mediahawk

Media Hawk submission to OFCOM Strategic Review of Digital Communications: Terms of Reference

01 October 2015

Introduction

Mediahawk is one of the UK's leading marketing analytics companies and has been supplying some of the world's largest blue-chip companies with call tracking and marketing analytics software for over 13 years.

Mediahawk welcomes the opportunity to respond to Ofcom's consultation on the Strategic Review of Digital Communications. Our response is primarily focused on efficient investment and the quality of service being delivered to the market.

Efficient Investment

How can incentives for efficient private sector investment and innovation be maintained and strengthened, to ensure widespread availability and high quality of service?

Mediahawk would like to include the growing problem of nuisance calls, spam and spoofing. Whilst Ofcom continue to address the issue by imposing fines on UK companies who have been found to be in breach of the guidelines it is still apparent that the overall issue isn't being resolved or addressed quickly.

Over the last twelve months, Mediahawk has become increasingly concerned at the amount of nuisance calls that are being received. This is severely affecting a number of Mediahawk's clients who are amongst the largest blue-chip FTSE 100 companies in the UK. One client received over 74000 nuisance calls in a one month period.

The impact of these nuisance calls means Mediahawk is required to remove these from our reporting and billing systems, but more importantly, the client has received incorrect data on marketing campaigns and telephone traffic which is the primary service Mediahawk provide.

The current reporting process for nuisance calls available to the telecoms industry and to consumers is insufficient. The ability of the telecoms providers to block nuisance calls is slow and only available for specific number ranges.

Currently Mediahawk is investigating ways to minimise these or to block them when they are recognised but feel that as an industry need to do more than they have to date.

We are aware we are not the only company who faces these issues but the damage to reputation and brand is starting to impact the business with clients starting to look at alternative solutions or other providers who claim they have efficient methods to block nuisance calls.

Mediahawk would like to recommend the following areas of improvement / investment to be considered:

➢ Investment in a central wholesale reporting system where all telecoms providers can log these nuisance calls to ensure correct reporting of the problem and to assist others in monitoring.
➢ Better ability to identify the underlying CLI in cases where the presentation CLI has been changed or "spoofed"
➢ Incentives to the telecoms industry to provide systems to proactively monitor and manage nuisance calls.
➢ Where an international company is identified as the originator, the ability to block their ranges across all providers.
➢ Improved communication amongst telecoms companies on best ways to manage these issues and enable platform blocking.
➢ Ability for telecoms providers to add companies / partners to the TPS service without individual registration.