

The conduct of live services – Fact Sheet #1

What is the purpose of this fact sheet?

To assist Network operators and providers by clarifying the Phone-paid Services Authority's expectations relating to setting up a live entertainment service paid for using premium rate service lines.

1. Definition of a live service

- 1.1. Live services are defined as those that enable a consumer to speak with a real person (i.e. a service that involves a two-way or multi-way live voice conversation). There are many different types of live service – technical support, counselling and professional advice services being a few examples.
- 1.2. A further class of live services are live entertainment services. These are services defined as being either 1-2-1 chat services (sexual or non-sexual), or psychic/tarot services – services that allow the caller to speak live with an operator or another user for 'entertainment purposes'. Similarly, multi-party chat services are also classed as 'live services'; the difference being that they enable two or more persons (the participants) to simultaneously conduct a telephone conversation with one another in a monitored chat-room.
- 1.3. Providers should also note that some categories of live service are subject to Special Conditions. Providers should refer to the Phone-paid Services Authority website www.psauthority.org.uk for further information on Special conditions and for a list of these categories and service-specific information that relates to them. Providers should also consult the General Guidance Note on 'The avoidance of undue delay' and the General Guidance Note on 'Promoting PRS' for advice on these areas and the way in which they might relate to live services.

2. Setting up a Live Entertainment Service

- 2.1 Live Entertainment services, including chat and psychic/tarot services, are subject to [Special Conditions](#). Special Conditions exert additional controls upon services which are of potentially higher risk, and these controls improve consumer protection.
- 2.2 In order to set-up and operate a live entertainment services, providers must first [register with the Phone-paid Services Authority](#). The registration pages of the Phone-paid Services Authority website have a wealth of information, including 'how to' guides and a list of FAQs, in order to assist you in registering. New registrants will also find it useful to view the '[Setting Up a Premium Rate Service](#)' section of the Phone-paid Services Authority website, as this has much more useful information, including links to the Code, guidance and other updates.
- 2.3 Providers wishing to operate live entertainment services should review the Code of Practice together with the Special Conditions and then decide if they wish to contact

an organisation that already has in place the required infrastructure defined within the Special Conditions (approved recording equipment, bond, etc.) and enter into negotiations with them to provide a service together, or if they wish to put in place their own bond and utilise their own recording equipment, etc.

- 2.4 Providers wishing to work with an established provider may choose to contact [Trade Associations](#), such as Action4 and/or AIME, as they may be able to provide contact details of organisations with an established live entertainment infrastructure to enter discussions with. In addition, providers may choose to search the [Tribunal Adjudications](#) list in order to assist in their own initial due diligence research.
- 2.5 Providers looking to contract directly with a Network operator and have in place their own bond and recording equipment should contact the Phone-paid Services Authority directly to discuss the relevant requirements. The bond level will be determined by a number of factors, including, but not limited to:
 - i. The category of service (chat/adult/tarot)
 - ii. Any relevant history in the market
 - iii. Whether the provider is entirely new to the market
 - iv. Number of lines in operation
 - v. Any homeworkers or other providers using the systems/infrastructure
- 2.6 Providers will also be required to have approved recording equipment in place to monitor all calls. A list of approved recording equipment suppliers is available at **Annex A** attached to this document.
- 2.7 If an organisation wishes to use a recording system not listed in **Annex A**, they can have their systems assessed by the Phone-paid Services Authority's technician (at the providers cost) for compatibility with the Phone-paid Services Authority's requirements. Once systems are approved, they will be added to the list at **Annex A**.
- 2.8 Further, more detailed information on call recordings and bonds is available below, in our **Live Services Fact Sheet #3**.