

ANNEX 2

CHRONOLOGY OF REGULATORY MEASURES INTRODUCED

| Date | Regulator | Regulatory Measure |
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| January 2006 | ICSTIS (now PhonepayPlus) | Pursuant to a consultation on the introduction of “new rules and prior permission regime for premium rate TV quiz channels and for TV programmes whose dedicated purpose is to run premium rate competitions”, ICSTIS published its “Statement of Expectations for Call TV Quiz Services” which included the introduction of a prior permission requirement for certain services. |
| August 2006 | The Gambling Commission | The Gambling Commission published an Issues Paper on “Prize Competitions and Free Draws” which classified TV quiz shows on dedicated channels as complex lotteries. |
| October 2006 | Ofcom, ICSTIS and the Gambling Commission | <p>The Culture Media and Sport Select Committee launched an inquiry (requesting submissions from the regulators involved) into Call TV Quiz Services. The Inquiry looked into the regulation of the following areas of quiz TV;</p> <ul style="list-style-type: none"> • the procedures for handling calls from viewers; • information provided to viewers on the costs of calls and their chances of participating and winning; • the role of Call TV Quiz shows in raising income for broadcasters; • the impact, financial or otherwise, of participation on viewers; and • whether further regulation of Call TV Quiz shows was required. <p>The committee published their report in January 2007.</p> |
| March 2007 | ICSTIS | ICSTIS held a meeting on “Restoring Customer Trust in Participation TV” and published a press release announcing a number of “immediate future actions” that they would be taking. |

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| | | <p>These actions included:</p> <ul style="list-style-type: none"> • The introduction of systemic monitoring by ICSTIS and inspections to ensure services are being run as they should; • a requirement for the publication of complete, accurate and easily understood rules for all competition services; • the introduction of a licensing system that defines where responsibility for compliance with the ICSTIS Code of Practice lies; • an obligation on broadcasters to fulfil their duty to ensure that all programmes comply with the ICSTIS Code of Practice; • the possible introduction of a trust mark or quality standard to build long-term public trust in services; and • ongoing communication with the industry to ensure the measures are implemented and being adhered to. |
| April 2007 | ICSTIS | <p>Pursuant to publishing its “Call TV Quiz Services Review: Analysis and Consultation Document” in January 2007, ICSTIS published a revised “Statement of Expectations for Call TV Quiz Services” (effective from 2 May 2007) further increasing regulatory measures.</p> |
| July 2007 | Ofcom | <p>Pursuant to their inquiry into the use of premium rate telecoms services in television programmes, Ofcom published the Ayre Report.</p> <p>The recommendations set out in the Ayre Report resulted in the following regulatory changes:</p> <ul style="list-style-type: none"> • Broadcasters are directly responsible for PRS compliance right through the supply chain. This was achieved by amending the broadcasting licences to include certain consumer protection requirements; • broadcaster's licences include a requirement that they implement a system of auditing the processes used for PRS by a suitable third party; and |

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| | | <ul style="list-style-type: none">• a series of changes have been made to the guidance to the Broadcasting Code that aim to minimise lost or wrongly-charged entries and maintain fairness in competitions and transparency in pricing. |
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