

**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:**

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?:**

I feel that there needs to be some formal regulatory control on those who sell mobile phone contracts. In my experience, some of these people will say anything to sell a contract, have very limited knowledge of the law, and are dishonest to the extreme. They are, in my opinion, similar to used car salesman. Perhaps they should be individually licensed by yourselves, in a similar way that the SIA licenses door staff?

**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?:**

Very bad - on every single occasion that I have bought a phone on contract I have had problems. These range from a total lack of technical support to being miss-sold a contract by a dishonest salesman. The phone selling industry desperately needs tighter regulation. I note that trading standards list mobile phones as their second biggest problem area!

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

Those who wish to work selling mobile phone contracts should be licensed. The license should be issued after completing a basic training course covering consumer law and contract law. A good example is the Security Industry Authority licensing security guards.

**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?:**

**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?:**

The New Forest has large dead areas. In my flat, in the middle of Southampton, I can't get a 3G signal.

**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?:**

**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?:**

**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?:**

Increased competition will increase the efforts of mobile phone sales staff. Please see my above comments!

**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?:**

**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?:**

**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:**