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Organisation (if applicable):**Additional comments:**

A general comment about the future 'approach' of ofcom which could feed into this or future strategic plans for Ofcom structure: Ofcom is currently structured around 'platforms' rather than 'content' and 'services'. This used to be effective before the boundaries of 'digital' 'postal' 'TV' 'Radio' were not blurred. With the advent of the Internet, there needs to be a revisiting of this structure. The Internet policy team feeds into the Ofcom work successfully at the moment, however, as the prospects and challenges with the Internet will be omnipresent, this will require more than having a separate Internet team.

It might be worth considering dividing the work under 'content' (in its hybrid form) versus 'services' and their regulations, looking beyond the lens of a single 'platform' (e.g. radio, TV, phone, ..etc) and instead into what 'outputs' services (quality),and 'values' do this content present for the British society.

- In 'promoting effective competition and informed choice': focusing a bit on speed/quality of superfast and fast broadband connections (not oscillation of speed) both wired and on 3/4G connections.

Question 1: What are your views on Ofcom's proposed priorities for 2014/15?:

The key proposed priorities are generally spot on. My only two small suggestions are:

1- Under 'maintain audience confidence in broadcast content': more effort should be made to 'define', 'hold accountable' who is the 'broadcaster' within the realm of the Internet. Print papers are increasingly broadcasting content online. Video blogs and other multimedia production of main newspapers are now competing with content from broadcasters (both sharing their content online). Enough attention (and time) this year must be given to revisiting: How online journalism can be regulated? Who should be classified as 'broadcaster' within the realm of the Internet?

2- Under 'protect consumers from harm': if possible to look into the damaging effects of

excessive 'wifi' hot spots and 3/4G antennas on the health and safety of the public, and whether they present any health risks esp in buildings closer to those connections.

3- Ensuring 4G companies apply transparent policies regarding the coverage, speed and quality of services they provide to consumers.

Question 2: What are your views on Ofcom's proposed work areas for 2014/15?:

Very good proposed work areas, a few small suggestions:

1- In 'Protect consumers from harm': dedicated some studies/work towards understanding the safety and security harms targeting smartphones (and beyond nuisance calls), including fraud/spy apps, targeted spam calls/sms (unknown number calls leading to virus/trojan attacks on phone or other harassment calls).

2- In maintaining audience confidence in broadcast (in addition to the above general review of 'content' definition) ensuring a thorough review of the exponential increase of gambling and lending/crediting TV ads and its effect on the British society. Moreover, revisiting the regulations related to the advertising allowed time (channels like Aljazeera have no more than 45 min of ads per day!), in a way to enhance the viewers experience.