

Title:

Mr

Forename:

Phil

Surname:

Whitehouse

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?:

Reduced costs are directly correlated to an improved business environment.

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

Improved mobile communications help everyone on personal and business levels.

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

Mobile regulators ought to ensure that customers aren't exploited either through small print, false assumptions or quasi-monopolies

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

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?:

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

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?:

My experience is that mobile operators frequently try to pull the wool over their customer's eyes. It used to be the cost of making phone calls abroad (thanks for helping improve that, by the way!). But even today we have o2 fooling customers by offering £35 tariffs that DON'T include VAT. Yes, there is the small print, but when almost all operators state their tariffs including VAT, a variation from the norm should be made very clear (or the variation could be avoided altogether). In addition, the rates for data abroad are nothing short of extortionate, for example £50 per month for 50MB of data!!

<http://www.o2.co.uk/mobilestariffs/tariffs/paymonthly/boltons>

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

Quickly. I have the utmost respect for the tough role Ofcom fulfills, but they move as glacial speeds. Example: the debacle last year where Sky withheld certain shows from Virgin was supposed to have been sorted by Ofcom. I'd very much like you to prove me wrong this time!

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?:

Not quite, the above mentioned speed is a big issue. When you spot an issue you should be seen to act on it quickly.

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

Essential, if we want to keep up with the rest of the world. Or better still take the lead. Accessing the web on the move, at speed, will become a differentiating factor between us and other countries.

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?:

Broadband speed data access on the move, without a doubt.

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?:

Well, if I'm wishing, then I'd like the costs of moving data abroad to be exposed. How much does it really cost to move 1mb of data? Why? And what are the powers that be doing about it?

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

Tough question. I'm inclined to say yes, but then it would be bad for the market to be flooded by cheap unreliable service providers. Maybe the balance is about right.

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?:

Not sure what you mean by access regulation, but I do believe in dumb pipes:

<http://isen.com/stupid.html>

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?:

Net neutrality is a given. No deep packet inspection please. See America for details.

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?:

Same as fixed line. Give operators the chance to self-regulate, then address the shortcomings.

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?:

Perhaps through greater exposure of the reasons behind the costs, at the operator level. Data roaming costs are of paramount concern.

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?:

The only role regulators should get involved is where service is not 'as advertised'. There ought to be stiff fines for this.

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: