

**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:**

Simple, without total traffic neutrality, investment will be withheld, and the country infrastructure will either creak along, or become unaffordable. Start up and innovative companies will be crushed when attempting an ambitious projects. This is an abhorrent concept. Please listen to the people, consumers, not those who sell to them who are blatantly self interested.

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

Sensible balanced invest should prevent this. Network technology moves quickly and advances are frequent.

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

Most likely, large organisations can pay to be positively discriminated. Small 'start up' companies will be unable to compete, and competition will suffer.

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

None.

**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. :**

None - traffic is free and unfiltered.

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

I am working with a startup that requires great masses of data from the internet. This is freely available, but from very minor players on the internet. With traffic management, the downloads would be slower/limited and my startup would simply fail.

**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? :**

Having built a lot of websites, they are typically cash-strapped, Consequently, any new business is unable to pay for traffic priority and will fail, harming competition.

**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. Traffic management is a restriction that will choke the internet, making it transparent will be the same as "credit card transparency". I.E. - there is some, but it's is impregnably complex to understand.

**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?:**

When training to practice law I discovered that most people are unable to understand a gas bill. The typical non-technical person has no chance of understanding this topic, because it is dependant on a huge amount of background knowledge.

**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?:**

It can't. The concept is flawed, and too technical to explain to a consumer.

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

It can't. Monitoring every byte of data is impossible and companies are generally not that inclined to follow rules. Having worked with Orange and France Telecom, I'm aware of a laissez faire attitude.

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

This is flawed. A minimum quality would mean there is a 'basic' level of service that could be imposed on certain people/organisation. With no upper boundary for the rich and powerful.