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# The consumer interest in European communications markets

## Lessons from the UK

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Ensuring transparency for consumers in European communications markets

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# The Ofcom Consumer Panel

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- **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**

**Najlepša hvala**