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Ofcom Consultation Participation TV Rules on the Promotion of Premium Rate Services

The MDA reflects the common voice of the mobile data industry. The Association promotes the use and benefits of mobile data throughout industry and business in the UK. Press, regular industry conferences and seminars, and the operation of websites (www.themda.org and www.text.it) help promote a high level of awareness amongst users and advisers, directly influencing operational management.

In addition, the Association provides a forum for members of the industry to meet and share information on technical and business issues. A full list of members, which include the UK Mobile Network Operators and most of the aggregators in the mobile supply chain, can be found on our website at www.themda.org.

In reviewing the consultation document "**Participation TV Rules on the Promotion of Premium Rate Services**" and having consulted on this with our regulatory panel of members, we are in agreement with the submission being offered by the Association for Interactive Media & Entertainment (AIME) and write to add the support of our members to this submission.