

Yvonne Matthews  
5<sup>th</sup> Floor, Content and Standards  
Ofcom  
Riverside House  
Southwark Bridge Road  
London SE1 9AH

[yvonne.matthews@ofcom.org.uk](mailto:yvonne.matthews@ofcom.org.uk)

25 January 2010

## Ofcom Consultation

### Participation TV

### Rules on the Promotion of Premium Rate Services

### AIME Submission

#### About AIME ( [www.aimelink.org](http://www.aimelink.org) )

AIME is a UK based not for profit trade association that promotes excellence in the Interactive Media and Entertainment industry.

We uphold our Code of Ethics and Core Values to create an environment of consumer trust and industry confidence within which our members' commerce can grow. We are committed to furthering the interests of Interactive Media and Entertainment through the regular exchange of information and communication throughout the value chain, effective engagement with regulators and legislators and the presentation of a successful industry image to media.

We are the only trade association with membership across all elements of the interactive media and entertainment value chain and our membership represents in excess of 90% of annual industry revenues.

We welcome the opportunity to respond constructively to this Consultation on Rules for Promotion of Premium Rate Services (PRS) as applied to Participation TV services as a continuation to our previous responses on the proposed regulation of Participation TV (PTV 1 & 2) during 2007 and 2008. While this consultation groups adult and psychic services together AIME regards them as very different services genres and will address them separately.

AIME promotes and abides by the philosophy that consumers who are accurately and openly informed of the nature, content and cost of participation in an interactive service experience are perfectly placed to exercise their freedom of choice and thereby enjoy the most effective form of consumer protection.

#### General

The previous 2007 and 2008 PTV consultations proposed changes to rules in Ofcom's Broadcasting Code in order to satisfy the relevant European legislation contained in the Audiovisual Media Services Directive (AMSD) that advertising and teleshopping shall be readily recognisable and distinguishable from editorial content. AIME agrees with the principle but emphasises that the purpose of the directive is to ensure consumers are properly informed and its application should not result in consumers being denied or having restrictions placed upon access to legitimate, popular and well established services. As stated in our previous submissions on this subject we believe improvements in separating editorial content from advertising to avoid consumer confusion can readily be achieved without potentially damaging and disproportionate regulatory intervention. AIME takes the view that such changes are best considered via a co-regulatory approach with support and input provided by regulators and industry alike.

We note that this latest consultation document represents both a final statement on broadcasting rules on the use of PRS to ensure distinction between editorial and advertising content, together with proposed further consultation on possible changes to “relevant Advertising Code” rules, which we assume to refer to the Advertising Standards Authority (ASA) Code for broadcasting (BCAP) and known elsewhere in the consultation as the Television Advertising Standards Code.

The Ofcom final statement makes clear that programmes designed to promote PRS will be categorised as teleshopping and will no longer be considered as acceptable under the Broadcasting Code as constituting editorial content. Such services, and specifically PRS of a sexual nature (termed Adult Chat PTV) and some “specific” Psychic PTV, wishing to continue with their current formats, will be considered as advertising and regulated as teleshopping, under the Television Advertising Standards Code (BCAP). The current BCAP rules cannot accommodate Adult or Psychic PTV content and have never been designed to do so.

However, following industry submissions to previous consultations Ofcom has conducted audience research and confirmed the popularity and lack of harm from such services and the fact that viewers are generally tolerant of their continued operation, subject to suitable safeguards. Ofcom will therefore propose changes to the TV Advertising Code (BCAP) which, in its current form, could not accommodate these services genres in teleshopping format.

AIME notes that PTV formats other than those classed as teleshopping are free to offer consumers an interactive payment facility but that these formats will be obliged to restrict payment to PRS only under the Broadcast Code. As mentioned below AIME does not consider it appropriate for Ofcom to be prescriptive on payment methods thus denying consumers the right and convenience of choice.

