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## Stakeholder consultation on the review of the BEREC Medium-Term Strategy for 2018-2020 BoR (17) 38

**2) Of the issues listed above, which do you consider to be the most important in shaping the end-user experience? Please explain your answer in detail.**

End-user Experience is important and most academic essays coincide at this point. For this, they have a positive impact on the experience, both the perceived quality of the service and the price of the service.

Also influencing, and there are empirically confirmed studies, the use of increasingly sophisticated mobile devices and the experience of navigation through 4G mobile networks. Users value this freedom of use very positively although it is still considered that the price of navigation by mobile networks is still expensive.

Now variables such as privacy or data protection and network security do not seem to influence the end-user experience, although this is true only to the extent that the end-user is totally unaware of the cession of their hosted data in the digital cloud, and the use that third parties can make about them.

It seems that the current European consumer is only protected to the point of network connection, protected from possible abuses by the operators that provide access to the network, but from there their rights evaporate in the digital cloud

**5) Are there any other significant trends/developments that BEREC should consider in relation to the end-user experience?**

The BEREC could help substantially improve the end-user experience and promote the widespread use of networks by all segments of the population.

The idea would be to apply to the operators' market the same scheme that governs the operations of the digital terrestrial television market, where the population enjoys free television channels that are paid for by the advertising revenues received by television operators.

Apply this business model to the internet services market is not easy or simple, but nothing is impossible. In addition, the great beneficiary would be the end user who would finally have unlimited access to ECS networks for an amount significantly lower than the one currently paid in the entire U.E.

The idea would be to open the market for ECS operators so that they can charge a proportionate and equitable fee for data traffic to service providers in such a way that it is feasible to subsidize the end-user bill in turn.

Does it affect the principles of Network Neutrality? It may be in part, but being under the regulation and supervision of BEREC, it would prevent situations of malpractice or discrimination.

It would be a natural opening of the market, within the legitimate right that assists the operators to charge for the service to the users of its network, both suppliers and recipients, but increase the margin to maneuver to compete via prices in the retail user market. Would force an unstoppable decline in prices for the end user.

Service providers (Youtube, Netflix, Facebook, Apple, Sony, etc.) will only be charged with paying a small portion of the extraordinary benefits they receive in terms of advertising and subscriber services.

It's time that the large sums of profit generated by the advertising industry on the basis the marketing of the personal data of the users, finally have repercussions for the benefit of the community on which they perform Your business.

For ECS operators, this source of income will imply an incentive to lower the tariffs for subscribers throughout the U.E. When not to eliminate the variable cost of the connection, charging only a minimum access fee.

End users will see their bill lowered and will not be limited access to content, nor the speed of access. By lowering the ECS invoice they will also be benefiting from the profit generated by the advertising industry.

It would be a more equitable market, with prices closer to the Ramsey rate

## **6) What aspects of the issues listed above do you believe to be most important? Please explain your answer in detail**

However, of all the points described above, it may be the interaction between ECS operators and other sectors (in between device manufacturers, content providers, the automotive industry, etc...) the most important.

The growing digitalization of services and the construction of collaborative digital platforms are leading to the construction of new digital ecosystems in which ECS operators try to achieve an advantageous position by entering into direct competition with traditional service providers.

In short, Orange announces that it will offer financial services to its customers just as a Banking Entity would. Moreover, it is that the borders between products and services

are decreasing or disappearing, and what was previously unimaginable is now possible. All experts agree that we will see a disruption caused by the intrusion of ECS operators into other industries such as the automotive or the financial services industry or insurance

**11) Over the next three years, which market or technological trends do you anticipate having the most significant impact on the ECS markets? Please explain your answer in detail.**

Over the next three years, we will see an exponential progression of cloud services offered by operators. The possibilities are endless; over the years, these operators have found that the core business of the cloud is data management.

With the help of Big Data, ECS companies will try to exploit their possibilities in cooperation and interacting with other service providers and content providers, multiplying the infinite possibilities of the market.

We will thus see a disruption that can, and will surely affect, the privacy of citizens who will increasingly be aware of the commercialization of all their data generated during their use and interaction with mobile networks through their smart devices.