

I am writing with regards to the proposed code of conduct at [http://www.icstis.org.uk/icstis2002/pdf/TV Quiz consultation 210905.pdf](http://www.icstis.org.uk/icstis2002/pdf/TV_Quiz_consultation_210905.pdf)

The points that I raise are specifically related to QuizCall on Freeview channel 37 (I think), as I have not seen any other similar quiz channels.

#### Question 2 - Promotion of Service

It is not clear that callers will not get through to the studio to answer the question. My perception was that on calling I would be asked to answer the question by an operator and then if I was correct I would go through to the studio. Therefore the first correct answer would win the money. The system in place is not clear that only very few callers actually get through. Presenters of the show keep playing for time as if no one is calling. I have heard of someone who spent £40 calling and only got through to the studio once.

#### Question 5 - Contact Information

I believe that contact information for customer services should be given at regular intervals. I have heard of people that have won on the show but have not received their cheque. Currently the only way of finding contact information is to check the website, which many viewers are unable to do.

The same point is true for question 6 - Terms and conditions.

Question 8 - Closing dates and times and hours of operation Quizcall regularly display a clock on the screen which appears that the puzzle will close when it reached zero. However this is not the case. As soon as it reached zero the presenter says "lets add two minutes to the clock". It appears as another way of making lots of callers ring in - and yet on average only one caller will speak to the studio during the clock period. They even use the term 'Quickfire Round', where they again only speak to a couple of callers in a minute.

#### Question 9 - Substantiation

Quizcall's questions late at night are examples of such puzzles mentioned in this point. It is unbelievable where they get their answers from. I am unable to say whether there is any logic between puzzles as I have never been able to get the right answer to any such puzzles. I have heard of possible reasoning behind some however the same principle applied to another similar puzzle does not give their 'right' answer. I believe that on a caller achieving the answer the presenter should explain the reasoning behind it. And yes, the same principle should be applied to other similar puzzles.

During a show presenters say things like "Just count the diamonds on those 5 cards". But this comment is not true, it is not the method they use to get the answer and presenters should not give such false clues.

This concludes my opinions on Quizcall, and I am in complete agreement with the points raised in your document located at the aforementioned location.

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