Title:

Mr

Forename:

Ian

Surname:

Bonham

Representing:

Self

Organisation (if applicable):

What do you want Ofcom to keep confidential?:

Keep nothing 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?:

A steady move to mobile communications over fixed lines

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

Constantly, as devices become more and more integrated

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

To provoke innovation and competition

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

All areas should be constantly reviewed to ensure the consumer benefits from technology advancement

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?:

Competition driving down pricing

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

Bring together groups of users. Those that just phone, those that phone & text, those that use multimedia services and over the course of 1 year each month assess their bills and level of satisfaction with their service.

Do not sit in an office and guess, use real people.

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?:

This is difficult to predict as at present voice calls are tied to the providers service. Data rates are very high, discouraging adoption.
One would like to see a clear focus on data, moving voice calls into a SIP based platform. Users may use their data provision to receive calls from their choice of provider Skype to Vodafone to BT, as long as they buy a constant sensible dataplan from their mobile device provider.
As 4g and WiMAX progress we should see a fair competition between fixed line and mobile broadband services.
If I buy a number from BT or another provider, I should be able to revieve calls via any device I wish. Mobile or fixed line. Calls routed via SIP can be channeled to any device I register with my provider, thus discarding the need to handout mobile and landline numbers.

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

Mobile devices are terrible, being tied into certain software 'channels'. iPhone being the obvious target for this, but all networks do this. If I buy a PC, I may run any

choice of software on it. I should be able to do the same with a mobile device. If this means buying the phone, rather than the network retaining ownership of it, so be it.
I recently purchased a Samsung SGH-F700 from Vodafone. A USP being the qwerty keyboard, so I could read and manage documents on the move, with Vodafone implying this in their advertising. This appears impossible.
My company use Novell Groupwise, with an Intellisync server for contacts and diary dates. It is also impossible to sync with this, or any other server of my choice, with Vodafone's software.

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

Listen (if that is possible under the current government) and regulate or legislate accordingly. Where possible opt out of EU regulation if it could be seen to interfere with UK market innovation.

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?:

The vital thing is to listen to consumers. This appears not to be the case currently. I only discovered this survey reading a technology site.
To improve interaction between regulators and the public, sadly TV advertising (or even direct text messages) may be more effective to reach the 'real' public.

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

There are both positive and negative areas.
With social networking sites (YouTube / Facebook) we can share ideas and information immediately. Sadly this means bullying or attacks can be filmed and published as well.
Mobile services don' affect society really. They reflect society.

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

I think everything is right at the moment. Mobile provision is as easy as landline provision, if not easier and cheaper. That provides basic services to anyone.

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?:

New services should not be allowed to be priced so high that only early adopters may join the trip.
I think the responsibility of security, privacy and protection should be the onus of the

user. A user can decide if their 'Facebook' account shares information with applications. Any service should be 'opt-in' but that is about it.
Protection of Children is a parental responsibility and the state should stop trying to control / take the blame for ignorant parents.

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

My coverage issues are when abroad and the prices for roaming. Don't get me started on that!

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

Mobile data

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?:

Pricing and sandboxing. Prices should be held in check, and capping lost if voice is to be a data service.
Sandboxing of apps and Internet pages should be completely removed.

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

Push towards data services, expand the available frequencies. Stop auctioning (an example being the 3g fiasco)

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?:

Currently regulation should be as little as possible to create innovation.

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?:

Competition should play, but I believe a basic service that should be available to anyone is mobile email, although this will irritate providers as it will compete with

SMS. However email should be seen as SMS2 because it can be checked and received anywhere the consumer may be.

All mobile browsers must comply with open standards, preventing browsers such as IE forcing non-standard pages.

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?:

Prices should be clear and explained. As a user tries a new service, they should recieve a message exlpaining the price in clear terms, that then can read and accept before continuing. It should not be added to a bill after a months use.

Only if a user has been warned at the time of installing/launching the application then they should be billed.

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?:

If you solve this, please send your answer to W3C. The Internet has been grappling this question for years and there is still no answer.

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

If services move to SIP based protocols open anywhere the whole principle will need to evolve in a new market.

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

With legislation

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?:

This question is far too indefined

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?:

'not spots' may be addressed in the future using picocells and fixed line broadband

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?:

I have little experience in these areas so would not wish to comment on an area I do not know.

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

Ensure as wider audience as possible is aware of this consultation and listen to their responses, also make sure the providers listen.

Additional comments: