Call TV Quiz

Notice of Special Conditions

This Notice is being issued to inform all providers involved, or intending to be involved, in the provision of call TV quiz services that Special conditions apply. Level 2 providers are required to comply with the Phone-paid Services Authority's Code of Practice, and the Special conditions set out below, which are imposed under paragraph 3.11.1 of the Code.

Under paragraph 3.11.3 of the Code, "*a breach of any special condition in respect of a high risk service imposed under paragraph 3.11.1 shall be a breach of the Code*".

Call TV Quiz services are defined as only those services which broadcast output (programmes, channels and tele-shopping) on television where:

- **The primary functions and content of the entire output is participation in competitions by viewers.**
- **Viewers are invited to call or text a premium rate number to give their answer (normally either by being connected to the presenter or via a call-back).**
- **If viewers are not selected initially, they are informed accordingly and have the option to make repeat attempts.**

Call TV Quiz services should not be confused with general broadcast TV output which may include a premium rate competition or vote as part of the editorial content. These do not fall under the definition of Call TV Quiz services.

Special conditions

Imposed under Annex 2, Paragraph 1.1(k): information that is required to be given to callers in promotional material or at various stages before and during provision of a high risk service (including as to receipts);

CTQ1 Pricing information on-screen must be easily legible, prominent, horizontal and not require close examination. If it crawls or scrolls, it should never be off-screen for more than 60 seconds.

CTQ2 Pricing information on-screen must make clear that the charge applies to all calls, regardless of whether the viewer is successful in getting through.

CTQ3 Pricing information must be spoken by a presenter or voice-over at intervals of no more than 10 minutes. The pricing announcement must make clear that the cost will apply regardless of whether the entrant is successful in getting through to the next stage of the service.

CTQ4 Pricing information, in a basic format, which makes clear to consumers that all calls are being charged, should be announced in the message at the beginning of every call to the service. An equivalent return text message should be sent to viewers who use premium SMS to participate.

CTQ5 The chances of acceptance or rejection of an attempt by a viewer to get beyond the first stage must be shown on-screen in near real-time. This will be achieved as a minimum by a prominent, permanently visible, stand-alone display (whether static, crawling or scrolling) showing the total number of entries (paid and free) to the service in the preceding 15-minute period. This must be updated at no more than 10-minute intervals. This minimum standard would mean showing at least six updates within the space of an hour.

CTQ6 Key terms and conditions (Ts&Cs) must be provided on-screen periodically. Full Ts&Cs must be provided via the contact means provided. Key Ts&Cs are considered to be:

   a)   cost per call/minute, regardless of getting through to the studio,

   b)   any age limit,

   c)   the quiz question and any rules specific to the quiz, where applicable,

   d)   details of any alternative free entry route (if one is provided),

   e)   information as to the broad chances of acceptance or rejection when making a call to attempt to get on air.

CTQ7 When offering cash prizes, and as a precautionary measure, a warning that entrants must be 16 years or over should be stated on-screen at regular intervals.

CTQ8 The use of clocks and other countdown triggers must be clearly explained and must not mislead consumers into making more calls than they might otherwise have done because they think the competition is about to close.

IMPORTANT NOTE

We would remind providers of call TV quiz services that they are not exempt from rule 2.2.2 of the Code.