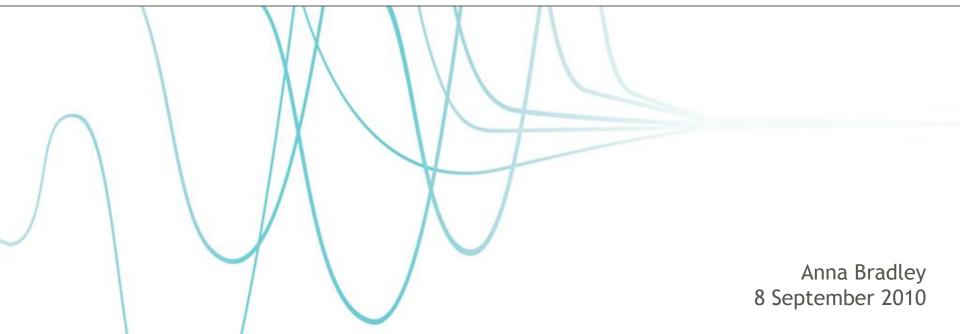


What quality of service means to consumers



Who are we talking about?



Consumers and citizens

The consumer perspective



"Access to the applications and services that they need and value in a consistently reliable way"

The citizen perspective



Fundamental rights

Broader societal value

Access to public services



Consumers

- Is traffic management a meaningful concept?
- What are the barriers to switching?
- How to measure harm?

Citizens

- Can transparency protect citizens?
- What will be the impact of traffic management on wider public policy?





- Positive commitments made by companies to empower consumers to select and switch
- Potential to establish some 'must carry' requirements in the future

But above all

Better consumer and citizen research





Two significant questions:

1. Are the issues and remedies the same for consumers <u>and</u> citizens?

2. How do consumers really behave?