To address the two service genres separately:

### **Adult PTV**

AIME accepts the Ofcom determination that Adult PTV utilising PRS should operate within the teleshopping category under BCAP television advertising rules applied by the Advertising Standards Authority. Since the current BCAP rules cannot accommodate Adult PTV content it will be necessary for ASA to consult on proposed changes to BCAP and AIME agrees that such changes should generally follow the principles outlined by Ofcom in this Consultation but with the following provisos:

- Restrictions based upon the use of encryption technology are not appropriate since the required outcome of access control can adequately be achieved by using other, widely available, means and assisted by restricting programming to clearly labelled, dedicated channels. AIME takes the fundamental view that regulation should be technology neutral and service based.
- Any restrictions directed against Freeview technology would effectively disadvantage Freeview against other set top box providers such as Sky and we do not believe this can be justified. A programming guide (EPG) can only be a contributor towards access control and a recent AIME survey, attached as Appendix 1, has confirmed that Freeview, which broadcasts to the majority of UK viewers, operates similar levels of parental controls as Sky and other boxes.
- Again, it is important that regulation be based upon technical neutrality by setting standards and not prescribing or preferring technical means. For this reason AIME believes it to be inappropriate to prescribe that all paid interactivity should be conducted using PRS. This is considered to be anti competitive towards alternate payment mechanisms and will inhibit the design and application of other methods of payment as appropriate for the development of new services.

### **Consultation Questions**

Considering the questions as applying to the **Adult PTV** service genre.

#### **Question 1:**

- a) Do you agree with Ofcom’s assessment of those stakeholders likely to be affected by changes to the regulatory framework for Adult Chat and Psychic PTV services?***
- b) Do you agree with our understanding of the industry and operators?***

Answer 1

AIME agrees with Ofcom’s assessment of affected stakeholders together with its understanding of the industry and its operators when considering Adult PTV services but will consider Psychic TV services separately.

**Question 2:**

**Do you agree with our analysis of the options available for regulation of the promotion of premium rate services of a sexual nature, and**

- a) that on the basis of options, a change to the existing rules appears merited?**
- b) of the options presented, Option 4 meets the regulatory duties and suggests least potential impact on stakeholders?**
- c) that the scheduling restrictions of 9pm to 5.30am and requirements for labelling and EPG position under option 4 offer appropriate protection for viewers?**

**Answer 2**

AIME agrees that changes to the existing rules are merited and that Option 4 offers the least impact on stakeholders but subject to the concerns raised earlier. AIME supports clearer labelling of services but we believe that EPG positioning is only one part of this exercise. Any stipulation requiring the use of encryption technology would not be technology neutral and is not supported.

**Question 3:**

**Do you agree with our analysis of the options available for regulation of the promotion of live personal psychic services, and**

- a) on the basis of the options, that a change to the existing rules appears merited?**
- b) of the options presented, Option 4 meets the regulatory duties and suggests least potential impact on stakeholders?**
- c) that the restriction of promotion to specific live personal psychic services and the requirements for labelling and EPG position provide appropriate protection for viewers?**

**Answer 3**

AIME will address psychic services separately.

**Question 4:**

- a) Do you agree with the principles identified for changes to the Advertising Code rules on promotion of PRS of a sexual nature (rule 11.1.2) and psychic practices (rule 15.5)?**
- b) Do you agree with the wording of the proposed rules? If not, please suggest alternative wording.**

**Answer 4**

AIME agrees with the principles identified for Adult PTV (sexual nature) and will address psychic services separately. AIME generally supports the suggested wording of proposed rules regarding Adult PTV but does not support any attempts by Ofcom to stipulate payment methods for the interactive broadcast services medium.

**Psychic PTV**

In previous consultations on this subject AIME has emphasised, and Ofcom research now generally supports, that Psychic PTV services:

- Have a history of more than 7 years operation on TV alone without serious complaint
- Do not demonstrate any record of consumer harm
- Are extremely popular and well supported by consumers

Additionally, Psychic genre services are widely promoted today as editorial in mainstream newspapers, from the broadsheet Sunday Times to the tabloid Sun, and across a wide range of consumer magazines to produce valuable revenue streams for media and service providers without any adverse public reaction. With all AIME members employing Best Practice initiatives on these tightly regulated (PhonepayPlus) TV services employing PRS the risk of consumer harm is very slight and it does not seem proportionate that the medium of TV should be required to absorb additional costs and constraints when compared to other media.

