



April 09 Round up

Members,

April has been another busy month for AIME and we have been working hard with our new Chairman to drive AIME initiatives forward; please find a summary of our work below.

We would like to welcome new members **Fusion Telecom** and **InverOak** this month.

The next members **GM** will be held on the **10th June**, 3.30pm-5.30pm at Simmons & Simmons with networking afterwards.

We hope you will be able to attend our next Knowledge & Networking event on the 21st May, sponsored by Dialogue '[Where is Payforit Today?](#)'.

If you have not yet booked a place and would like to attend please contact Bianca for your member discount Bianca@aimelink.org

AIME is also hosting a Knowledge & Networking **Industry Golf Day** at Mannings Heath Golf Club, West Sussex on Weds **1st July**. A great day of golf and business networking – teams are being booked up quickly so please contact Bianca to ensure you don't miss out, you can also register to come along as an individual and join one of the teams.

Representation

- **Meetings**

- Higher Rate Tariff meeting with Ofcom – 14th April
- 'Whose fine is it anyway?' regulatory round table event – 21st April
- Ofcom meeting – 21st April
- PRS Industry Group meeting – 28th April – attended by Vice Chair Jeremy Flynn
- PTV2 Meeting World Telemedia – 28th April

- **Interactive Broadcast Forum**

- Callcosts website is in development – this website will link to the relevant PR tariff pages on networks' websites, which can be used by Broadcasters to direct consumers to
- AIME setting up meeting with Deloitte to discuss regulation, audit requirements and fit with AIME best practice docs.

- **AIME Merchant Promoter Registration Scheme**

- AIME waiting for RFP from supplier

- **Number Checker/Customer Care**

- AIME continue to research accuracy of PPP number checker (see [General Meeting notes](#)) – if you have not yet done so we ask that members please check 10 dedicated short codes on the PPP number checker and feedback to Bianca@aimelink.org if the information is correct or incorrect – *please feedback ASAP*
- AIME to meet with PPP in May to discuss Number Checker further

- **PPP 12th Code**
 - AIME to set up working group for 12th Code of Practice – *if interested in becoming part of this group please let me know*
- **Higher Rate Premium Rate Tariffs**
 - Met with Ofcom – 14th April
 - Ofcom has requested positive case studies to highlight benefits of a higher rate tariff on fixed, e.g. success on mobile, success internationally and new services that could run – *members are requested to send in examples*
 - Working group to put together case studies and submit to Ofcom for inclusion in a consultation
- **Age Verification**
 - O2 continue to populate members white list urls
 - Testing will commence shortly – date tbc
- **MNO Code of Practice**
 - AIME has written to T-Mobile regarding clause 6.2 ‘free marketing messages’, to enquire whether they can make an amendment to bring it in line with AIME’s position agreed with ICO & PPP
- **0871**
 - [Ofcom Statement](#)
 - Prior permission applications by 14th June, Compliance by 1st Aug
- **AIME Regulatory Round Table**
 - AIME hosted a Regulatory debate – ‘Who’s fine is it anyway’ with senior executives from leading industry service providers and networks
 - With some blue sky thinking on how the mobile industry can ensure the regulatory environment is effective, transparent and proportional, it also agreed to the formation of 2 initial working groups: service monitoring & compliance management best practice.
 - The group agreed to an ongoing programme and review of progress
- **Industry Consultations**
 - ASA [BCAP & CAP Code Reviews](#) – Deadline 19th June
 - Consultations and AIME responses can be found in the [members area](#)

Networking

- NEW members **Fusion Telecom & InverOak**
- K&N Seminar networking with sponsors Bango – 2nd Apr
- AIME supporting association and attendance at World Telemedia, Malta

Information

- K&N Seminar: [Mobile Advertising and the rise of Social Networking](#), sponsored by Bango – 2nd Apr
- 89 news articles on AIME website in [April 09](#)
- Emails detailing member discount to Industry shows, e.g. iMedia Agency Summit, Mobile Web 2.0, Broadcast Radio 3.0

Dates for your diary!

11th – 13th May – [iMedia Agency Summit](#) – AIME supporting association, member discount
13th May – AIME Board Meeting
13th - 14th May – [MVNOs Industry Summit 09](#) - AIME supporting association, member discount
21st May – [Broadcast Radio 3.0](#) – AIME supporting association, member discount
21st May – [Where is Payforit Today?](#) AIME K&N Seminar – Sponsored by Dialogue
3rd – 4th June – [Mobile Web 2.0](#) - AIME supporting association, member discount
10th June – AIME General Meeting, 3.30-5.30 Simmons & Simmons One Ropemaker Street, London, EC2Y 9SS
10th – 11th June – [Open Mobile World Summit](#) – AIME supporting association, member discount
10th – 12th June – [bTWEEN 09](#) - AIME supporting association, member discount
15th June – [Mobile Advertising UK](#) – AIME supporting association, member discount
15th -17th June – [Prepaid 09](#) - AIME supporting association, member discount
23rd June – [Global Messaging Congress](#) – AIME supporting association, member discount
23rd – 24th June – [MeM 09](#) - AIME supporting association, member discount
1st July - VIP Industry Golf Day – Mannings Heath, West Sussex

If you would like further information on any of our activities please don't hesitate to contact me.

Kind Regards
Zoe Patterson
General Manager

**** AIME – Success in Interactive Media ****

AIME

www.aimelink.org

Tel: +44 (0) 8445 828 828

28 Foundry St, Brighton, BN1 4AT

Registered Address: 1 Howard Road, Southampton, SO15 5BB, UK Company Number: 06520758

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