



CONSUMER
PANEL

The consumer interest in European communications markets

Lessons from the UK

Anna Bradley – 12/05/2008

The Ofcom Consumer Panel

The Ofcom Consumer Panel

- Role and remit
- Relationship to Ofcom and others
- Key achievements

The Ofcom Consumer Panel

Priorities for 2008-09

- Framework for future policy and regulation: UK, EU
- Next generation access and networks
- Geographic exclusion – the rural agenda
- Building consumer focus into regulation and policy
- Media literacy – building skills and confidence
- Disability – access and protection

Consumer information in a changing world

Consumer information in a changing world

- **Changing nature of information**
- **Increased complexity of services offered**
- **The role of the internet in providing information**

What makes markets work for consumers?

- 1) Usable and transparent information
- 2) Consumer-focused regulation
- 3) Literate consumers

1) Usable and transparent information

Barriers to usable and transparent information

- **Poor information**
- **Lack of information**
- **Too much information**

Ensuring Usable and transparent information

- Importance of accurate and transparent information
- But it must be set in the right context

2) Consumer-focused regulation

Consumer-focused regulation

- **Consumer research**
- **Consumer consultation and representation**
 - National level: e.g. consumer panels
 - European level: e.g. ECCG, FIN-USE, EFSA
- **Consumer-focused processes**
 - National level: Consumer Interest Toolkit
 - EC: streamlined Toolkit approach
 - ERG: an increased consumer focus

3) Media literacy

Media literacy

- **Media literacy = the ability to choose and use**
- **Examples of why media literacy matters**
- **Skills and issues that need to be addressed**

Thank you

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