For these reasons AIME prefers Psychic PTV to be considered separate from Adult PTV since psychic content services, be they entertainment or informative, occupy a very different service environment than services of an adult nature. Most psychic services today utilising PRS have very limited potential to cause harm or offence and are operated within the constraints of the PRS PhonepayPlus Code of Practice and Industry best practice guides. Also within the general world of psychic information and entertainment there exist broadcast formats e.g. Sky 3 Psychic Detectives and other such programmes with psychic content which are not unusual and do not attract any undue concern or regulatory restrictions in programming or promotion.

While there will be some psychic type content, as with any other content, which has the potential to disturb this is adequately restricted by normal broadcast rules and consumers are protected by current PRS Codes of Practice and Industry Best Practice guides and so should pose no more of a threat to consumers than normal "controlled" broadcast content.

AIME submits that Psychic services now designated as teleshopping, other than those defined as occult services, should not be subjected to the same advertising, promotional or operational restrictions applied to Adult PTV and these psychic programme formats should have freedom to advertise openly with contextually appropriate spot advertising and broadcast in a manner experienced by many other European countries. Some of our members are currently operating similar services with premium call interaction which can be seen operating in markets such as Spain and Germany and these are readily promoted across free to air TV - both day and night. It would be unjust to expect our industry to accept imported restrictions from Europe while being denied the opportunity to operate identical services in a manner enjoyed by other European countries.

Anecdotal evidence from members also supports the view that there is a virtual worldwide existence of psychic genre services across the media and there is a conviction that the UK market has suffered unnecessarily restrictive regulation for many years, which has prevented these services from achieving their true potential. Therefore, when evaluating any impact assessment of industry revenues, Ofcom should also consider the lost business opportunity for companies and revenues had our industry been free to promote premium psychic services (other than occult where members agree restrictions are justified) using the medium of television (under PhonepayPlus regulation).

AIME is conscious that much of the regulatory concern regarding psychic content appears to originate in the Ofcom "Beyond Entertainment" document published in November 2001 and much of which is unlikely to be an accurate reflection of society in 2010. This is particularly important when one considers the continuing shift away from TV as the dominant entertainment and advertising medium towards the internet since 2001. The use of the emotive term occult in this document is particularly dated and it would help to revisit the range of services which are considered to be included.

AIME believes that it would be appropriate for Ofcom to repeat the exercise of 2001 ten years on to obtain a more representative view of modern day consumer attitudes to psychic service genres in 2010.

Considering the questions as applying to the **Psychic PTV** service genre.

**Question 1:**

- a) ***Do you agree with Ofcom's assessment of those stakeholders likely to be affected by changes to the regulatory framework for Adult Chat and Psychic PTV services?***
- b) ***Do you agree with our understanding of the industry and operators?***

**Answer 1**

- a) AIME submits that the regulatory frameworks for Adult and Psychic services should be considered as totally separate services genres for the reasons stated above. The Psychic TV services market has operated in a trouble free manner for more than seven years and for eight years before that was promoted prominently in print media and, while appropriate PTV formats should migrate to operate under the teleshopping category, there is no necessity for additional restrictions on advertising or programme scheduling.

The involvement of mobile service operators should also be addressed given the increasing usage of mobile telephony by the UK consumer. It is not only the cost model that is impacted by mobile but the scope of services that differ from fixed line participation, such as mobile internet, text based services, mobile marketing and streamed content.

- b) In addition to the comments above there seems to be limited appreciation of the converged media environment in which consumers actually operate when participating in broadcast services. There is a real risk that, over time, restrictive rules will encourage alternative paid for participation methods to emerge and avoid regulation. The roles of multiple regulators in the converged market continues to be a source of confusion for industry and consumers alike and cannot be as financially cost effective as it perhaps should be.

