

**THUS plc**

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Mark Collins  
ICSTIS  
Clove Building  
4 Maguire Street  
London  
SE1 2NQ

Dear Mark

**Re: Call TV Quiz Services Review: Analysis and Consultation Document**

Apologies for the lateness of this response, but hopefully you received my email suggesting that THUS would be submitting this response albeit past the consultation deadline.

We have considered the content of the consultation and have the following comments to make:

- We recognise that ICSTIS need to address any regulatory concerns that may arise with any PRS related service, to make sure that the 11<sup>th</sup> Code is upheld. However, we do feel that to do this, ICSTIS should simply be enforcing the 11<sup>th</sup> Code rather than making individual, based on the service, regulatory changes.
- We note from the research that ICSTIS has carried out as part of this consultation that the number of complaints that lead to formal investigation and outcome were significantly disproportionate compared to the number of consumers who use the service (the consultation states "Entry (caller and website) numbers per hour varied from a programme average of 478 per hour to 55,816" compared to 168 complaints in the whole of 2006). We suggest that some of the changes you are proposing will put unnecessary burden on networks and service providers compared to the benefit they will bring.
- Introducing a requirement for Quiz TV operators to provide live or near-live statistics about the number of callers currently entering the competition or the odds of successfully getting through to the studio, could put a significant burden on the network operators who will have to provide those statistics and that burden based on the complaint vs play ratio is significantly disproportionate. As there is no regulatory impact assessment accompanying this consultation it is difficult to know whether ICSTIS has taken this into consideration. We urge ICSTIS to carry out an appropriate regulatory impact assessment before proceeding any further.
- We would suggest that ultimately if there is need to address transparency about these services then perhaps the way forward is for ICSTIS to publish its research findings on its website and bring these findings to the attention of the general public, and that there is no need for network operators to invest time and money in systems to facilitate

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the display of real-time figures.

- A further concern we have is with the transparency of call costs. Only originating network operators can provide accurate call costs because the pricing of the call will vary depending on the originating network used to make the call (vis-à-vis mobile networks charge considerably more to call a PRS number than fixed line operators). Potentially, any price announcements made on screen or by presenters that comes from the service provider or indirectly from the terminating networks would be absolutely worthless

If you wish to discuss any aspect of this letter, then please do not hesitate to contact me further.

Yours sincerely

Mark Gracey  
Content Regulation Manager  
THUS plc