

Name and title under which you would like this response to appear:

Lorenzo Martinelli

Representing:

Self

Question 1: When do you consider it would be timely and efficient for next generation access investment to take place in the UK?:

Now.

In view of the situation in other European countries, it is my opinion that the sooner a universally faster and more reliable network is implemented in the UK, the better, including in rural areas, which account for a significant percentage of the creative industries.

My company has been losing business to European competitors who don't have the significant speed bottlenecks I experience.

Question 2: Do you agree with the principles outlined for regulating next generation access?:

Yes.

Special attention must be paid to the cost to the final consumer, which must not be greater than the current cost.

It is also imperative that actual price increases are not hidden and implemented as a reduction or limitation of the service actually offered, such as the traffic caps or traffic shaping currently enforced by most UK ISPs today.

Question 3: How should Ofcom reflect risk in regulated access terms?:

No opinion

Question 4: Do you agree with the need for both passive and active access remedies to promote competition?:

Yes

Question 5: Do you consider there to be a role of direct regulatory or public policy intervention to create artificial incentives for earlier investment in next generation access?:

Absolutely.

Tax revenues could be employed in the creation of a fast, resilient, and reliable broadband network for the UK, ensuring, however, that these incentives are not abused by "smoke & mirrors" projects.

Again, in my opinion, time is of the essence.

Additional comments: