

Cover sheet for response to an Ofcom consultation

BASIC DETAILS

Consultation title: Participation TV – Rules on the promotion of premium rate services
To (Ofcom contact): Yvonne Matthews
Name of respondent:
Representing (self or organisation/s): Box TV
Address (if not received by email):

CONFIDENTIALITY

Please tick below what part of your response you consider is confidential, giving your reasons why

Nothing x Name/contact details/job title

Whole response Organisation

Part of the response If there is no separate annex, which parts?

If you want part of your response, your name or your organisation not to be published, can. Ofcom still publish a reference to the contents of your response (including, for any confidential parts, a general summary that does not disclose the specific information or enable you to be identified)?

DECLARATION

I confirm that the correspondence supplied with this cover sheet is a formal consultation response that Ofcom can publish. However, in supplying this response, I understand that Ofcom may need to publish all responses, including those which are marked as confidential, in order to meet legal obligations. If I have sent my response by email, Ofcom can disregard any standard e-mail text about not disclosing email contents and attachments.

Ofcom seeks to publish responses on receipt. If your response is non-confidential (in whole or in part), and you would prefer us to publish your response only once the consultation has ended, please tick here.

Name Rob Hooker

Signed (if hard copy)

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?

Yes.

b) Do you agree with our understanding of the industry and operators?

Yes.

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?

Yes.

b) of the options presented, Option 4 meets the regulatory duties and suggests least potential impact on stakeholders?

Yes.

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?

Yes.

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?

Yes.

b) of the options presented, Option 4 meets the regulatory duties and suggests least potential impact on stakeholders?

Yes.

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?

Yes.

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)?

Yes.

b) Do you agree with the wording of the proposed rules? If not, please suggest alternative wording.

Yes.

General observation

In relation to premium rate numbers rules 10.9 to 10.11, Box TV would be grateful for clarification whether Ofcom intend to revert to the old ITC principle that competitions must be thematically linked to the programme as this would restrict the way in which competitions are promoted within programming time and could prevent the promotion of premium rate competitions within promotional air time.

Box TV would also seek clarification that the use of the word programme actually relates to programme time rather than a specific billed programme, to cover strands which contain more than one particular programme.

Box TV

7th January 2010