**Question 2:**

**Do you agree with our analysis of the options available for regulation of the promotion of premium rate services of a sexual nature, and**

- a) that on the basis of options, a change to the existing rules appears merited?**
- b) of the options presented, Option 4 meets the regulatory duties and suggests least potential impact on stakeholders?**
- c) that the scheduling restrictions of 9pm to 5.30am and requirements for labelling and EPG position under option 4 offer appropriate protection for viewers?**

Answer 2

AIME has addressed premium rate services of a sexual nature separately.

**Question 3:**

**Do you agree with our analysis of the options available for regulation of the promotion of live personal psychic services, and**

- a) on the basis of the options, that a change to the existing rules appears merited?**
- b) of the options presented, Option 4 meets the regulatory duties and suggests least potential impact on stakeholders?**
- c) that the restriction of promotion to specific live personal psychic services and the requirements for labelling and EPG position provide appropriate protection for viewers?**

Answer 3

- a) It is agreed that live psychic services using PRS in a manner defined as teleshopping will necessitate a change to the BCAP rules. There is a presumption that psychic services not attracting the teleshopping category remain unchanged and it is therefore the format of the show that is the differentiator rather than the psychic genre. AIME welcomes the suggestion in point 7.37 of the Consultation that “certain specific psychic practices – tarot, astrology and horoscopes be extended to live personal readings” and these services would therefore continue to operate under PhonepayPlus prior permission constraints. AIME also believes that astrology and horoscopes are essentially the same service, and suggests that the term astrology is sufficient for both.
- b) Agreed subject to concerns raised earlier regarding constraints on Freeview and the use of alternate payment mechanisms. Constraints on spot advertising should be minimal providing it is within the context of adjacent programming and we would expect significant changes to Rule 15.5 to accommodate a more relaxed attitude to psychic services as indicated in section 7.37 of the Consultation.

Members believe that simulcasting or broadcasting to another dedicated channel on say the Sky platform, should be permitted (provided that there is clear labelling and it adheres to PhonepayPlus rules), and it should be possible to advertise such programmes in the same manner as any other teleshopping programming such as gambling. Promotion for any TV programme is essential to its success and constraining it to be aired only on dedicated channels appears to be disproportionate when considering the historical absence of actual or perceived harm from such services.

- c) Live psychic PTV services employing PRS are already adequately regulated under the PhonepayPlus Code of Practice and restriction of these services using labelling and EPG positioning would provide more than adequate protection for consumers if considered to be necessary. However, if live services do not refer to or practice content in the area of occult then advertising controls should be relaxed.

Those live Psychic services, excepting those defined as occult, which operate formats which demand teleshopping status should not suffer any restrictions other than being required to actually broadcast on appropriate dedicated channels. Other than that they should:

- Have the freedom to spot advertise in a contextual but unrestricted manner on all TV channels
- Have the freedom to broadcast on appropriate channels without restrictions on timing in a similar manner to other European markets.

**Question 4:**

- a) **Do you agree with the principles identified for changes to the Advertising Code rules on promotion of PRS of a sexual nature (rule 11.1.2) and psychic practices (rule 15.5)?**
- b) **Do you agree with the wording of the proposed rules? If not, please suggest alternative wording.**

**Answer 4**

These answers will focus on psychic services utilizing PRS and comments on services of a sexual nature are addressed separately.

- a) AIME generally agrees with the principles identified for psychic practices, and particularly with the more relaxed attitude to psychic services as indicated in section 7.37 of the Consultation, but would like to see “services that the audience is likely to regard merely as entertainment” – tested in today’s environment to ensure that services are not being restricted unnecessarily or disproportionately. It would also be useful to revisit the BCAP definitions within the psychic genre as it is clear that live psychic services (specifically astrology (horoscopes) and tarot) have been widely promoted in other media for more than 14 years without serious harm.
- b) In addition to the previous comments and consistent with Ofcom’s thinking under point 7.37 the wording of 15.4 could be amended to reflect the intention for specific live services (tarot, astrology and horoscopes) to be permitted along with other general psychic services under the teleshopping category. Suggested wording for Rule 15.4 could be greatly simplified as follows:

15.4 Television advertisements may promote psychic entertainment or information services except those categorised as occult. Radio advertisements may promote occult practices but must not make efficacy claims.

