



## March 09 Round up

Members,

AIME is very pleased to announce that **Ed Boddington**, CEO of Harvest Media has been **elected as AIME chairman** by the Executive Board. Bod will officially commence in this role on the 1<sup>st</sup> May. In his role as chairman Bod will oversee and steer AIME through its various core functions including representing AIME members' interests to industry regulatory bodies such as Ofcom, PhonePayPlus and the ASA, and also help members to connect with each other through various initiatives to advance all forms of interactive media business.

Jeremy Flynn, Vice-Chairman of AIME, says: "Bod is a very experienced leader in Interactive Media, with a wealth of knowledge from running his own media participation services company, and until recently from being an industry representative on the board of industry regulator PhonepayPlus. Bod replaces Sally Weatherall, who led the board through a period of substantial regulatory bodies' interest in interactive media. Bod's appointment reinforces AIME as the number one trade body for interactive media and entertainment, with a membership throughout the value chain."

We would like to welcome new sponsor member **infomob** and new member **mBlox** this month.

We hope to see you at the Bango sponsored '[Mobile Advertising & the Rise of Social Networking](#)' Knowledge & Networking seminar tomorrow evening.

If you have not yet booked a place and would like to come along please contact Bianca for your member discount [Bianca@aimelink.org](mailto:Bianca@aimelink.org)

Please also note that AIME is hosting an Industry Golf Day at Mannings Heath, West Sussex on Weds 1<sup>st</sup> July. A great day of golf and business networking – only 12 teams available so book now or register your interest with Bianca to come along as an individual and join one of the teams.

Please find below a summary of AIME's work in March.

### Representation

- **Meetings**

- PPP Stakeholder Forum – 4th Mar (notes circulated)
- PPP 0871 workshop – 17<sup>th</sup> Mar – attended by Board Member Mark Gracey
- AIME Board Meeting – 18<sup>th</sup> Mar
- AIME GM – 24<sup>th</sup> Mar – Guest speaker Anne Hoitink, Ofcom on PRS Scope Review – notes and presentation to be circulated shortly

- **Interactive Broadcast Forum**

- Media Notification group now in use and has been successful to date
- Voice Short Codes and SMS voting working group meetings scheduled for April - tbc

- **AIME Service Promoter/IP Registration Scheme**
  - Service Spec Draft now complete and agreed by working group
  - Next step will be to RFP
  - Once we have RFP we will look to consult on detail with members
  
- **Number Checker/Customer Care**
  - AIME researching accuracy of PPP number checker – members are requested to check their own PR numbers/short codes on the PPP number checker and feedback to Zoe if the information is correct or incorrect – *please feedback by Fri 10<sup>th</sup> April*
  - Board Member Adam Maxted now part of the ILP working group looking at Industry & PPP Customer care strategies
  
- **PPP 12<sup>th</sup> Code**
  - AIME submitted suggested Value Chain Descriptors to Ofcom, PPP & ILP for consideration in 12<sup>th</sup> Code consultation.
  
- **Higher Rate Tariff**
  - Ofcom has requested another meeting with AIME's HRT working group to discuss obtaining more research/evidence on consumer benefits – meeting 14<sup>th</sup> April
  - At AIME GM Anne Hoitink mentioned that Ofcom are supportive of HRT but feel evidence of consumer benefits will strengthen a consultation
  
- **Age Verification**
  - AIME met with O2 – 17<sup>th</sup> Mar
  - Direct Aggregator AV API will be available imminently
  - Agreement on how testing of the O2 shield 2 filtering system would be conducted with AIME members
  - Members to send white list urls to O2 to be populated – please contact [Zoe@aimelink.org](mailto:Zoe@aimelink.org) for more details
  - Shield 2 to go live Aug/Sept 2009
  - In store consumer point of sale AV opt in programme to commence early 2010
  
- **PPP Mobile Phone-paid Services & their Marketing**
  - Notes circulated to members clarifying certain points from the PPP statement
  - AIME seeking further clarification on calling cards needing live licences
  
- **PTV2**
  - ASA BCAP & CAP Code Reviews now published - AIME to coordinate a response
  - AIME to continue working with Ofcom on their consumer research
  
- **0871**
  - PPP workshops in London & Manchester
  - AIME attendance by Board member Mark Gracey
  - Prior permission applied to live, international, broadcast
  - Promotions to display cost of call or in preamble
  - Network due diligence requirements & sanctions consistent with 090
  - 090 – can't use 0871 for customer services
  - SPs need to register with PPP by 31<sup>st</sup> April, Prior permission applications by 14<sup>th</sup> June, Compliance by 1<sup>st</sup> Aug
  
- **Industry Consultations**
  - PPP [Business Plan and Budget 2009/2010 Statement](#)

- ICO [Privacy Notices Code of Practice Consultation](#) – AIME submitted response. [Guidance on this Code from AIME Sponsor Enarpee.](#)
- ASA [BCAP & CAP Code Reviews](#) – Deadline 19<sup>th</sup> June
- Consultations and AIME responses can be found in the [members area](#)

## Networking

- NEW Sponsor Members – [Infomob](#)
- NEW member **mBlox**
- AIME supporting association for Mobile Social Networking Forum, Guardian Changing Media Summit, Mobile Internet 2009, Mobile TV World Summit & ITPV World Forum
- Partner and attendance at Mobile Guildford Networking evening

## Information

- Data Retention Regulations Guidance (pdf attached) – Come in to force 6<sup>th</sup> April
- 95 news articles on AIME website in [Mar 09](#)
- 13 Email alerts sent out including;
  - Update on PR legislation in Republic of Ireland
  - Summary of PPP Mobile Review queries
  - Notification of 0871 implementation & workshops
  - Notification of PPP Levy & ILP Meeting Notes
  - PPP Forum update

## Dates for your diary!

**2<sup>nd</sup> Apr** – AIME K&N Seminar: [Mobile Advertising & the Rise of Social Networking](#)

**7<sup>th</sup> – 8<sup>th</sup> Apr** – [Ad:Tech Paris](#)

**26<sup>th</sup> – 28<sup>th</sup> Apr** – [World Telemedia](#) - AIME supporting association, **15% member discount – quote 15aime when registering**

**28<sup>th</sup> Apr** – ILP Industry Meeting – please send any issues to [Zoe@aimelink.org](mailto:Zoe@aimelink.org)

**11<sup>th</sup> – 13<sup>th</sup> May** – [iMedia Agency Summit](#) – AIME supporting association, member discount

**10<sup>th</sup> – 12<sup>th</sup> June** – [bTWEEN 09](#) - AIME supporting association, member discount

**23<sup>rd</sup> – 24<sup>th</sup> June** – [MeM 09](#) - AIME supporting association, member discount

**1<sup>st</sup> July** - AIME Industry Golf Day – Mannings Heath, West Sussex

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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