

Reference: 01465265

Zach Westbrook
Information Rights Advisor
information.requests@ofcom.org.uk

23 June 2022

Freedom of Information request: Right to know request

Thank you for your request for information concerning revenue gained by Greatest Hits Radio from their daily cash register competition. Your request was received on 10 June 2022 and we have considered it under the Freedom of Information Act 2000.

Your request

You asked:

I am requesting information regarding the average monthly revenue the company Bauer receive from their daily Network text- in 'cash register' on Greatest Hits Radio

Our response

We do not hold this information as we do not collect data on revenue gained from competitions run by licence-holders.

You may wish to refer to our previously-published [Communications Market Reports](#) which provide industry totals over time. Within this data, SMS revenue from competitions, as well as other revenue streams, form part of the "Other relevant turnover" figure we publish for the industry as a whole.

I hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk quoting the reference number above in any future communications.

Yours sincerely

Zach Westbrook

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law, you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact information.requests@ofcom.org.uk

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. Further information about this, and the internal review process can be found on the Information Commissioner's Office [here](#). Alternatively, the Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF