over the other companies, and not just find another clever marketing gimmick.

Additional comments:

