Gamma Response – Combatting Mobile Messaging Scams
Non-Confidential Version

About this Consultation Response

Gamma Telecom Holdings Limited ("**Gamma**") is a Public Electronic Communications Network ("**PECN**") that provides wholesale fixed and mobile telephony and data services to Channel Partners.

Gamma trusts that this response addresses the questions posed by the Office of Communications ("**Ofcom**") and would welcome the opportunity to elaborate on any points in more detail if required.

This is a non-confidential summary of our consultation response.

General Comments

Gamma welcomes the opportunity to respond to Ofcom's consultation on proposals to combat mobile messaging scams.

Gamma supports measures that seek to reduce fraud and protect consumers and businesses from the harm caused by scam communications.

We recognise the increasing prevalence of fraudulent text messaging and agree that effective intervention is required to reduce the impact of these scams on consumers. Gamma is supportive of proportionate measures that help identify and block fraudulent traffic before it reaches end users.

While we support Ofcom's objectives, we note that action taken within traditional SMS channels may result in fraudsters migrating towards other communication platforms, including online messaging services. We therefore encourage continued collaboration across industry sectors to ensure that anti-fraud measures remain effective regardless of the platform used by bad actors.

Gamma also wishes to highlight the importance of ensuring that any regulatory intervention does not unintentionally distort competition within the business messaging sector. Some providers are required to procure messaging services through wholesale arrangements that differ from those available to larger providers. As a result, the costs associated with compliance measures and message delivery may be experienced differently across the market.

Gamma would encourage Ofcom to take account of the differing commercial structures that exist within the market and to ensure that any regulatory measures are implemented in a way that promotes both consumer protection and effective competition.