

Title:

Dr

Forename:

Alastair

Surname:

Cooke

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:

Yes

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?:

Can take advantage of new technology. Can become bewildered by pace of developing technology.

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

To ensure that consumers get a fair deal.

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

At the moment there is fierce competition for new consumers. This leads to apparently very attractive offers which may not be all they seem. Once companies have captured the customers they provide very poor service and try to charge them as much as possible. Need to encourage competition for good customer service.

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?:

It should be fair for both customers and providers. It should be simple and easy to understand.

Current market is very unfair to consumers and overly complicated.

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

Level of complaints
Customer satisfaction surveys
Number of providers

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?:

Don't know

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

In a word awful.

There are so many deals. It is very hard to work out which is the best for you. Deals are made very difficult to understand. Cashback is very difficult to get. Very hard to sort out problems. I have been put on the wrong contract with a much higher tariff than I had agreed but although The company agreed that they had made a mistake they would not change. If a mistake has been made you are stuck in a 12 or 18 months contract have to pay full contract value to get out.

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

Providers should be made to have identical tariff structures, which are simple to understand and compare.

If a customer is unhappy there should be an independent organisation that will arbitrate at an EARLY stage ie not after 3 months. This should be binding.

You should be able to break a contract with much less of a financial penalty.

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?:

Balance is not right at present. It is very much in favour of very large providers. It should be easier for smaller providers to enter the market.

Customers would rather have a fair and easy to understand market than a very flexible 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?:

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?:

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: