

6 October 2017

To interested parties:

Mobile market study

1. We are undertaking a study of mobile telecommunications markets in New Zealand under s 9A of the Telecommunications Act 2001 (Act). The purpose of the study is to better understand how mobile markets are developing and performing with a view to developing a common understanding of the forward looking competitive landscape for mobile telecommunication markets along with any emerging competition issues.

Context for our study

2. Potential competition and regulatory questions in mobile markets have been accumulating for some time, for example, as a result of fixed-mobile convergence—both technically and as a result of evolving consumer preferences.

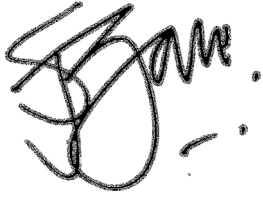
Outline

3. We expect the study to:
 - 3.1 identify consumer preferences and how they appear to be evolving;
 - 3.2 identify how mobile providers are responding to:
 - 3.2.1 that evolution in consumer preferences; and
 - 3.2.2 technological shifts in how mobile services can be delivered;
 - 3.3 consider the impact of these trends on the performance and development of mobile services, including any obstacles to market development and any current or emerging competition effects; and
 - 3.4 consider, to the extent we might identify any relevant issues, how our regulatory tools could be applied for the long term benefit of end-users.
4. We are now looking to engage with interested stakeholders before finalising the scope, sequencing and timetable for our work.

We are interested in your views

5. We are interested in stakeholder views on what we should cover in this study.

6. We propose meeting with interested parties individually to collect views. We also welcome written submissions, by 30 November 2017. Please address any submissions to Matthew Clark, c/o telco@comcom.govt.nz.

A handwritten signature in black ink, appearing to read 'S. Gale', with a flourish at the end.

Dr Stephen Gale
Telecommunications Commissioner