1   Internet Society Hong Kong (ISOC HK) believes that, from the users' and consumers' point of view, there is considerable confusion regarding the quality of service, speed and pricing of residential broadband Internet services, and indeed an alarming amount of misinformation and misleading sales and marketing practices, as clearly shown in the rising number of Internet-related consumer complaints to the Consumer Council.

2   While we appreciate the complexity of the service offering of residential broadband Internet services, and the occasional technical challenges in providing precise information on certain aspects of the service, such as transmission speeds, we do not believe this should be used as an excuse by certain Internet service providers (ISPs) to purposely confuse or even mislead the users.

3   We fully agree that more comparative information about the quality of service of different ISPs should be made available to users in ways that consumers can understand, and at the same time unbiased and fair to the ISPs.   We urge that OFTA and the Consumer Council will, in addition to consulting with ISPs and industry organizations, also engage user organizations such as ISOC HK in formulating such efforts and initiatives.

4   We also urge ISPs to consider offering, on a market-oriented basis, tiered services for users, both residential and commercial, with appropriate levels of quality-of-service (QoS) guarantees.   This will be beneficial to users in planning their purchases, by having more access to accurate service information and protection from interruptions or other service problems.

5   OFTA should be more proactive and forceful in its enforcement against ISPs which are repeated offenders of various violations against consumer

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interests.   Past enforcement actions may not have been significant enough to cause changes in the behaviors of some of these ISPs.

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Internet Society Hong Kong (ISOC HK) is the local chapter of the Internet Society (ISOC), the global organization of Internet users and professionals, providing leadership in issues confronting the future of the Internet, including global coordination, development and cooperation of the Internet, technology standards, Internet governance and online civil society.