Occult related practices include Ouija, Satanism, casting of spells, palmistry, etc. (content subject to review)

**Conclusions**

AIME is pleased to see Ofcom recognition that well established Adult and Psychic PTV programming has operated for many years in a responsible manner across various media and is well received by consumers. We accept the pragmatic view that in order to accommodate the European AMSD requirement to designate some services as teleshopping Ofcom will seek to amend TV advertising rules to enable consumers to continue to enjoy their participation TV experience. AIME also accepts that some content and particularly “specific” psychic content will need to be handled differently although it will be useful to revisit consumer attitudes to the psychic service genre and possible outdated definitions as an ongoing exercise.

AIME is concerned that Adult services and psychic service genres are apparently being considered together in this Consultation although we do take note that proposed rule changes refer to “specific” psychic services which can be taken to mean those services residing under the current BCAP category of occult. If this is so then AIME has no objections to Adult PTV and Occult PTV being regulated by common restrictions subject to a satisfactory definition of “occult” being agreed. Restrictions to live psychic services promotions should not be necessary since such services have long been regulated under the approved PhonepayPlus Code of Practice with no incidence of serious harm.

Psychic genre PTV services (excepting those designated as occult) which utilise the teleshopping format should enjoy the same freedoms as other teleshopping services with the ability to advertise and broadcast with minimal restrictions as is increasingly happening under other EEC jurisdictions.

Where restricted access to service content is sensible the Programming Guides (EPG) of set top boxes is a useful, though not exclusive, tool as an access control facility. However, any attempt by Ofcom to disadvantage one supplier over another through regulation because of programming display technology (e.g. Freeview versus Sky) would be unjust and anti competitive in addition to being unnecessary since most offer parental controls. As explained in our BCAP Consultation submission of June 2009 there are other, equally effective, ways of providing access controls to content and these are listed below:

- PIN (parental control on Freeview, Sky etc.)
- Credit card
- Subscription
- Mobile Age Verification
- 090 call blocking
- Watershed timing

If there exists a genuine requirement for Freeview, or any other manufacturer, to improve its EPG technology in the interests of consumers then they should be fully informed of the requirement and be given every opportunity to comply. Freeview broadcasts services to the majority of the population and any restriction of content would deprive many consumers access to services they will have enjoyed for many years which cannot be the purpose of fair and proportionate regulation.

AIME believes it to be important that regulation be based upon technical neutrality by setting standards and not prescribing or preferring technical means and would therefore prefer Ofcom to avoid directing that all paid interactivity should be conducted using PRS under the Broadcast Code.

As a general point there is considerable difference between the nature of Adult PTV services and Psychic PTV services and the potential for harm or offence from the psychic genre is considerably less than Adult. This is born out by the impressive record of psychic services in all media over many years and its continuing popularity, supported by Ofcom's own research, suggests that every effort should be made to avoid disadvantaging or even damaging the continued availability and future development of psychic PTV services to consumers.

### **Statement of Representation**

AIME confirms that this response has been compiled following a process of distribution of the relevant Consultation documentation to all AIME members. A list of AIME members can be found at [www.aimelink.org/currentmembers.aspx](http://www.aimelink.org/currentmembers.aspx).

The views expressed in this response are a fair representation of the views held by the responding AIME membership. Individual members are actively encouraged to submit their own independent views as they deem fit and at their sole discretion.

### **Close**

We look forward to your response and assure you that, as ever, our comments are made constructively and with the intent of achieving an effective, fair and proportional regulatory regime for Premium Interactive Media and Entertainment services in the UK.

If any clarification to our response is required or if we can be of any further assistance please contact Zoe Patterson at 08445 828 828 or [zoe@aimelink.org](mailto:zoe@aimelink.org).

