

# PRESS RELEASE



The Independent Committee for the Supervision of  
Standards of Telephone Information Services

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## ICSTIS TO REGULATE 0871 CALLS

**ICSTIS, the premium rate services regulator, is to regulate all calls made to 0871 numbers. The move, announced today by Ofcom, is expected to take place in early 2008. Ofcom has also extended ICSTIS' remit to include all adult services regardless of price. Any adult services currently provided on 08 numbers will have to move to the designated 09 adult number ranges.**

The announcement follows Ofcom's review of all chargeable 08 number ranges (known as Number Translation Services) and addresses the need for increased consumer protection highlighted by many of the 1,300 responses to the consultation.

In welcoming the announcement, ICSTIS Director George Kidd said: "The extension of our remit by Ofcom reflects ICSTIS' success in regulating the premium rate industry for the last 20 years. This is positive news for the public. We want consumers to be able to use all, not just most, 0871 services with confidence. We feel sure that our independence, speed of action and our ability to act against the minority who cause harm, combined with our readiness to work on appropriate safeguards with all those affected by the changes, will help us achieve this."

Please see [www.ofcom.org.uk/media/news/2006/04/nr\\_20060419](http://www.ofcom.org.uk/media/news/2006/04/nr_20060419) for further details of Ofcom's announcement.

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## NOTES

- ICSTIS is the industry-funded regulatory body for all premium rate charged telecommunications services.
- ICSTIS regulates the content, promotion and overall operation of services through its Code of Practice. It investigates complaints, and has the power to fine companies (up to £250,000) and bar access to services if the Code is breached. It can also bar the individual(s) behind a company from running any other premium rate services under any company name on any telephone network for a defined period.
- Most services are advertised on '09' dialling codes. Many mobile services are advertised on four- or five-digit 'short code' numbers. Directory enquiry services begin with '118'. In some instances, such as interactive TV where viewers make 'calls' using their remote controls, the premium rate number may not be shown.
- Services offer some form of information and entertainment that is charged to your phone bill. You can access services in a number of ways – on your landline or mobile, by fax, on interactive TV and on your PC. Many mobile services work on a subscription-only basis.
- Services generally vary in cost between 10 pence per call and £1.50 per minute or message. The money paid by users for services is shared between the telephone company carrying the service and the organisation providing the content. Approximately 45,000 services are in operation at any one time, generating forecast revenue of £1.5 billion in 2006.

