



January 09 Round up

Members,

We hope you have had a prosperous start to the New Year. AIME would like to welcome new members, **Harvest Media & Buongiorno**.

AIME is currently working on the following issues:

- Clarification on the PPP Mobile Phone-paid Services & their Marketing statement
- Ofcom PTV2 consultation/impact assessment
- ASA BCAP code review
- Ofcom Scope Review
- PPP 12th Code of Practice
- Service Promoter Registration Scheme
- Higher Rate Tariffs initiative
- Interactive Broadcast Forum
- Age Verification
- Improved Industry engagement via ILP
- [K&N Seminar Program](#)

Please let us know if there are any other areas you would like AIME to work on which you feel would be beneficial for members.

Representation

- **Meetings**
 - Members GM – 2nd Dec
 - ILP - Budget Meeting with PPP – 20th Jan, attended by AIME Vice Chair Jeremy Flynn
 - ILP - Industry Group Meeting – 27th Jan
 - AIME Board Meeting – 28th Jan
 - ILP – Meeting with Ofcom – 28th Jan
- **Interactive Broadcast Forum**
 - End 2008 saw several successful interactive voting shows & competitions
 - Progressed with the Centralised Yahoo Network Group (for announcing 090 numbers used in interactive shows)
 - Working with regulator on improved transparency / central tariff website
 - Next meeting Feb 09
- **PTV 2**
 - Ofcom delayed the next consultation until Spring 09 (Feb – April)
 - ASA code review consultation expected Feb 09
- **AIME Service Promoter/IP Registration Scheme**
 - Support from PPP
 - Next meeting opened up to networks scheduled for Feb 09
 - Business Case will be presented to PPP Spring 09
- **Higher Rate Tariff**

- Ofcom to discuss 4th Feb and feedback
- **Age Verification**
 - AIME aggregator Meeting with O2 re Shield 2 – 7th Jan
 - AIME members to test
- **PPP Mobile Phone-paid Services & their Marketing**
 - Working with PPP re. Statement wording and clarification of detail – please send in any comments
- **Industry Consultations**
 - Responded to Ofcom Review of the 070 Personal Numbering Range
 - Responded to PPP Business Plan and Budget 2009/10
 - Consultations and AIME responses can be found in the [members area](#)

Networking

- NEW Members – **Harvest Media Group & Buongiorno**
- AIME Christmas Get Together – 2nd Dec
- AIME Knowledge & Networking Seminar – Competitions in Media Part 1: Broadcast – 4th Dec – [Write up](#)
- AIME supporting association at Off Deck Mobile Content, Mobile Device & the User Experience & Visiongain's Mobile Entertainment Conference & Awards in December 08; Midem & Mobile Games Forum in Jan 09

Information

- 22 [News articles](#) on website in Dec; 70 in [Jan 09](#)
- PPP [Mobile Phone-Paid Services & Their Marketing Statement](#)
- 14 Email alerts sent out including;
 - Summary of PPP Mobile Phone-paid Services & their Marketing statement
 - PPP Business Plan & Budget 2009/10 notification & AIME response
 - Ofcom Under Assessment List - Consumer Protection Test for telephone number allocation

Dates for your diary!

16th – 19th Feb 09 – [Mobile World Congress](#) – AIME Supporting Association
26th Feb 09 - [Media Summit](#) - AIME Supporting Association
12th Mar 09 – AIME GM

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 ****

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