



Consultation on the Calling Line Identification guidelines

Virgin Media response

6th December 2019



RESPONSE

Virgin Media welcomes the opportunity to respond to Ofcom's consultation on its proposal to clarify the existing Calling Line Identification ("CLI") guidelines, which clarifies that any type of Public Communications Network Number may be used as the Network Number subject to certain conditions.

We support the revisions proposed by Ofcom, but we wanted to highlight the following language:

"5.2A For calls originating from fixed networks, any Public Communications Network Number (as defined in the National Telephone Numbering Plan) may be used as the Network Number provided that:

- *it is not a number that connects to ... a revenue sharing number **that generates an excessive or unexpected call charge;**"*

In relation to 084 and 087 numbers, it is far from clear what is 'excessive' and what is 'unexpected'. The words are vague and we believe that the guidelines ought to be more specific about what call charge is considered 'unexpected' or 'excessive', rather than leaving this to be determined later.

We would welcome further clarity on this particular point.

Virgin Media

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