AIME

## Appendix 1

### Freeview Access Controls

	TV or Box	Brand	Model	Access Controls	Website
1	Box	Alba	CDVB4	Parental control/channel blocking	<a href="http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Alba%20CDVB4">http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Alba%20CDVB4</a>
2	Box	Argos	Value Range	Parental Controls for 'rated' programmes	<a href="http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Argos%20Value%20Range%20S TB101">http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Argos%20Value%20Range%20S TB101</a>
3	Box	BT Vision		Parental control/channel blocking	
4	Box	Bush	DFTA16	None	<a href="http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Bush%20DFTA16">http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Bush%20DFTA16</a>
5	Box	Bush	DFTA42FV	Parental control/channel blocking	<a href="http://shop.abc.net.au/browse/product.asp?productid=886224">http://shop.abc.net.au/browse/product.asp?productid=886224</a>
6	Box	Daewoo	DSD9430	Parental control/channel blocking	<a href="http://www.amazon.co.uk/Daewoo-DSD9430-Set-Top-Up-option/dp/B000ERVH4W">http://www.amazon.co.uk/Daewoo-DSD9430-Set-Top-Up-option/dp/B000ERVH4W</a>
7	Box	Daewoo	DSD9420	Parental control/channel blocking	<a href="http://cgi.ebay.co.uk/PHILIPS-DTR320-FREEVIEW-BOX--+UNIVERSAL-REMOTE-URC3920_W0QQitemZ260505934645QQcmdZViewItemQQimsxq20091113?IMSfp=TL091113175004r20008">http://cgi.ebay.co.uk/PHILIPS-DTR320-FREEVIEW-BOX--+UNIVERSAL-REMOTE-URC3920_W0QQitemZ260505934645QQcmdZViewItemQQimsxq20091113?IMSfp=TL091113175004r20008</a>
8	Box	Daewoo	DS700	Parental control/channel blocking	<a href="http://www.amazon.co.uk/Daewoo-DS700D-DS700-Freeview-Box/dp/B00076WG8G/ref=cm_cr_pr_product_top">http://www.amazon.co.uk/Daewoo-DS700D-DS700-Freeview-Box/dp/B00076WG8G/ref=cm_cr_pr_product_top</a>
9	Box	Daewoo	DSD800M	Parental control/channel blocking	<a href="http://uk.shopping.com/xPO-Daewoo-DSD800M">http://uk.shopping.com/xPO-Daewoo-DSD800M</a>
10	Box	Digihome	DV940B	Parental programme controls for user designated channels	<a href="http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Digihome%20DV940B">http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Digihome%20DV940B</a>
11	Box	Fetch	TV Smartbox 8000	Parental control/channel blocking on 'rated' material	<a href="http://www.ricability-digitaltv.org.uk/pages/products/digital_tvs/details.asp?Product=FetchTV%20SmartBox%208000">http://www.ricability-digitaltv.org.uk/pages/products/digital_tvs/details.asp?Product=FetchTV%20SmartBox%208000</a>
12	Box	Fortec Star	FS3100	Parental control/channel blocking	<a href="http://www.comparestoreprices.co.uk/set-top-boxes/fortec-star-fs3100--digital-freeview-set-top-box--fortec.asp">http://www.comparestoreprices.co.uk/set-top-boxes/fortec-star-fs3100--digital-freeview-set-top-box--fortec.asp</a>
13	Box	Goodmans	?	None	



