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NTS stakeholder concerns identified by Ofcom

- Consumer protection
- Price transparency
- Misleading advertising
- Adult services
- Internet diallers
- Call centre waiting times
- Provision of public services

Source: Ofcom NTS consultation paper, 28 September 2005

The Ofcom decision

- Announced on 19th April 2006
- 0870 revenue share to end
- 0871 numbers to be regulated by ICSTIS
- Effective date likely to be Jan 2008
- All adult services to be provided on the designated 09 number ranges for sexual entertainment services



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Where do we fit with the Ofcom NTS review?

- Existing experience of regulating call centre customer support lines
- Recognise need to distinguish high risk from low risk services and set regulation accordingly
- Some services using 0871 numbers are “pseudo PRS” today



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The issues for ICSTIS and NTS

- How to set regulation in a proportionate way to the lower risks generally posed by services on 0871
- How to ensure consumers understand the issue of call cost on 0871
- How to give consumers confidence in call centres that “revenue share”
- What advertising rules should apply and how could these impact on “brand”?
- What Code provisions from the ICSTIS code should be disapplied and why?
- How to set a fair regulatory funding levy that targets the “polluters” where ever possible
- What role should ICSTIS play, if any, in developing best practice for call centres?

Next Steps

- Issue a pre-consultative discussion paper July 2006
- Commence project work to look at:
 - Regulatory requirements, including consultation on Code
 - Funding issues
 - Operational demands on ICSTIS and ICSTIS branding
- 18 month implementation timeline
- Go live circa January 2008



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