



June 09 Round up

Members,

June has been a very busy month for AIME driving initiatives forward as well as working on several Industry consultations; please find a summary below.

This month we welcome new member **Welburn & Co** – specialist Industry lawyers

The next Knowledge & Networking Seminar sponsored by **Net Mobile** is on Thursday 16th July, 6.30pm titled '[Untangling the Mobile Internet](#)'. Confirmed speakers are Lourens de Beer of Net Mobile UK, Richard Holdsworth of Wapple.net, Jonathan Hum of AKQA Mobile, Jon Mew of IAB and Fjord (name tbc). To register and receive your members discount please contact Bianca at bianca@aimelink.org

Last few places remaining for the Knowledge & Networking [Industry Golf Day](#) at Mannings Heath Golf Club, **21st July**. If you are interested please contact Bianca at bianca@aimelink.org for more details. Spaces are also available for individuals to register with teams being allocated on the day.

Chairman's Brief

I don't think that our industry association has ever had so much on its agenda as it has at this time with a number of new policy initiatives, consultations and busy meeting with stakeholders and various members to help raise our profile. The work that our Executive does is impressive and I would like to thank Toby, Zoe, Roy and Bianca for their continued efforts as well as Executive Board members.

I was pleased with the turnout to the General Meeting and despite the fact that Summer is upon us, July is going to be a busy month with a number of deadlines for the various consultations to be met.

I would like to welcome Rudd Apsey of Sport Media Group to the Executive Board and we look forward to working with him. We also welcome a new member Welburn & Co.

Finally, I would ask that all members are united in their desire to build consumer trust in premium rate services. Our industry has a terrific future if we can look after our existing customers better whilst ensuring that new triallists sample premium rate services and also enjoy the experience.

Edward Boddington
AIME Chair

Representation

- **Meetings**
 - Meeting with PPP – initial discussions for 12th Code of Practice – 9th June
 - AIME BCAP Code review working group meeting – 9th June
 - AIME Members GM – 10th June

- Meeting with ASA – 12th June
- Meeting with BIS (previously BERR) – 12th June
- Mobile Terminating Provider Best Practice Guidelines review meeting – 18th June
- ILP Meeting with Ofcom – feedback from Industry on Ofcom Scope Review – 25th June

- **Mobile Terminating Provider (TP) Best Practice**

Vice Chair Jeremy Flynn says “it’s great to see the industry work together so quickly to develop a code to minimise the risk of contracting with a miscreant Merchant Promoter, and spot service problems before consumers get harmed”

- Review meeting held 18th June
- Final best practice draft circulated to Mobile TPs for comment
- Completed code circulated 1st July and currently being signed up to by the Mobile TPs
- PR and final code to be presented to PPP in July

- **AIME Merchant Promoter Registration Scheme**

- Ofcom/PPP have declared an interest to introduce a registration scheme in the Scope Review & 12th Code discussion paper
- Their time scale is likely to exceed 2 years
- Industry scheme waiting for go ahead

- **Number Checker/Customer Care**

- Customer Care ILP working group is aiming to improve consumer care experience by connecting consumers first to the Merchant Promoter, for redress.
- The poor accuracy of number checker revealed by AIME members has led to its own linked working group being formed

- **Industry Value Chain**

- AIME is now using new value chain descriptors in its communication with and responses to Ofcom and PPP consultations

- **Interactive Broadcast Forum**

- Callcosts website with networks for sign off with launch date on Monday 6th July
- AIME met with Deloitte to update on Interactive Broadcast Forum progress and ensure closer relationship going forward
- Next Meeting scheduled for 24th July

- **087**

- 087 (except 0870) designated as PRS, and will be regulated by PPP from 1 August 2009
- Executive Board members Mike Steel and Tony Couch leading action to compile info. & benefits package for 087 resellers
- Meeting Friday 3rd July to finalise benefit package and actions

- **Payforit**

- Payforit Management Group currently working on Version 3.0 of the Payforit Scheme Rules - in particular ways to improve end-user experience for Payforit web-payments.
- Timescales:
 - 13th July – Deadline for feedback

