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?:

Both have become so much a part of everyday for so many people that it is critical that as the market changes the services offered etc also keep pace, but still within a sensible framework.

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

Again as the technology becomes more pervasive an increasing number of developments will - over time - have an impact on the us all.

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

The main purpose is to regulate the market, to prevent a chaotic free-for-all and to ensure that commitments and promises etc are kept and that charges are also mantained within sensible limits.

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

Huge - but still needs to be contained within a sensible and robust framework. No one wants to see innovation stiffled, but also no-one wants to find competition stiffled and charges rising out of hand,

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?:

First that the devices operate - basic maybe but in many cases still an issue. Whilst I recognise we do NOT want to see the countryside covered in mobile masts, I would like to see the providers devote as much energy to better and wider reception as they do to new services etc.
Today reception is better but it is still not as good as it needs to be.

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

A formal - yet easy to use - complaint process.

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?:

I suspect very few consumers know the answer, in two years time I would doubt we would recognise that market today! Technology moves fast and hopefully the consumers will determine what new services survive simply by using them or not.

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

Overall pretty good, reception is the biggest issue, I use an iPhone and do now find myself making use of the new services and apps that Apple provide - however until I saw them I had not thought about that as an offering!

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

It may be "old hat" but the regulator needs to stay close to both the providers and the users, in doing that they should be able to stay close - if not ahead of any major issues. For example taking a stand at a county fair and being available to answer concerns etc could be a cost effective way forward.

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 today it is about right, but as technology changes Ofcom also needs to change and evolve.

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

I believe it greatly enhances it - I know there are always people that will tell the story of the idiot on the train telling everyone in a loud voice he is on the train! But for everyone of those there is a broken down motorist summoning help or a young person reassured people they are fine etc.

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

You need to focus on costs, environmental issues and protecting people.
Costs - need to ensure people are not ripped off by suppliers being less than open about costs etc.
Environmental - we do not need the countryside covered in hundreds of masts - focus R&D on getting that better handled.
People - making sure that both H&S issues are always looked at.

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?:

really the same answer as 5.2

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

Yes - where I live reception is virtually non existinct, at times it feels like I have to always be up high to get a singla, anytime I go near a dip in the landscape the signal vanishes!

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

To be honest no idea! who would have predicted five years ago the way we would be using mobile phones today - accessing faceBook, booking restaurants and finding directions!!

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?:

The unknown is always a challenge - the only guidance is to work with all interested parties to try and stay as current as possible on both the consumer and technology side!

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

Where it would bring extra services or better existing services

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?:

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:

I realise there are some sections I have not completed, that is because I do not believe I have anything to add to this particular debate or topic.