



Press Release

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Panel says Ofcom consumer guide and research first step towards improved coverage

Responding to Ofcom's publication today of a consumer guide and research on mobile coverage, Panel Chair Anna Bradley said that Ofcom's mobile coverage plans are a first step towards improving coverage in areas affected by not-spots: "Improving information about not spots is important for consumers so that they can make an informed decision, but does not improve coverage. However, this initial research adds to our understanding of the causes of not-spots. I also welcome Ofcom's commitment to advise Government where intervention may be necessary owing to the market's failure to respond to people's needs."

The Panel has conducted its own research into the mobile coverage problems consumers experience, and recommended 'try before you buy' so consumers can cancel their contracts easily. It will be reporting next week on the impact of its work in this issue: "I am very pleased to see that Ofcom has recognised the value of this approach and is using our research," Anna Bradley added.

Anna concluded by saying that: "I would also like to see an analysis of the wider social and economic impact of not-spots on businesses and individuals to inform debate about the need for action to improve coverage."

Ends

CONTACTS

Consumer Panel Media Adviser Siân Evans on 07713997510 or 020 7981 3798

NOTES TO EDITORS

The Communications Consumer Panel was established to advise Ofcom on the consumer interest in the markets it regulates. The Panel is independent and sets its own agenda.

Visit www.communicationsconsumerpanel.org.uk for more information.

The Panel's members appointed by Ofcom are:

- Anna Bradley (Chair)
- Fiona Ballantyne (member for Scotland)
- Colin Browne
- Roger Darlington (member for England)
- Maureen Edmondson (member for Northern Ireland)
- Bob Warner

Ofcom measures coverage by postcode areas that have at least 75% coverage by at least one network.