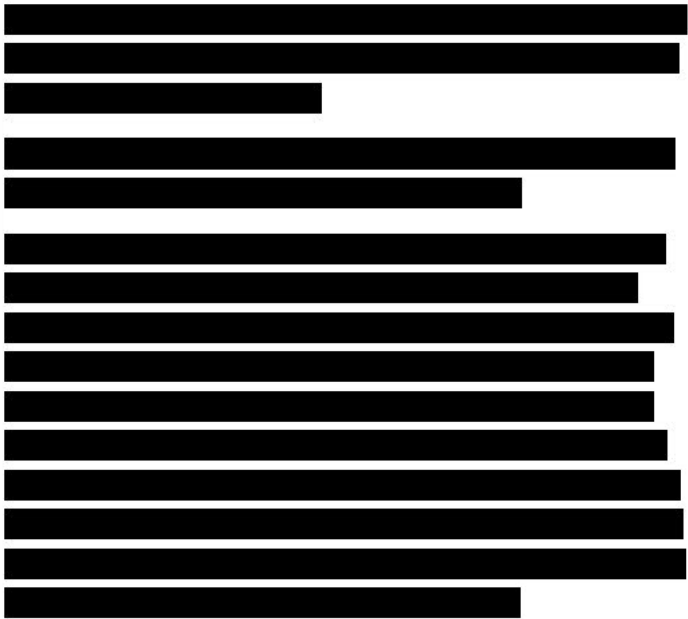
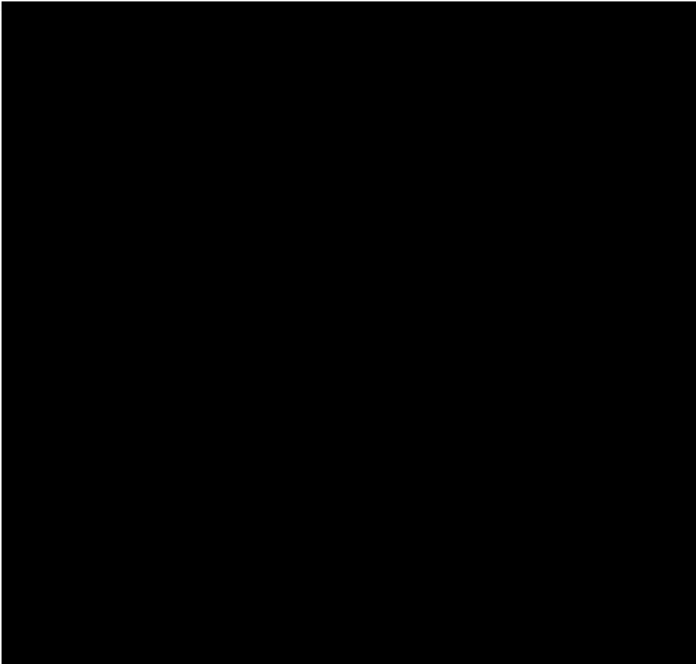


Your response

Question	Your response
Section 2: The quality of mobile connectivity we want to see - What are your views on the use of the Map Your Mobile good performance metric and how should the measure evolve over time? What are your views on the usefulness of: - the 90% figure as a benchmark applicable across geographies and based on crowdsourced data?, and - Whether the 90% benchmark is realistic and sufficiently ambitious?	Confidential? – N Firstly, congratulations Ofcom for improving this tool. As an ex- advisor to Ofcom’s C level, I wanted to improve this tool back in 2019, but today’s AI technology wasn’t available then. The measurement needs to be from end users (including IoT) and not from the MNOs (they use engineering handsets with optimised receiver sensitivities). A decade back consumers were concerned about signal apps on their phones, but this is no longer the case due to configurations on privacy and proliferation of anonymised user data. The 90% coverage benchmark based on geographies is not an ideal benchmark as it doesn’t consider user experience as per their application usage. You can have 3 bars of unusable 5G in certain conditions. The benchmark needs to include quality of experience.
Section 3: Market-led improvements in mobile network quality - What information do customers need about network quality to choose the best network for their needs, and where are the main gaps in current provision of that information? - How well does Map Your Mobile currently meet customer and stakeholder needs, and what specific improvements would make it more useful?	Confidential? – N The measurement should also include IoT devices and not just end user handsets. Currently tools available in the market do not give the quality of experience to the customer in loaded and unloaded conditions. 50mx50m is a very big radius for coverage. Today’s platforms can bring this easily down to a 1m x 1m. Customers would prefer to see throughput or signal strength numbers based on applications from call, sms to email to gaming. Map my mobile is a great improvement over Ofcom’s previous attempt but it needs to be more granular for indoor coverage prediction. A digital twin of the area with mapped real signal strength & throughput data gives realistic values. Ofcom can own the AI model and feed data from end users to tune the model and update Connected Nations every year with the delta.
Section 4: Connectivity in busy areas What do you think are the biggest barriers to achieving better mobile performance in	Confidential? – Y

Question	Your response
town and city centres and why? • What do you think should be Ofcom's main priorities for our future work in this area? • What information would stakeholders, especially local authorities / planning authorities find useful for Ofcom to provide further insights on and why?	
Section 5: Connectivity in indoor, shared public places • What do you think are the biggest barriers to achieving better mobile performance indoors and why? • What do you think should be Ofcom's main priorities for our future work in this area? • What information would you find useful for Ofcom to provide further insights on in relation to connectivity indoors and why?	Confidential? – Y 
Section 6: Connectivity on trains • What do you think are the biggest barriers, technical and commercial, to achieving better mobile performance on trains? Which are most significant and why?	Confidential? – Y 

Question	Your response
- Do you agree with our proposal to work with government to support improvements in train connectivity? - What information would you find useful for Ofcom to provide further insights on in relation to connectivity on trains and why?	
Section 7: Connectivity in rural areas - What do you think are the biggest barriers to achieving better mobile performance in rural locations and why? - What do you think should be Ofcom's main priorities for our future work in rural locations and what outcomes should we aim to achieve? - What solutions (technical, commercial, policy or delivery) could improve rural mobile performance? - What information would you find useful for Ofcom to provide further insights on in relation to rural connectivity and why?	Confidential? – N LA, church dioses, landowners/wayleave need to be more lenient. The cost of infrastructure deployment due to the low ARPU needs to be economical to make it work. All major technologies including WiMAX were first tested in rural, but it takes 10 yrs for the same technology to get deployed in rural. This needs to change and Ofcom needs to set targets to providers to include rural whilst new technologies are rolled out in the cities and towns. Sharing of infrastructure and the leniency on planning will help plug in coverage gaps. Aesthetic masts in AONBs & conservation areas can be subsidised by Govt. The usage & performance per application in rural against coverage data will help understand the problem and the solution that may be required.

Please tell us how you came across this discussion paper.

- ☐ Email from Ofcom
- ☐ Saw it on social media
- ☐ Found it on Ofcom's website
- ☐ Found it on another website

- ☐ Heard about it on TV or radio
- ☐ Read about it in a newspaper or magazine
- ☒ Heard about it at an event
- ☐ Somebody told me or shared it with me
- ☐ Other (please specify)

Please complete this form in full and return to mobileconnectivity@ofcom.org.uk.