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BIS Consultation
Proposed New Duties for Ofcom
Regarding Networks' Resilience
Association for Interactive Media and Entertainment
(AIME)

AIME (www.aimelink.org)

AIME is a UK based not for profit trade association that promotes excellence in the Interactive Media and Entertainment industry.

We uphold our Code of Ethics and create an environment of consumer trust and industry confidence within which our members' commerce can grow. We are committed to furthering the interests of Interactive Media and Entertainment through the regular exchange of information and communication throughout the value chain, effective engagement with regulators and legislators and the presentation of a successful industry image to media.

We are the only trade association with membership across all elements of the Interactive Media and Entertainment value chain and our members account for the majority of premium traffic in the UK. One of our key aims is to promote improvements in communication and coordination within the chain and with our regulator and we can see a growing increase in trust in the premium calls market as a result of companies working more closely together and focusing more on consumer contact issues.

AIME promotes the philosophy that consumers who are accurately and openly informed of the nature, content and cost of participation in an interactive service experience are perfectly placed to exercise their freedom of choice and thereby enjoy the most effective form of consumer protection.

AIME also has a policy to pursue closer engagement and co-operation with regulators to achieve more emphasis on the self regulatory environment for our industry as recommended by the Communications Act 2003.

Comment

To satisfy a requirement of reporting objectives set out in the Digital Britain Report BIS wish to place a proposed new duty on Ofcom to report to the Secretaries of State for Business, Innovation and Skills and for Culture, Media and Sport every two years giving an assessment of the resilience of the UK's communications infrastructure.

AIME would like to place on record its support for this proposal due to the fact that our members' interactive media business depends entirely on the resilience of our communications services networks and a regular assessment of this type with formal reporting will contribute to ensuring the required secure and dependable environment.

Premium interactive calls business in the UK currently has a value of almost £1bn per annum and AIME plans to see this figure increase to £3bn over the next 5 years by a combination of focus on consumer services issues coupled with a light hand of regulation supplied by Ofcom and with more support for industry self regulation in a co-regulatory environment.

Close

If any clarification to our response is required or if we can be of any further assistance please contact Zoe Patterson at 08445 828 828 or zoe@aimelink.org.

Kind Regards
Roy Ellyatt

Executive Director
AIME