

**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?:**

Transparency of services provided and costs of services to allow informed switching between providers.

Enforce open technical standards and interoperability to allow the emergence of Unified Comms and make switching easier.

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

From PC (e.g. Skype) to pager.

Device, network hardware & software, and associated services e.g. voicemail, blackberry-mail etc.

**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?:**

A user not having to think about what network they, or the person whom they are calling, is on. ("It just works" and costs are not loaded to discourage cross network calling).

Users willing to change suppliers when they see a better deal (i.e. not put off switching by complexity, timeliness or loss of capability)

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

% of people without access to mobile services who wish that they had them.

Speed to switch suppliers

% of people who have switched suppliers whose experience would deter them from switching again.

% calls not completed due to capacity/ coverage/ technical problems.

**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 positive. I almost always have coverage and almost all calls complete successfully (I live in SE England).

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

I believe that most consumers know that they could be on a better tariff but it is almost impossible to know which is the optimal one due to the complexities of bundling, peak rate pricing etc.

I think that Ofcom should establish a standard for your current operator to describe your behaviour in the past year. You as a consumer would then be able to request this and could submit it to a price comparison engine which would tell you - on the basis of your actual historic usage - what the best deal on the market for you today is. This wouldn't be perfect as it would assume that your past usage was a guide to the future usage but it would be better than today's position. It would also seem to be quite "light touch". Ofcom would establish the standard, and the obligation provide data in that standard to the consumer. The market would then do the rest.

**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?:**

I think you have it about right.

I see the biggest tension being the tension between innovation (being first) and following Open standards (i.e. things that are established long enough for broad consensus). As telecoms and traditional IT converge I am worried that we will see the

sort of misbehavior so prevalent in IT (proprietary extensions to standards that are really just barriers to switching) become more prevalent in telecoms.

**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?:**

How the disabled can have equal access to mobile usage - especially how they can always have a device that is appropriate for a user with their limitation (although I do not think that it is feasible for every device to be appropriate for every disability).

**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?:**

We should remember that a defining feature of being a child is that you are not in a position to give meaningful consent. This would suggest to me that we should not allow children to consume high cost services without parental consent (or at least be able to enforce the bill without parental consent). Children are not "mini-adults", they are children however technology-savvy they may be!

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

Only very infrequently and in places that also suffer from other coverage issues e.g. no Freeview signal. However, I live in SE England rather than a less populous part of the UK.

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

The emergence of the mobile web and using VoIP to make calls by default where hot-spots are available.

**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?:**

I do not believe that Ofcom should regulate content on the internet. I can't quite square this belief with how this fits with the emergence of VoIP! (Sorry!)

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

Yes - but I think that you are already doing a good job.

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**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?:**

I think that Ofcom's primary objective in this area must be to ensure net neutrality and use of open standards. This will ensure that things evolve like WWW rather than the Minitel-model!

**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?:**

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**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:**