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It's interesting that in a free market, the populous tends to coalesce around two or three options... whatever the focus is.

Regarding Software, most of the populous remain completely ignorant of the strides in Open Source alternatives, or if they have heard of them at all, they consider them too geeky, too difficult or inchoate to adopt... The idea of porting UBports' Ubuntu Touch, PostmarketOS, Phosh, KDE Plasma etc. onto a mobile device is doable, but out of most people's comfort zone.

I've had Ubuntu Touch running on a Nexus 5 for five years, and in my opinion, it outshines anything that Apple, Google or Microsoft has to offer. However, these Open Source alternatives are not marketed in the same way as their proprietary counterparts. And they're not available in high street shops. The only 'alternative' OS phone that I think can be bought online, is a Fairphone 3 running /e/. And that's the real hindrance to adoption, isn't it!?

To be quite frank, I don't know what you think the government can or will do... It has been favouring the free market for the last 40 years... Microsoft, Apple, Google, (Facebook and Amazon) are the result of this policy.

The 'Desktop' Open Source Operating Systems are every bit as good as their proprietary counterparts... Perhaps the Government can advocate the use of them in Government, the NHS, and in state schools, in the military and by the emergency services. At £34.65 per Microsoft license, it would save itself a huge amount of money, at the same time as subliminally advocating Free and Open Source software. Whether the populous would then look for alternatives for phones and tablets remains doubtful, though.

Kind regards,

Mark