



May 09 Round up

Members,

We would like to welcome two new members to AIME this month – **Ericsson IPX** and **Primetime TV**.

The next members **GM** will be held on the **10th June**, 3.30pm-5.30pm at Simmons & Simmons with networking afterwards and we hope to see you there.

Please note that we have rescheduled the Knowledge & Networking **Industry Golf Day** at Mannings Heath Golf Club, West Sussex to Tuesday **21st July** to ensure members can attend the forthcoming PhonepayPlus Forum on the 1st July. If you are interested in entering a team for the golf day please contact Bianca at Bianca@aimelink.org for more details.

Chairman's Brief

"It has been a busy first month as your Chair. Your board and executive would like to extend thanks to board Members Graeme Alderson (Sport Group) and Mark Gracey (C&W) who step down from the AIME Board this month after 2 years of hard work representing member interests and leading on several AIME initiatives.

I shall be announcing some changes to the board shortly and also will detail what responsibilities have been allocated to board members so that you can contact people if you have any issues you wish to discuss.

It has never been a busier time with some of the initiatives we are progressing which are detailed below together with consultations and other policy areas designed to lead to a growing and sustainable industry.

I am delighted to report some major industry successes in recent weeks including voting and charity campaigns for Comic Relief and Britain's Got Talent, and a new voting format from one of the new independent political parties, together with the launch of a higher rate mobile tariff for charities. Your board and executive continue to work hard in driving forward policies and initiatives."

Representation

- **Meetings**
 - AIME Board Meeting – 13th May
 - Aggregator Compliance Best Practice Meeting – 15th May
 - ILP meeting – 19th May – attended by Vice Chair Jeremy Flynn
 - Aggregator Compliance Best Practice Meeting – 29th May
- **Aggregator Compliance Best Practice**
 - Working group formed as action from AIME regulatory round table in April
 - Initial meeting held on 15th May – all aggregators supportive of document and sections of best practice guide agreed

- Well received at ILP meeting with PPP support
- Second meeting held on 29th May to build on content of the sections
- Best practice doc. being drafted for circulation and sign off by end June
- **AIME Merchant Promoter Registration Scheme**
 - Met with one supplier on 5th May – proposal being considered
 - Board and working group currently updating the system specification document and members will be given the opportunity to comment on it shortly
- **Number Checker/Customer Care**
 - AIME member research found PhonepayPlus number checker accuracy to be only 30%
 - Vice Chair Jeremy Flynn tabled this at the ILP meeting on 19th May and a working group has been formed to improve it
 - AIME members agreed that a password protected web tool to keep own numbers updated would be very useful
 - AIME pushing for central regulatory database that can be integrated with industry
- **Industry Value Chain**
 - AIME has created a simplified Industry value chain & descriptors doc.
 - Vice Chair Jeremy Flynn tabled doc. at the ILP meeting on 19th May
 - AIME has held a separate meeting with trade body MEF, who have now agreed to endorse the AIME doc.
 - This will be presented to the ILP and circulated to members shortly
- **Interactive Broadcast Forum**
 - AIME's successful work on tariff transparency mentioned in Ofcom [PRS Scope Review](#)
 - Work progressing on callcosts website
 - Research being conducted on SMS voting, Voice Short Codes, refund scenarios
- **Higher Rate Premium Rate Tariffs**
 - Business case examples requested by Ofcom have been submitted – e.g. charity donations using mobile, phone top up
 - Ofcom consultation due later this summer
- **Age Verification**
 - O2 continue to populate members' white list urls
 - Testing date to be confirmed, SIMs ordered in preparation for partner testing
- **087**
 - 087 (except 0870) designated as PRS, and will be regulated by PPP from 1 August 2009
 - Board members Mike Steel and Tony Couch leading action to compile info. & benefits package for 087 resellers
- **MNO Code of Practice**
 - AIME has represented member views to T-Mobile code clause 6.2 to align with the position agreed by AIME with ICO & PPP. The clause now states If a Third Party or Third Party Client is sending FREE MT Marketing Messages, then these must always start with the words "FREE MESSAGE" or "FREE MSG". They may only be sent to a user regarding the same service **or similar**

- services which they have used previously, and not to advertise what a recipient could consider to be completely different services and shortcodes.
 - o AIME also worked with member Orangeto achieve alignment regarding opt out. Orange will accept opt out of marketing for **non sms services** to a long dial providing that it is clear what action is required in order to opt out (sending 'STOP', calling the IVR etc.).
- **Payforit – Mandate on 3**
 - o 31st May – all relevant services to have switched to Payforit on 3
 - o Additional term to 3's 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)*
 - o 3 will be conducting checks on services over the next few weeks and issuing notices to companies that have not heeded their mandate. Disconnection of charging facilities will follow if the services refuse to switch.
 - o 3 will work with any parties that are experiencing technical difficulties in making any changes as long as they have communicated these difficulties to 3
 - o 3 is planning a feature of Payforit services on its portal and would welcome input from any company wishing to take advantage of this proposed promotion. Please send information to rorry.maguire@three.co.uk
- **Industry Consultations**
 - o ASA [BCAP & CAP Code Reviews](#) – Deadline 19th June – Working group meeting for AIME BCAP Code response on 9th June
 - o Ofcom [PRS Scope Review](#) – Deadline 24th July – Working group meeting in June (date tbc) to discuss AIME response, which will then be presented to Claudio Pollack, Ofcom at the end of June
 - o Ofcom Statement [Rules on Advertising Minutage, breaks and teleshopping](#) – to be discussed at AIME BCAP code working group meeting
 - o 12th Code of Practice – due to be published shortly, AIME will host a working group meeting to discuss our response. Board members David Sheridan & Rory Maguire to meet with PPP in June to commence initial discussions
 - o Consultations and AIME responses can be found in the [members area](#)

Networking

- NEW members **Ericsson IPX & Primetime TV**
- K&N Seminar networking with sponsors Dialogue – 21st May
- AIME supporting association and attendance at iMedia Agency Summit - 11-13th May

Information

- K&N Seminar: [Where is Payforit today?](#) sponsored by [Dialogue](#) – 2nd Apr
- 68 news articles on AIME website in [May 09](#)
- 14 member email alerts sent out including:
 - o Welcome from new AIME Chairman
 - o Announcement of Ofcom PRS Scope Review publication
 - o Announcement of PPP Live Entertainment Services Compensation Fund wind up
 - o T-Mobile Code of Practice update
 - o BCAP Code Review – AIME draft response
 - o Ofcom Update on TV advertising rules

Dates for your diary!

3rd – 4th June – [Mobile Web 2.0](#) - AIME supporting association, member discount
9th June – AIME working group meeting for BCAP Code Review, 3.00-5.00pm Simmons & Simmons One Ropemaker Street, London, EC2Y 9SS
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 – PhonepayPlus Forum
9th July – [Media Enterprise](#) – AIME supporting Association, member discount
21st July – K&N Industry Golf Day – [Mannings Heath](#), West Sussex
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

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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