- 31st July – Payforit version 3.0 workshop hosted by Orange
 - 31st Aug – Release of Version 3.0
- Please send feedback to zoe@aimelink.org by close of play 9th July to be forwarded to the Payforit Management Group
- **PPP Funding**
 - AIME interview with KPMG – 18th June
 - KPMG aware of AIME, our initiatives & view AIME as leading trade body
 - KPMG have surveyed numerous AIME members, including networks & service providers
 - KPMG looking at funding along strategic & non-strategic lines i.e. assessing core & non-core PP+ activity
 - KMPG considering other regulator funding models
 - Detailed notes on the interview can be sent to you if you contact zoe@aimelink.org
 - Next steps to be decided when PPP release findings
- **Industry Services**
 - AIME interview with Jury Team – 12th June - Premium Rate voting used by Jury Team for political party election
- **Industry Consultations**
 - ASA [BCAP & CAP Code Reviews](#)
 - [AIME responses](#) submitted 19th June
 - Met with ASA 12th June
 - Ofcom [PRS Scope Review](#)
 - Deadline 24th July
 - Working group met 16th June to formulate AIME response
 - AIME comments presented to Claudio Pollack, Ofcom – 25th June
 - Draft currently being reviewed by Executive Board to be circulated to members shortly
 - Ofcom [Audience Participation in Radio Programming – Use of PRS](#)
 - Deadline 31st July
 - AIME meeting with relevant Radio companies to discuss consultation and response to be formulated
 - PhonepayPlus [12th Code of Practice Discussion Paper](#)
 - Deadline 1st August
 - AIME press release circulated on day consultation was published (24th June) to welcome consultation
 - Executive Board Members David Sheridan and Rory Maguire met with PhonepayPlus 9th June for initial discussion
 - AIME working group meeting to formulate response – 14th July, 2pm-4pm
 - Ofcom [Broadcasting Code Review](#)
 - Deadline 4th September
 - Ofcom PTV2 Update
 - AIME liaising with new team in charge managed by Steve Perkins
 - Ofcom currently conducting Consumer Research
 - Consultation due out in Autumn
 - Industry consultations and AIME responses can be found in the [members area](#)

Networking

- NEW members [Welburn & Co](#)

- AIME supporting association at Mobile Web 2.0, Open Mobile World Summit, b.TWEEN 09, Mobile Advertising UK, Prepaid 09, Global Messaging Congress & MeM 09
- AIME Executive Board Members Adam Maxted & David Sheridan sat on an MeM 09 panel titled 'Why regulation matters to your bottom line and is the current regulation working?' along with James Harris of PPP, Ingrid Silver of Denton Wilde Sapte, Suhail Bhat of MEF and Gianluca D'Agonstino of Neo Mobile.
 - Main messages: Agreement regulation is needed and backed up by increased self regulation; all codes and regulations need to be simplified and made ideally consistent, (e.g given that Industry could have to adhere to up to 6 codes and MNO requirements).
 - Relevant AIME initiatives discussed, e.g. Merchant Promoter registration scheme and Mobile Terminating Provider Best Practice
- AIME supporting association, and interviewed by Raconteur Media, for Mobile Marketing Supplement in The Times – published 1st July - <http://np.netpublicator.com/netpublication/n00568160>

Information

- 58 news articles on AIME website in [June 09](#)
- 13 member email alerts sent out including:
 - Industry Consultations Update
 - Ofcom Scope Review Working Group
 - AIME response to BCAP Code Review consultation
 - AIME and PhoneyPayPlus PR
 - Opportunity for Mobile Marketing Supplement in The Times

Dates for your diary!

9th July – [Media Enterprise](#) – AIME supporting Association, member discount
14th July – AIME working group meeting for 12th Code of Practice Discussion Paper
16th July – AIME Knowledge & Networking Seminar – [Untangling the Mobile Internet](#) – sponsored by **Net Mobile**
21st July – K&N Industry Golf Day – [Mannings Heath](#), West Sussex
24th July – AIME Interactive Broadcast Forum
15-18th September – [4G World](#) – AIME Supporting Association, member discount
28-29th September – [Social TV Forum](#) – AIME Supporting Association, member discount
18-20th November – [The Media Festival](#) – AIME Supporting Association, member discount
23rd-25th November – Mobile Web 2.0 - 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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