14	Box	Goodmans	GDR9	Parental programme controls for user designated channels	<a href="http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Goodmans%20GDB9">http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Goodmans%20GDB9</a>
15	Box	Grundig	GUD 1500	Parental control/channel blocking	<a href="http://www.gogadgetoutlet.com/grundig-gud1500-freeview-set-top-box-53-p.asp">http://www.gogadgetoutlet.com/grundig-gud1500-freeview-set-top-box-53-p.asp</a>
16	Freesat Box	Humax	?	enables a user to set a password for live or recorded content, change the password and lock the set up menu.	
17	Box	Humax	PVR9300T	Parental Controls for 'rated' programmes	<a href="http://www.ricability-digitaltv.org.uk/pages/products/digital_tv/details.asp?Product=Humax%20PVR-9300T/GB">http://www.ricability-digitaltv.org.uk/pages/products/digital_tv/details.asp?Product=Humax%20PVR-9300T/GB</a>
18	Box	Humax	9150T	Parental Control	<a href="http://www.pocket-lint.com/review/3389/humax-pvr-9150t-freeview-pvr">http://www.pocket-lint.com/review/3389/humax-pvr-9150t-freeview-pvr</a>
19	Box	Humax	F2-FOX T	Parental Control for channels	<a href="http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Humax%20F2-FOX%20T">http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Humax%20F2-FOX%20T</a>
20	Box	Icecrypt	T5000	Parental Control for channels	<a href="http://www.turbosat.com/products/ICECRYPT-T5000-Digital-Freeview-Receiver.html">http://www.turbosat.com/products/ICECRYPT-T5000-Digital-Freeview-Receiver.html</a>
21	Box	Labgear	FV300	Channel locking capability	<a href="http://www.chsinteractive.co.uk/pdf_data/FV300.pdf">http://www.chsinteractive.co.uk/pdf_data/FV300.pdf</a>
22	Box	Labgear	FV400	None	<a href="http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Labgear%20FV400">http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Labgear%20FV400</a>
23	Box	Labgear	FV200	Parental Lock	<a href="http://www.chsinteractive.co.uk/pdf_data/FV200.pdf">http://www.chsinteractive.co.uk/pdf_data/FV200.pdf</a>
24	TV	LG	?	parental access controls.	
25	Integrated	LG	?	Parental control/channel blocking	
26	Box	Metronic	Digi SCART set top box	Parental control/channel blocking	<a href="http://www.metronic.com/pdf/fiche_produit/441816FP_UK.pdf">http://www.metronic.com/pdf/fiche_produit/441816FP_UK.pdf</a>
27	Box	Metronic	441802	Parental control/channel blocking	<a href="http://www.misco.co.uk/applications/SearchTools/item-details.asp?EdpNo=393133">http://www.misco.co.uk/applications/SearchTools/item-details.asp?EdpNo=393133</a>
28	Box	Metronic	441808	Parental control/channel blocking	<a href="http://www.amazon.co.uk/Metronic-441808-Digital-Freeview-Receiver/dp/B002USC11E">http://www.amazon.co.uk/Metronic-441808-Digital-Freeview-Receiver/dp/B002USC11E</a>
29	Box	Panasonic	DMR-EZ28	Parental control/channel blocking	<a href="http://www.dabs.com/products/panasonic-dmr-ez28-black-dvd-recorder-with-freeview-4ZGL.html">http://www.dabs.com/products/panasonic-dmr-ez28-black-dvd-recorder-with-freeview-4ZGL.html</a>
30	Box	Panasonic	TUCT41 DTV	Parental control/channel blocking	<a href="http://uk.shopping.com/xPO-Panasonic-Freeview-Digital-Converter-Box-7-Day-EPG-Silver-color-with-FREE-SCART-CABLE-TUCT41">http://uk.shopping.com/xPO-Panasonic-Freeview-Digital-Converter-Box-7-Day-EPG-Silver-color-with-FREE-SCART-CABLE-TUCT41</a>

