



**The Mobile Broadband Group**

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Sue Merrifield  
Ofcom Consumer Group  
Riverside House  
2A Southwark Bridge Road  
London SE1 9HA

Dear Sue

**Modifying who is subject to the Premium Rate Services Condition**

The Mobile Broadband Group (MBG) welcomes the opportunity to respond to Ofcom's consultation on proposed changes to the premium rate services condition. The MBG agrees with Ofcom's proposals, as far as they go.

We are however very disappointed that Ofcom has not taken this opportunity to complete its review of the PRS condition as it relates to Payforit and communications providers' own content (known as On-Portal content). Our members spent a considerable amount of time at the request of Ofcom to help educate and inform on the nature of each service, its risks and the mitigation provided. We were verbally promised that this review would be completed in early 2011 having commenced in September 2010 and Ofcom have not yet notified the MBG of the reasons for the delay.

At this moment, Ofcom is not regulating PRS on a technology neutral basis and this position is unsustainable.

The MBG would very much appreciate confirmation of when this work will be finalised.

Yours sincerely,

*Hamish*

Hamish MacLeod