

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 I've found the MYM site to be broadly accurate, if anything on the pessimistic side compared to real-world use. 90% benchmark seems reasonable, but your report's observations that many users want better service but ultimately choose the cheapest one, is something I've seen. I've had conversations with people who say one network doesn't generally work in particular circumstances, and another does – "but that network costs more". I've long suspected some marketing helps here, that people are accustomed to good service costing more, and despite their complaints, are generally happy to accept a lower standard of service, if that's cheaper.
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?	Coverage maps are a useful tool, even if there's a perception of urban coverage generally being taken for granted and some networks just being better in rural spots. There is no measurement of data speeds or congestion, but that is commercially sensitive to a point. There's a perception of poor data speeds being expressed as "no internet signal" or even "no signal but I can still call" This needs plugging somehow, but would run the risk of "naming and shaming" poorly performing networks.
Section 4: Connectivity in busy areas What do you think are the biggest barriers to achieving better mobile performance in town and city centres and why?	The local authority planning system is a mess, with approvals very hard to come by in some locations. EE are solus on a town-centre monopole-rooftop site in Stroud which is known to be congested, and have sought planning consent to replace the rooftop-flagpole with a newer design In order to allow a capacity add. The LPA have refused this due to "visual intrusion" despite it being a virtually-identical replacement. It went to appeal,

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• 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?	and was still refused. The end result is all 4 MNOs remain on an out-of-town rooftop which doesn't cover the town centre indoors, and EE are congested but at least provide low-speed data & voice indoors throughout the town. I have heard this expressed as "the WiFi in Stroud is really slow"
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?	In some locations, the outdoor coverage & capacity is sufficient that it extends indoors reasonably well (The Mall @ Cribbs Causeway), but this will rarely be 100% and an indoor DAS solution will always be preferable, both for capacity & coverage. But there's a perception from building operators that "free WiFi" is the way to go, rather than partnering with either MNOs or neutral-hosts to have dedicated mobile coverage. MNOs will need to make a cost v benefit calculation for each given location, albeit neutral hosts mitigate this to an extent.
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? • 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?	Rural locations & tunnels tend not to help signal propagation, and the planning system doesn't help in some areas. Network Rail's BAPA process can be a hindrance at times.

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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?	Historically the cost v benefit calculation was not friendly here, EE have made huge strides via ESN & SRN programmes. Those programmes have now been extended to other operators to varying degrees. As a result, connectivity is much improved.

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