

## **LATEST ON THE NEW 0870 REGULATIONS IMPLEMENTATION DATE**

After delaying the original 0870 implementation date of 1<sup>st</sup> February 2008, Ofcom have finally released their long awaited modifications to the supporting regulations. As we should all be aware, the delay was necessary due to issues associated with the potential use of pre-call pricing announcements used when outbound carriers wished to charge more than 01/02 geographic call charges for 0870 calls. This caused particular problems with machine-to-machine calling and 'safety of life' issues on some emergency calls based on 0870 numbers.

## **OFCOM HAVE NOW DECIDED NOT TO REQUIRE THE USE OF PRICING ANNOUNCEMENTS AND ARE PRESENTING MODIFIED PROPOSALS**

- Instead of pricing announcements, Ofcom are now proposing that outbound carriers that wish to charge more for 0870 calls than for geographic calls would be subject to new requirements to display their 0870 call charges prominently on price lists and any advertising / promotional material.
- In addition, outbound carriers will be required to state clearly whether or not 0870 calls will be included in any discount schemes, inclusive packages and bundles which include calls.
- Lastly, outbound carriers should only refer to 0870 calls as 'national rate' in their advertising, promotional material and retail bills where their 0870 and geographic rates are the same.

A summary of the new proposals can be found here:

<http://www.ofcom.org.uk/consult/condocs/0870calls/summary>

The full consultation document is available here:

<http://www.ofcom.org.uk/consult/condocs/0870calls/0870condoc.pdf>

## **WHAT DOES THIS MEAN TO UK BUSINESSES STILL USING 0870 NUMBERS ?**

- This is quite a simple and straightforward modification to past proposals. All indications point to the new proposals being accepted and implemented in an earlier than expected time frame. Our advice would be to plan for an implementation date no later than **1<sup>st</sup> September 2008**.
- The most important aspect of these modifications is that outbound carriers still have the freedom to charge **more for 0870 calls** than for 01/02 geographic calls, as long as they detail this somewhere within their pricing tariffs. Callers will now have to check their call plans before understanding how much an 0870 call will cost them (vs the use of pricing announcements).

- UK businesses still using 0870 numbers will have **no control at all** over what outbound carriers charge for 0870 calls. However, they will still be charged to receive 0870 calls (at least 2.5 pence per minute), whilst callers could be charged far greater than geographic call rates and the outbound carriers will just glean larger margins on the 0870 calls that they continue to deliver.
- The only way to regain control of what callers are charged to ring your business is to **migrate to an alternative NTS range**, whether that be 0845 numbers, 0844 numbers or 0871 numbers as soon as possible. However, there is still an open consultation on the 0871 range and wholesale migration to 0871 numbers, without understanding the ramifications of this consultation, would be very unwise.

### **TAKE ADVANTAGE OF FREE 0870 ADVICE WORKSHOPS**

These new proposals are bound to provide more uncertainty and confusion in the marketplace, but with a pending implementation date of September 2008 there is certainly a need to fully understand the latest regulatory news across all NTS ranges and pro-actively manage your migration from 0870 numbers to an alternate, more appropriate NTS range as soon as possible.

To help in this process 0870 Advice is offering a free 0870 Advice Workshop to help companies ensure that they follow the most effective and appropriate numbering strategy now and in the future. We have conducted a great number of workshops over the past 12 months, which cover the following topics:

- All the very latest Regulatory News across all NTS ranges
- Help to define the most effective Future Numbering Strategy
- Analysis of the Best Platform to manage Future Migration
- 'Sanity Check' your Current and Future Plans

0870 Advice workshops are free to any business carrying over 50,000 call minutes per month. More information is available [here](#) and to book a workshop please either call **0844 844 2600** or email [info@0870advice.com](mailto:info@0870advice.com).

**Best Regards,  
0870 Advice Team**

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