



Big Game TV! Response to ICSTIS Consultation Document regarding TV Quiz Services dated 21st September 2005.

Big Game TV! is pleased to have been given the opportunity to contribute to the establishment of a new prior permission regime, and, in general, we fully support the draft proposals as detailed in the Consultation Document, where practical. Our detailed response to the questions posed is as follows:

Q 1. Big Game TV! is happy for these new services to be called “TV Quiz Services”.

Q 2. Big Game TV! agrees that the ICSTIS definition of the Services is a full and accurate description of all the programmes and channels that should be covered under these new Guidelines.

Q 3. With regard to the promotion of services, Big Game TV! believes that it would not necessarily be true in all instances to state that “most participants will not get through live on air”. The chances of a participant succeeding in getting through on air is based on three factors: (1) the number of times the participant calls; (2) the number of other players trying to call at the same time; and (3) the nature of the game or puzzle that is being played. In our experience, there are many occasions where our “regulars” find it very easy to get through, depending on the time of day and the popularity of the game on screen. On balance, attempting to accurately calculate and communicate the chances of getting through to the studio would prove extremely difficult, and it is debatable whether

the consumer would interpret this information in the correct way, and whether it would, therefore, be helpful. In our view, consumers are aware of the factors which dictate the probability of getting through to the studio.

Q 4.1. Big Game TV! agrees that clarity of pricing and premium rate charges is of paramount importance. We agree that, for example, “All calls cost 60p from a BT landline whether you are selected or not”, must be displayed on screen at all times, and should be legible. This should be re-iterated by the presenter at frequent and regular intervals, and that any encouragement to make repeated calls should be accompanied by regular reminders that ALL calls cost 60p whether you are selected or not.

With regard to “unsuccessful messages”, and pricing information, it is true that there are players who will hang up and re-dial before listening to the message in its entirety. However, these are players who have participated before and are fully aware of the costs of participation. It is our belief that first time callers will listen to the “unsuccessful message” in its entirety and will therefore become fully aware of the cost implications of participating again.

Q. 4.2 Big Game TV! believes that informing participants of their spend in £20 steps is not workable in practice. Issues that would need to be overcome are the varying price points across the different Telecomm providers, including the mobile networks, and how the IVR kit could calculate accurately total spends and relay them back to participants.

Currently Big Game TV! has a mechanic whereby if a caller is successful in getting through to our IVR kit a certain number of times, a “Frequent Caller” message is played, as follows: “We see from our records that you are a frequent caller. Please remember that ALL calls cost 60p from a BT landline, whether you are selected or not.” We believe this is more than adequate in reminding callers of the cost implications of playing regularly.

Q. 5 Big Game TV! believes that the provision of a “non-premium rate helpline number” could be open to abuse. For genuine callers to receive a satisfactory service, it would need to be fully manned at all times, and manned by personnel who were in a position to deal with all queries there and then. This is unlikely to be the case, as queries often require further investigation which can only be carried out during office hours. We believe that callers would be frustrated if, upon calling, they were greeted by an answering machine. Therefore to provide a full and efficient helpline service would be costly, and we are of the view that players do not expect us to provide such a service.

Big Game TV! currently has two routes for viewers who wish to contact us; via e-mail, or via our P.O. Box number, both of which are displayed prominently on screen. This seems to be satisfactory, and, to date, we haven’t received any requests for a more instant enquiry service, however, we are happy to look at an IVR answering system if it were sophisticated enough to deal with the majority of queries we are likely to receive.

Q.6 Big Game agrees that all significant terms and conditions should be displayed on screen, however, we are of the view that too much information on screen at any one time means that the viewer is likely to read none of it! At the moment, pricing information, age restrictions, bill payer's permission, transmission times and contact details are all displayed, and are stated orally at regular and frequent intervals. In addition, we have the quiz, prize money and our premium rate telephone number also on screen. Any further information onscreen would not be practical from a presentation viewpoint, but we agree that it should be easily accessed, and, again, we have two routes to this information; via e-mail, or via our P.O.Box number. We believe that the above is the right balance as it allows the consumer to make an informed decision about whether to participate or not, whilst pointing them in the right direction should they require any further detail.

Q.7 Big Game TV! believes that age and bill payer warnings should be displayed and re-iterated by the presenter at regular and frequent intervals. For presentational reasons, we believe it is not necessary for these two warnings to be displayed permanently, but that a "ticker tape" display, or similar, would be more than satisfactory.

Q.8 Paragraph 6.2.7 of the Code states that any competition services must have a closing date "except where there are instant prize winners". In the case of Big Game TV! in particular and Quiz TV Services in general, quizzes are live, and prize winners are instant, so there is no requirement for this type of service to state a closing date or time for a competition in advance. From a practical point of view, because the quizzes are live, it would be impossible to state in advance when a question is likely to be answered correctly, and therefore predict an end time to a quiz.

With regard to the use of a "countdown clock", this mechanic is used for a variety of reasons, but never to indicate that a game will definitely end before the clock hits zero. For example, we may increase prize money for the duration that the clock is on screen; we may allow callers 2 attempts at the answer rather than the usual one, or we may simply say that we will select a caller during the time that the clock is on screen, but this does not necessarily mean that the caller will answer correctly, and therefore end the game. Our presenter will state clearly the reason for introducing the clock mechanic prior to it appearing on screen.

In conclusion, we have had no feedback from our viewers stating that they have been misled with regard to the clock, nor are we aware of any issues with regard to competition end times. It would be impossible to guarantee closing times for competitions.

Q. 9 With regard to Substantiation, Big Game believes that the lodging of the correct answer where competitions have more than one answer with an independent third party is reasonable.

With regard to our more complicated puzzles, we already keep a record of these and how they are solved, and we are more than happy to make these available to ICSTIS upon request.

We keep a record of all the prizes that we award, and a record of prize payments, and are happy to share this information with ICSTIS also.

We are happy, with the help of our Telecomm partner, to provide evidence to ICSTIS that the selection process is impartial and that all entrants have an equal opportunity to gain access to the studio.