

What do you want Ofcom to keep confidential?:

Keep name confidential

If you want part of your response kept confidential, which parts?:

my name, home details and contact number etc

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?:

Given mobile phones are critical now to so many people, any change will be dramatic.

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

Fairness to the consumer, not the companies selling the product. ensure the spectrum, licence and market forces are fair for all the consumers and companies.

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?:

the services are limited outside cities, 3G isn't really a feature for T mobile until recently and HSPA is none existent despite claims. advertising and marketing are not regulated by ofcom so lies are told to sell things, Ofcom then doesn't ensure these features that people pay a lot of money for are available.

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

Ask the consumers, think what they want and need as opposed to having the market leaders dictate what the people want.

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?:

It appears mobile broadband is being sold with little thought of future needs so soon the spectrums will be choked. (According to the recent press) Unless the new spectrums released impact on this OFCOM might have to act to preserve just basic voice functionality, never mind the broadband, 3G etc.

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

The control is all done by the networks competing against each other for business... Only they determine fair pricing and competition.

There is no market regulation by OFCOM who are regarded as a joke. If those five or six companies shrunk to one or two I fear there would be no stopping the market leaders controlling a market, regulation and OFCOM have no say in the market, nor do they have any realistic value as a place to complain or ask for guidance.

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

A regulator that has powers and the ability to use them, not ones that prefer to sit on the fence and do nothing or worse, allow the industry to come up with it's own regulations.

Example, the 0870 number debacle that has put T mobile and the others having a price rise because OFCOM said they could.

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?:

No, OFCOM have nowhere near reached a level even ground. There is no benefit to consumers, recent decisions to look at paying to receive calls is not in a consumer interest, advertising of broadband and mobile tariffs are still unclear with danger lock in periods for costly and over rated mobile tariffs. Roaming charges are still too complex and unworkable or unfair. The debacle of the 0870 numbers that were meant to be local rate has proven OFCOM incapable of even wording press releases correctly.

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

I think it is impossible to be a modern citizen without a mobile device, land lines are no longer realistic for business and communication.

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

The reception outside cities is still appalling despite decades of the industry. Ensure fair policy for tariffs, roaming charges and non-geographic numbers.

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?:

consider the future implications of new technologies, not to health but more importantly to the provision of basic services once the new ones are picked up by consumers. Consider new technology and who is going to pay in the long run, having consumers pay for things like Mobile TV and 3G which cost billions but very few actually want, yet all the companies charge for it by increasing costs for all their users.

Consider if there is a use for new technologies and if it is worth having. Like Mobile TV.

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

Mobile coverage is appalling and 3G is non-existent outside towns and cities. I am unable to get signal at a relative's house unless I lie on the floor by the window. (yes it is that bad)

the iPhone isn't 3G but is still advertised as such

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

I see the OS on the phone as the most influential advancement, how easy and user-friendly as well as how customisable it is. The actual broadcast range and technology that makes it faster will mean little over all unless the web designers change the pages. You can't surf for more than a few pages using mobile as the speeds are poor and few pages are designed to fit. When that changes the 3G and HSPA might be worthwhile (coverage notwithstanding)

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?:

I think getting some policy and regulation would be a start.

Having OFCOM and whatever replaces it do something for the consumer, clear up the many conflicting advertising schemes, have one regulatory set of rules, not an industry decided one which so far has meant little if any change, broadband is still mis sold, 0870 numbers are now double the price and signal strength outside London is still appalling.

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

Yes... but only after sorting out the existing market. Promoting a bad market is not a good thing.

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?:

Break up BT's broadband monopoly and get rid of their last copper mile, will enable broadband and therefore wireless and wired applications to open up. Being locked to BT for the internet limits people too much, if you can have a market for the last copper mile you can open up what people use to get broadband, including the completely mobile broadband as a replacement, but you can't have that in the home without that constant payment to BT.

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?:

Yes Ofcom should explore access requirements, to ensure new players can get involved, to open up innovation and things like the Linux phone. However it has to remain in constant watch, letting the market decide its own rules as it has been doing will weaken any of this open access as it is not in O2, Vodafone's interest to allow people to develop new and better things. Net neutrality doesn't work, just look at Ofcom's track record.

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?:

The big players are big enough to not care, they need to be told to be open. After all roaming charges are appalling, they are clouded in red tape and hidden behind PR

speech and won't be changed willingly because of the cash cow they provide. Ofcom failed and the EU are looking into it, only then will it become open and honest. The same logic needs to be applied to broadband adverts and 0870 numbers.

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?:

An industry standard guideline they all adhere to and set down by law and the government. NOT the market itself. you can't threaten a stick and a beating by the law if the market decided the rules, because they can just change the rules.

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

Mobile termination rate should not become paying to receive calls. That is a stupid idea.

Why change it at all?

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

They should respond as it should be one rule for all europe wide. Or at least one rule for all british based mobile providers.

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?:

It will play a more significant role to business, wireless and wireless broadband in particular allows mobile offices and working from home. not to mention hot spot type setups.

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?:

given current market setup I don't think it can. It needs the rules telling them as it is not in their interest to get it right for them. Not spots require infrastructure payouts which mean spending money, not something they want to do.

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?:

Clear to understand tariffs, no hidden charges or rules and regulations. It is too complicated by far at the moment with technical jargon that is not monitored and mis sold.

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

Pay to receive calls is stupid and will not work. Spam calls will increase because they get paid for calling people.

Ofcom need to grow into the regulator or be replaced as the current Ofcom is pointless and a joke within the industry.

Additional comments: