

**Representing:**

Self

**Organisation (if applicable):**

**What do you want Ofcom to keep confidential?:**

Keep name 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

**Additional comments:**

**Question 1: How enduring do you think congestion problems are likely to be on different networks and for different players?:**

Short to medium term impact only. Longer term corporates will drive new technologies and bandwidth improvements.

**Question 2: What do you think are possible incentives for potentially unfair discrimination?:**

Money.

**Question 3: Can you provide any evidence of economic and or consumer value generated by traffic management? :**

no

**Question 4: Conversely, do you think that unconstrained traffic management has the potential for (or is already causing) consumer/citizen harm? Please include any relevant evidence. :**

no.

**Question 5: Can you provide any evidence that allowing traffic management has a negative impact on innovation? :**

No, however as a small business owner dependant upon the internet I fully expect it to drive up my costs of doing business in an already difficult environment

**Question 6: Ofcom?s preliminary view is that there is currently insufficient evidence to justify ex ante regulation to prohibit certain forms of traffic management. Are you aware of evidence that supports or contradicts this view? :**

The internet is such a fast moving area that you will not be able to lock this gate after the horse has bolted without overwhelming evidence being presented of the costs to change. If you're going to legislate, and I believe you should, then wait and see is indistinct to allowing traffic management ongoing.

**Question 7: Ofcom?s preliminary view is that more should be done to increase consumer transparency around traffic management. Do you think doing so would sufficiently address any potential concerns and why?:**

No. You will be creating another mobile phone tariffs minefield of consumer confusion and misunderstanding. The internet is becoming a human right, do not wrap it in layers of confusion where an old lady suddenly gets a massive bill because her grandchildren visited and played an online game.

This is madness and not in the interests of consumers at all.

**Question 8: Are you aware of any evidence that sheds light on peoples? ability to understand and act upon information they are given regarding traffic management?:**

Yes. I run a website devoted to routers (network devices to access the internet). These which currently don't really do traffic management are already an area of immense confusion to thousands of people. And that's just to establish a simple consistent connection.

Making that connection more complex by introducing traffic management, and then masking it in private sector sales jargon will not help anyone and can only lead to making it harder for people to access the internet.

**Question 9: How can information on traffic management be presented so that it is accessible and meaningful to consumers, both in understanding any restrictions on their existing offering, and in choosing between rival offerings? Can you give examples of useful approaches to informing consumers about complex issues, including from other sectors?:**

There is no interest for connection providers to make this clear or simple to understand. Mobile phone companies have never bothered. The convergence of services over IP as well will confuse all these issues further still.

**Question 10: How can compliance with transparency obligations best be verified?:**

Walk into any elderly nursing home, provide the sales literature of the providers to the residents and ask the residents to explain any of the tariffs they're being offered, what it means, how it will effect them and how much they'll actually pay each month.

Until those residents are able to clearly articulate the differences and tell you correctly what they'll be paying its a failure.

**Question 11: Under what circumstances do you think the imposition of a minimum quality of service would be appropriate and why? :**

national or regional emergency for safety reasons.