BT's response to PhonepayPlus Business Plan & Budget 2014/15

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BT welcomes comments on the content of this document. Comments can be addressed via e-mail to Graham Pottie (graham.pottie@bt.com) or Anne McLaren (anne.mclaren@bt.com)

For the attention of

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1 Executive Summary

BT agrees with PPP's assessment of the market environment and the increases in both the number and complexity of complaints received.

Although we understand that this proposed budget is driven by the complaints and complexity and follows three years of reductions, it is still unfortunate that due to the ongoing decline in market outpayments, the levy % will increase.

As the market decline looks likely to continue, BT believes that it is appropriate to consider the longer term consequences of the regulatory need and the reducing level of outpayments to fund the levy.

2 BT's Responses to 2014/15 Budget Questions

Q1: As we commence the review of our next three-year plan, do you have any comments or suggestions about the strategic priorities that PhonepayPlus should focus on over the next three years?

A: We agree with the strategic priorities.

Q2: Do you agree with our assessment of the current and future direction of the market?

A: Yes, we agree with the assessment. The growing range of payment mechanisms and regulatory bodies means that PPP needs to work to ensure clarity and consistency of regulation in the UK and Europe.

Q3: Do you agree with our proposed priorities and work plans for 2014/15? If not, why not?

A: Yes, we agree with the priorities – particularly the desire to encourage compliant digital marketing and minimise uncertainty.

Q4: Do you support our proposed resource allocation for 2014/15? If not, why not?

A: We support the resource allocation and hope to see the activities drive more Industry Support and less Enforcement and Consumer Support.

Q5: Do you agree that the charging model should remain unchanged during 2014/15? If not, why not?

A: Yes, we agree