

# TELETEXT LTD

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## 1 WHO IS TELETEXT LIMITED

- 1.1 **Teletext Limited** (Teletext) is a UK company providing on-screen information services principally aimed at consumers, comprising of up-to-the-minute, comprehensive content across multiple delivery platforms including analogue, satellite and digital terrestrial television, the PC internet, and mobile phones via SMS.
- 1.2 Teletext replaced 'Oracle' as the ITV public Teletext licensee starting broadcasting on the 1<sup>st</sup> of January 1993 and rapidly established itself as a household name. Available in over 81% of households, it is viewed by over 17 million people every week. Output from Teletext appears on ITV, Channel 4 and Channel 5.
- 1.3 In 1996, Teletext launched its website Teletext.co.uk that has had an average of 5 million monthly page impressions.
- 1.4 In 1997, Teletext launched its digital service that appeared on ITV digital (now Freeview), satellite (Sky) and until 2004, cable television.
- 1.5 In 2004 launched the Teletext Holidays Television Channel
- 1.6 In 2004 Teletext agreed a deal with Channel 4 to provide a commercial and editorial text service on Channel 4 digital
- 1.7 In March 2005 Teletext launched a classified car service.
- 1.8 In June 2005 Teletext began a new, 10-year deal with ITV, bringing its commercial and editorial text service to ITV's digital channels
- 1.9 Teletext content also appears on mobile phones, which includes SMS. A number of key Teletext content areas could be found on Teletext WAP services, including news, sport, finance and holidays between 2000 and 2002 when the service was dropped. The SMS service allows mobile users to receive Teletext information on demand with the control and flexibility to ensure that they only receive targeted information when they need it.
- 1.10 Sales promotions are carried out by our marketing department, as well as appearing on all Teletext platforms from our commercial and editorial departments and these are entered into the systems and placed to air by Teletext itself.

## 2 COMMERCIAL CONTROLS

- 2.1 Teletext is a public service broadcaster in relation to its analogue and digital terrestrial television platforms and the content of those services is prescribed by Teletext's licence issued by Ofcom. Editorial content is produced by staff journalists and by external information providers such as the Press Association (PA). Commercial advertising is split into holidays, sport and general display copy, all serviced by dedicated teams of sales and updating staff. Independent companies supply broadcast commercial content to Teletext.
- 2.2 Ofcom and the Advertising Standards Authority who investigate complaints regulate the majority of Teletext content. The web is regulated through the Advertising Standards Authority. In addition,

bodies such as Trading Standards, the Gaming Board and the Financial Services Authority (FSA) have regulatory responsibility over our commercial content.

- 2.3** Teletext takes its role as a public service broadcaster and reliable information provider very seriously indeed. There is also a dedicated Commercial Compliance Team acting independently of Sales, Marketing, Production and Editorial staff. This team clears copy to air, carries out systematic audits of advertising and ensures that all copy complies with the relevant regulatory controls.
- 2.4** The **Teletext** Commercial Compliance Team monitors advertising copy and tests offers to make sure advertisers remain compliant once cleared for broadcast. Monitoring of advertising can result in a range of sanctions where advertisers do not uphold the high standards expected. Sanctions range from advice designed to ensure compliance, through warnings to (in extreme situations) exclusion from advertising.

### **3 COMMENTS ON TV QUIZ CONSULTATION**

Teletext welcomes the introduction of specific conditions for premium rate TV Quiz programme and channel services. Teletext has kept a close eye on these programmes/services and believes the introduction of specific conditions as detailed is a necessity to ensure viewer harm is kept to a minimal level.

Overall Teletext agrees with the introduction of the conditions detailed and wishes to make the following comments:

#### Question 3

Teletext agrees that it should be made clear to participants that only selected viewers will get through live on air. Teletext believes this information should be constantly available to viewers and therefore would recommend that this information be stated on screen in conjunction with the premium rate telephone number.

#### Question 4

Teletext strongly disagrees that pricing information should be spoken as well as displayed; we have also put forward the same view on the consultation on the new ICSTIS code. Unlike an advert the nature of these programmes is that the production is very simple. If it could be argued that the nature of some television advertisement means it is difficult to pick out certain information, this surely can not be the case for this type of programming. Teletext therefore believes there is no requirement to further emphasise the pricing information beyond ensuring that the pricing information is clear, prominent and in conjunction with required information.

#### Question 6

Teletext agrees that all major terms and conditions should be easily available to viewers, however due to the nature in which these programmes operate and the amount of possible additional information required Teletext believe that if this information was clearly labelled as being a button away (text or red button) this would meet ICSTIS requirements of the information being readily available.

### **4 ADDITIONAL COMMENTS**

#### Unrealistic Jackpots

Teletext's major concern with this type of programming is we believe it is misleading to promote to viewers that you could win £XXXX when the chances of winning the 'jackpots' are high and are therefore very rarely won. Teletext recommends that ICSTIS should introduce conditions to stop unrealistic 'jackpots' being used as a vehicle to increase viewer participation. Due to the implausibility

of winning the jackpot on some games, when jackpot games are being played we believe the odds against winning should be made clear on the screen. For example: Chance of winning 14000:1.