

October 2011

COMMUNICATIONS
CONSUMER
PANEL



Panel newsletter

In short...

Go ON Give an Hour!...

Go ON Give an Hour is the biggest consumer-focused campaign aimed at inspiring, encouraging and supporting the UK to become a truly networked nation. It's asking the 30 million people, who use the internet everyday, to use the extra hour from the change from BST to GMT to transform someone's life by helping them get online. This will be followed by a month of taster sessions largely run by [UK online](#) and [BBC First Click centres](#) for internet beginners if they can't find someone to help them and want to try it out. Race Online runs until 12 November 2011, and for more information go to <http://raceonline2012.org/giveanhour>

Get Safe Online week...

Get Safe Online Week from 7 to 11 November 2011 is an annual event designed to raise awareness of internet safety issues, and encourage everyone to make sure that their computers are properly protected. The event will encourage consumers through competitions, events and communications activity, and small businesses will be targeted at the Get Safe Online Summit in London. To find out more and get the latest updates go to <http://www.getsafeonline.org/> or follow on Twitter @GetSafeOnline

Panel meetings...

To read minutes from previous meetings go to:

<http://www.communicationsconsumerpanel.org.uk/smartweb/agenda-and-minutes/2011>

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Latest news...

Panel presents consumer perspective on security of personal data online

Speaking at a recent Google seminar on online security the Panel's Chair, Bob Warner, said that recent Panel research had shown that half (52%) of UK internet users had no real concerns using the internet. However, further questioning revealed that 26% of the people surveyed had concerns about safety of personal details and ID theft, and privacy issues worried 14% of people. When prompted, six in ten consumers said they were concerned about privacy online.

He said that people need to feel confident about sharing their information, or it "could become a barrier to the development of innovative services". Bob Warner stressed that consumers can only take responsibility if they know how their data is being used online: "Consumers have told us that they are more comfortable sharing information when they are aware of, and have control over, what they are

disclosing.”

Find the Panel’s research *Online personal data: the consumer perspective* at:

<http://www.communicationsconsumerpanel.org.uk/smartweb/research/online-personal-data>

Chancellor’s new cash for mobile coverage has potential to improve lives of people in rural communities and many small businesses

Communications Consumer Panel Chair, Bob Warner welcomed Chancellor George Osborne’s injection of £150m to improve mobile coverage. He said that a pure market-oriented approach to providing coverage for 2G voice services had reached its economic limit: “The Panel has been campaigning for intervention for some time, as it is the only way to improve coverage for rural communities and small businesses. I shall look forward to seeing the detailed plans for implementation.”

<http://www.communicationsconsumerpanel.org.uk/Osborne%20mob%20cash%20FINAL.pdf>

Industry campaign to inform consumers about online security is important step

Following the Panel’s successful online security roundtable with the International Institute of Communications earlier this year, an industry campaign has been launched to inform consumers about how to keep themselves safe online.

Consumer Panel Chair Bob Warner explained that the Panel’s research had shown that online security is a concern for consumers: “Google’s *Good to Know* campaign is an important step in furthering understanding in this crucial and developing area.”

<http://www.communicationsconsumerpanel.org.uk/Google%20comment%20FINAL.pdf>

To download a copy of the Communications Consumer Panel’s research into online privacy *Online personal data: the consumer perspective* go to:

<http://www.communicationsconsumerpanel.org.uk/smartweb/research/online-personal-data>

Further information about Google’s campaign can be found here:

www.google.co.uk/goodtoknow

Making phones easier to use is also a market opportunity, Panel Chair tells Nokia

Simple changes to the design of mobile phones could make them significantly easier to use and be a market opportunity, Communications Consumer Panel Chair, Bob Warner told a conference this month organised by Nokia.

“The industry has developed some good initiatives, but there are easy wins that mean you can do even better. The key is to get the right information into the hands of the right customers - and to achieve this you need informed sales staff,” he explained, adding: “The Panel’s research has shown that many older and disabled consumers feel alienated by the retail environment. It also suggests that most mobile users appreciate phones that are easy to use, and this means that the business case for increasing usability is much larger than the industry might otherwise assume.”

He said that consumers will take with them into older age an appetite for well-designed products that meet their changing needs: “It will be important for manufacturers to build in usability from the start and not compromise on style or function,” he argued.

<http://www.communicationsconsumerpanel.org.uk/smartweb/research/making-phones-easier-to-use>

News from the Nations

Fiona Ballantyne, Panel member for Scotland reports:

Fiona attended a meeting with Consumer Focus Scotland (CFS) where they discussed the latest CFS report *Scotland’s digital needs*: “It’s a very good summary of where we are now and what is needed to

move forward,” she explained, adding that the report has recommendations for government(s), local authorities, Ofcom and providers. Fiona noted that the report also makes good use of the Communications Consumer Panel’s research, including the Panel’s *Framework for digital participation*.

<http://www.communicationsconsumerpanel.org.uk/smartweb/digital-participation/the-consumer-framework-for-digital-participation>

<http://www.consumerfocus.org.uk/scotland/publications/scotlands-digital-needs>

Roger Darlington, Panel member for England reports:

Roger reports back from a recent meeting of the Westminster eForum, which discussed the Digital Economy Act and current plans for online copyright infringement regulations.

Some internet service providers objected to “being forced to come between customers and content”, and Consumer Focus warned of over-blocking, he noted.

<http://www.westminsterforumprojects.co.uk/>

Kim Brook, Panel member for Wales reports:

Kim highlights a new report by Beaufort Research, which shows that almost a third (29%) of people in Wales don’t use the internet: “But, there are significant differences by age and among social groups - only 17% of better-off consumers don’t have access, compared to 38% of people who are less well-off. This highlights the nature of the digital divide in Wales,” he commented.

<http://www.walesonline.co.uk/news/wales-news/2011/10/20/richer-people-in-wales-use-the-internet-but-poorer-people-are-more-likely-to-use-social-networking-sites-91466-29627272/>

October Panel meeting

This month’s Panel meeting included:

- A paper from Roger Darlington on digital switchover for radio.
- A presentation on Ofcom’s work on cloud computing.
- Discussion of net neutrality, including BEREC’s draft guidelines on transparency.