



February 09 Round up

Members,

As you will be aware our chairwoman Sally Weatherall has now moved on from the Industry. After her fantastic efforts in driving AIME initiatives forward over the past year, Jeremy Flynn will now step up as the AIME Chair temporarily.

This month AIME would like to welcome new member **Minick**.

Please be reminded that the **next members' GM is Thursday 12th March, 3.30pm – 5.30pm** at Simmons & Simmons with networking afterwards; agenda and further details to follow.

Some members have informed us that they have not been receiving notifications of AIME Knowledge & Networking Seminars and networking events. We believe these emails may go in to junk boxes therefore please ensure you add aime@dynamail.co.uk as a safe email account.

Please find below a summary of our work in February.

Representation

• Meetings

- Meeting with PPP re Mobile Review Statement – 13th Feb
- Conference call with PPP/Ofcom re Service Promoter Registration – 20th Feb
- [ILP Meeting](#) with PPP – 24th Feb, attended by Board Member David Sheridan
- AIME Meeting with PPP Communications Director re Media Enquiries – 24th Feb
- AIME Service Promoter Registration Scheme Meeting – 25th Feb
- AIME meeting with PPP re. Call Centre – 26th Feb
- AIME Interactive Broadcast Forum – 27th Feb

• Interactive Broadcast Forum

- Forum met 27th Feb
- Agreement to use a central website linking to network tariff information – AIME to progress with development
- Media Notification group set up to provide Networks advance warning of premium rate numbers used in Interactive Broadcast – some details to be clarified with forum members before it becomes a standard process
- Working group to be set up to test Voice Short Codes
- SMS working group to examine SMS voting
- Main forum meetings to continue quarterly with smaller sub groups and conference calls on a more regular basis throughout the year

• AIME Service Promoter/IP Registration Scheme

- AIME meeting with aggregators & networks 25th Feb
- Formation of working group agreed

- Design Service Spec - 1 month
- Meet with PPP re. database issues
- **Higher Rate Tariff**
 - Ofcom met 4th Feb and are writing to AIME to request further information relating to consumer benefits
- **Age Verification**
 - AIME members to help test O2 re Shield 2 – Q2 2009
- **PPP Mobile Phone-paid Services & their Marketing**
 - Met with PPP 13th Feb
 - Raised member issues regarding Statement – notes adding clarity to be circulated shortly and to be discussed at AIME GM next week
- **Payforit**
 - 3 Mandate Update – As of 31st May, 3 will be adding the following term to premium messaging contracts: *Premium MT SMS charging may not be used for services where the user can make a purchase commitment using an internet browser (mobile, PC or Mac) or where the user would receive the services using an internet browser (mobile, PC or Mac).* – please contact me at zoe@aimelink.org if you have any questions
 - Updated AIME mandate sheet attached to reflect these changes
- **PTV2**
 - ASA due to consult on BCAP Code March 2009
 - Recent Ofcom update to AIME states Ofcom will conduct viewer and consumer research on PRS Television based services, and later this year will conduct further consultation on Participation TV. These findings will inform decisions by Ofcom re. any possible changes to the Ofcom Broadcasting Code and BCAP Code (which Ofcom approve).
- **Industry Consultations**
 - Ofcom [Review of the 070 Personal Numbering Range Statement](#)
 - ICO [Privacy Notices Code of Practice Consultation](#) – Deadline 3rd April
 - Consultations and AIME responses can be found in the [members area](#)

Networking

- NEW Members – **Minick**
- AIME Chair Sally Weatherall farewell drinks – 26th Feb
- AIME supporting association and attendance at Mobile World Congress and Media Summit
- AIME media partner for Netsize Guide 2009 – [Available to download](#)

Information

- 74 news articles on AIME website in [Feb 09](#)
- 11 Email alerts sent out including;
 - Unfair trading regulations update
 - Update on 0871 regulation
 - Notification of AIME meeting with PPP re Mobile Review
 - Notification of how to download AIME supported Netsize Guide

Dates for your diary!

4th Mar – PhoneyPayPlus Stakeholder Forum – Novotel, Tower Bridge, 12.30pm buffet lunch, first session 1.30pm

9th – 10th Mar – [Social Networking Forum](#) – AIME supporting association, member discount

12th Mar – AIME Members' GM & networking – 3:30 – 5:30pm, Simmons & Simmons, Ropemaker Street, London.

18th Mar – AIME Board meeting

23rd – 25th Mar - [Mobile Internet 2009](#) - AIME supporting association, member discount

25th – 26th Mar – [Mobile TV World Summit](#) - AIME supporting association, member discount

25th – 27th Mar - [IPTV World Forum](#) - AIME supporting association, member discount

26th Mar – MoGo (Mobile Guilford) – Evening Networking, Tickled Ivory, Guildford, from 7:00pm, RSVP info@d2mobile.co.uk

26th – 28th Apr – [World Telemedia](#) - AIME supporting association, member discount

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

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