**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?:**

generally market change is good for consumers as long as there is someone looking to keep that change from limiting competition.

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

Better services tend to be the result of developments, though they tend to arrive far too slowly.

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

Regulation should be purely about encouraging new technology uptake and preventing unfair practice, leave the market to work out the rest.

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

The mobile sector has a fair bit of scope for de-regulation as it currently does not allow small operators to provide alternate technology coverage in some areas without licensing. This limits innovation and competition and just aids the incumbent providers.

**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 well functioning market would have the following features:
1. User/Network independence - User buys a device, user buys a number for the device, user buys bandwidth from various suppliers, user buys services from various suppliers, user uses device and number on any of the bandwidth chunks purchased no matter which supplier provided each part. Obviously suppliers can bundle device number and bandwidth to encourage users but that should not prevent usage of other networks on the same device.
2. Simple pricing - User is charged a fee for transferring data, voice or other, the fee structure should be basic.
3. Small providers - it should be easy for small providers to set up and provide services weather using other networks or specialised local networks.

1. has started to happen in the UK but needs more work.
2. is still far too complex in the UK.
3. is not possible due to excessive regulation.

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

1. Cost of service provision
2. Ease of service use
3. Ease of change in service

## 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?:

If the incumbents are allowed to continue in their existing ways then the mobile market will not change too much, as running VOIP services over their networks will not take off if they can affect traffic shape.
So it may improve things but it will take a very long time for something we should be doing now as the technology is all there and suppliers are available.

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

I am frustrated with pricing, I have to pay for two distinct chunks of bandwidth for my family and invariably one is used up and the other is barely touched but I can not merge them.
I am frustrated with data networking as it is the networks that are running it rather than ISPs who should be doing that work, the mobile networks should not be involved other than to carry the "last mobile mile" using my purchased bandwidth, just like other fixed line telcos do.
I am frustrated with the services on the phones available as they are limited by the providers locking out my use of other devices.
I am frustrated at the cost of SMS which is substantially more than it should be.
I am fairly happy with the cost of phone calls though they could be better, travel to many countries and they have substantially lower call charges.

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

Treat the offending network like BT was treated, if they are being non competitive force them to provide services to other suppliers.

**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?:**

It is close to correct but the market does need to be opened up.

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

Mobile services are very important in today's society but life can go on without them.

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

Mobile is not a requirement of life so inclusion is not required, in a situation where it is required the organisation requiring it can provide

**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?:**

Security and privacy and child protection are the domain of the user and the parent, they can buy phones and or devices and or services that allow them to configure those features.

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

Yes, I have on occasion considered switching provider and had to purchase a pre-pay account and once a phone to check if the provider covers the places I normally live and work in.

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

bandwidth only services where the user gets to use the bandwidth for any services they want to, including voice and connecting with any device they want to.

**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?:**

yes, the market needs more smaller players.

**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 Ofcom should explore open access requirements.
Net neutrality is very important in that there are only the mobile operators there are not many smaller players who can use more "less interference" as a selling point.

**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?:**

Regulation needs to play a bigger role in making pricing more simple so that the playing field is flattened, at the moment the company that can best confuse the customer wins.

**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?:**

So long as the privacy laws are in place the user is responsible for their own privacy protection.

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

Data is data, the mobile networks need to start "peering" like the internet ISPs do and then charge their customers for their usage termination is an old idea and is not required.

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

Make it easier for foreign service providers to offer services on local networks so a user could have a British number on a foreign service and pay that service directly rather than roaming and then that service provider just pays the "Peering" charge to the network that carries the data to the other end.

**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?:**

Regulators must require coverage of areas that it is not financial viable to cover if there is a social requirement for coverage.
Forcing networks to share towers will also improve things as there will be less requirement for towers.

**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:**