

**Title:**

Mr

**Forename:**

Richard

**Surname:**

Schunemann

**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?:**

Mobile communications are becoming a critical part of business and keeping social networks alive.

Product, services development and increased competition should reflect these trends

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

As mobile phones and services advance, consumers are depending on them more and more for business and to keep their social lives going.

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

Regulation should focus on stimulating competition and the development of services.

In particular regulation must allow for the new mobile WiFi and WiMax technologies to co-exist and compete against the established mobile networks.

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

The market should not be deregulated to the point where mass consolidation can happen in the industry leaving consumers with little choice. However, it should allow for a healthy competitive environment where the needs of consumers for RELIABLE and novel services at reasonable prices are balanced against the need for mobile operators to make a profit and invest in expansion and innovation.

**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?:**

Choice for consumers, coverage and reliability at reasonable prices.

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

Querrying the market on a permanent basis using market research tools asuch as consumer panels, interviews and surveys. Also, statistics and complaints addressed to the operators and Ofcom itself.

**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?:**

We have always struggled with patchy coverage, weak signals, dropping calls and lousy technical support.

The networks in the UK are not as reliable as they should or could be.

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

It is clear that an extreme "laissez faire", free for all law of jungle market does not work on the long run, neither does an over regulated system that stifles competition and perpetuates incumbents.

On one hand, regulation and legislation are too slow to respond to rapid change, needs and technology.

Self regulation is also a fallacy, it has proven inefficient to represent consumer's interests.

The regulator must insure a free flowing market that fits the ever changing needs of consumers.

A framework must be created that represents the interests of consumers and the state and has "teeth" to make itself heard.

The mobile network is as fundamental for the operation of the country in general and the economy in particular. It should be viewed as a utility

**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?:**

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

In Britain we are still lacking the mobile services that would allow for our participation as citizens.

**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?:**

Yes, very much so.

Our business depends on mobile communications, and when the service is not available it affects our ability to do business and reduces our competitiveness.

**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?:**

Definetly!

**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:**