31	Box	Philips	DTR220	Parental control/channel blocking	<a href="http://www.p4c.philips.com/files/d/dtr220_05/dtr220_05_pss_eng.pdf">http://www.p4c.philips.com/files/d/dtr220_05/dtr220_05_pss_eng.pdf</a>
32	TV	Philips	Flatscreen, 3 yrs old	Parental control/channel blocking	
33	TV	Pioneer	?	None	
34	Box	Proline	DVfV17U	Parental programme controls for user designated channels	<a href="http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Proline%20DFV17U">http://www.ricability-digitaltv.org.uk/pages/products/stbs/details.asp?Product=Proline%20DFV17U</a>
35	Box	Samsung	SIRU200I	Parental control/channel blocking	<a href="http://www.amazon.co.uk/Samsung-Freeview-Digital-Set-Top/dp/B0000AZKQX">http://www.amazon.co.uk/Samsung-Freeview-Digital-Set-Top/dp/B0000AZKQX</a>
36	Box	Sagem	ITD 64	Parental control/channel blocking	<a href="http://www.ciao.co.uk/Sagem_ITD_64_6367034">http://www.ciao.co.uk/Sagem_ITD_64_6367034</a>
37	Box	SEG	CDST900	Parental control/channel blocking	<a href="http://www.excellentelectrics.co.uk/index.php?product_id=2008309&amp;option=Prod_detail">http://www.excellentelectrics.co.uk/index.php?product_id=2008309&amp;option=Prod_detail</a>
38	Box	Sharp	TU-TV502H	Parental control/channel blocking	<a href="http://www.ciao.co.uk/Productinformation/Sharp_TU_R162H_6968934">http://www.ciao.co.uk/Productinformation/Sharp_TU_R162H_6968934</a>
39	Integrated	Sony	?	Parental control/channel blocking	
40	TV	Sony	Bravia	None	
41	Box	Sony	RDRDC100B	Parental control/channel blocking	<a href="http://www.laskys.com/tv_and_dvd/dvd_and_blu_ray/dvd_hard_drive_recorders/sony_rdrdc100b_cek.html">http://www.laskys.com/tv_and_dvd/dvd_and_blu_ray/dvd_hard_drive_recorders/sony_rdrdc100b_cek.html</a>
42	Box	Sony	RDRDC205B	Parental control/channel blocking	<a href="http://www.laskys.com/tv_and_dvd/dvd_and_blu_ray/dvd_hard_drive_recorders/sony_rdrdc205b_cek.html">http://www.laskys.com/tv_and_dvd/dvd_and_blu_ray/dvd_hard_drive_recorders/sony_rdrdc205b_cek.html</a>
43	Box	Sony	VTX-D800U	Parental control/channel blocking	<a href="http://www.onino.co.uk/freeview_set_top_boxes/sony_vtx_d800u_digital_freeview_receiver.html">http://www.onino.co.uk/freeview_set_top_boxes/sony_vtx_d800u_digital_freeview_receiver.html</a>
44	TV	Tevion	?	ability to put channels behind a PIN	
45	Box	Thomson	DTI6021	Parental control/channel blocking	<a href="http://www.topuptv.com.preview.taglab.com/asset/get/4028efe822500f9e01225b0ba1900002/3674%20User%20Manual%20dti6021%20update%20T&amp;Cs_Layout%201.pdf">http://www.topuptv.com.preview.taglab.com/asset/get/4028efe822500f9e01225b0ba1900002/3674%20User%20Manual%20dti6021%20update%20T&amp;Cs_Layout%201.pdf</a>
46	Box	Thomson	DTI6300-25	Parental control/channel blocking	<a href="http://direct.tesco.com/q/R.207-0050.aspx">http://direct.tesco.com/q/R.207-0050.aspx</a>
47	Box	Topfield	TF5800 PVR	Parental control/channel blocking	<a href="http://www.dooyoo.co.uk/dvd-recorder/topfield-tf5800pvr/">http://www.dooyoo.co.uk/dvd-recorder/topfield-tf5800pvr/</a>
48	Box	TV onics	MFR-200	Parental control/channel blocking	<a href="http://www.tvonics.com/digital-set-top-boxes/mfr-200.html">http://www.tvonics.com/digital-set-top-boxes/mfr-200.html</a>

49	Box	TV onics	MDR-240	Parental control/channel blocking	<a href="http://www.tvonics.com/digital-set-top-boxes/mdr240.html">http://www.tvonics.com/digital-set-top-boxes/mdr240.html</a>
50	Box	TV onics	MDR-100	Parental control/channel blocking	<a href="http://www.tvonics.com/digital-set-top-boxes/mdr100.html">http://www.tvonics.com/digital-set-top-boxes/mdr100.html</a>

**Of 50 Freeview Boxes and TVs, 5 do not have parental control, 45 do.  
Therefore, we can assume that 90% of freeview boxes and TVs have parental control**