



ESSENTIAL

The promotion of adult sexual
entertainment and psychic premium
rate telephone services on television:

A qualitative research report on behalf
of Ofcom

October 2009

Prepared by Essential Research Ltd.

Contents

1. Executive summary	3
Introduction	3
Research objectives	4
Methodology and sample	4
Session design	5
Key findings: participation television	6
Key findings: adult sexual entertainment services	7
Key findings: psychic services	9
2. Background	11
Introduction	11
Research objectives	12
Methodology and sample	12
Session design	13
Outline of session structure	14
3. Key findings	15
A) Contextual insights	15
Spontaneous attitudes towards television in general	15
Awareness, usage of and attitudes towards participation television	17
B) Adult sexual entertainment services	21
Adult sexual entertainment premium rate telephone services	21
Promotion of adult sexual entertainment services	25
Short form promotion on television	30
Long form promotion on television	35
Conclusion: views on the options for promotion	41
C) Psychic services	44
Psychic premium rate telephone services	44
Promotion of psychic services	50
Short form promotion on television	54
Long form promotion on television	59
Conclusion: views on the options for promotion	65
4. Glossary of terms	68
5. Appendices	71

1. Executive summary

Introduction

Ofcom is required under the Communications Act 2003 to draw up, and from time to time revise, a code for television and radio, covering standards in programmes, sponsorship and privacy.

Since the Broadcasting Code (Code) was first published in 2005, the industry and regulatory environment in which it operates have undergone many changes. In particular, there are now a number of adult sexual entertainment channels (in the Adult section of the Sky electronic programme guide) and psychic channels (in the Specialist section of the Sky EPG), which are primarily funded by viewers calling premium rate telephone services (PRS).

This form of television is an example of Participation TV (PTV). In its current review of the Code, Ofcom is considering how PTV should be regulated. Ofcom has previously consulted on proposals for changes to the Code¹ that could mean that PTV channels opt to be regulated as teleshopping, namely as long form advertising in a programme block or channel. Teleshopping is regulated under the Advertising Standards Code.

Under the current Advertising Code, the advertising of premium rate telephone services of a sexual nature is restricted to encrypted channels, and psychic practices are currently prohibited, with the exception of some pre-recorded services. This applies to both long form advertising (such as teleshopping channels) and traditional short form advertising, such as spot adverts in advertising breaks on general channels.

A key issue raised in relation to Ofcom's previous consultation was a lack of research into general viewer opinion on adult sexual entertainment premium rate services and psychic premium rate services, and their promotion on television and other media. Research completed for the previous Ofcom consultation focused on user opinions on these services as participation TV. It was therefore based on a limited sample and addressed issues in usage rather than promotion. Other studies into TV programming featuring adult content (Ofcom's research into sexual content for the Broadcasting Code Review, 2009) and psychic content (ITC's research into alternative beliefs, psychic and occult phenomena, 2001) were based on these types of content featuring in editorial programming, rather than promotional or interactive services. Consequently, Ofcom commissioned independent viewer research from Essential Research (who also worked on the previous PTV research) on adult sexual entertainment and psychic premium rate telephone services, and their promotion on television.

¹ See <http://www.ofcom.org.uk/consult/condocs/participationtv/>.

Research objectives

Ofcom has identified two key areas to explore in relation to the general public's attitudes towards adult sexual entertainment and psychic premium rate telephone services:

- What are the general public's attitudes towards the promotion of the product (adult sexual entertainment/psychic PRS) on television?; and
- What are the general public's attitudes towards the content of the television channels or adverts featuring the product?

Attitudes were to be explored in relation to both the current long form promotion on dedicated channels and to the idea of short form promotion (i.e. spot advertising) of adult sexual entertainment or psychic premium rate telephone services on television.

Methodology

Following pilot sessions on both adult and psychic participation television services on June 2nd, a total of 20 discussion groups were conducted from 10th- 29th June 2009. Ten groups with a representative sample of the general public focused on psychic participation television and ten groups with a representative sample of the general public focused on adult participation television.

The complexity and relative unfamiliarity of the subject matter necessitated a semi-deliberative approach, consisting of spontaneous discussion and considered responses to information about the services and a selection of video clips.

Sample

Research sessions were conducted at five locations across the UK: London, Belfast, Glasgow, York and Bristol.

Each session involved 8-12 participants (total sample size: 222 of which 113 made up the Psychic discussion groups and 109 made up the Adult discussion groups).

Each session comprised single sex groups from similar age bands (groups were held with participants aged: 20-29 years old, 30-39 years old, 40-49 years old, 50-59 years old and 60-75 years old).

The sample was selected based on a range of criteria, including gender, region (urban, suburban and rural), ethnicity, socio-economic group, parental status, general attitudes to social issues, TV platform ownership, and whether individuals were light, medium or heavy TV viewers.

Session design

Each discussion group lasted two hours. Each group comprised people from a range of backgrounds and varying TV consumption habits.

In addition to exploring the issues at hand, paper questionnaires and hand-show exercises were also used to stimulate discussion. Where necessary, participants were read scripts explaining the role and duties of Ofcom, a description of adult sexual entertainment and psychic services (both in general and on television), and an overview of the current considerations with respect to how such services might be promoted on television in the future.

A similar discussion flow was used across both Adult and Psychic research groups. Following a general exploration of people's awareness and attitudes towards different participation television services, participants were prompted with descriptions of either adult sexual entertainment or psychic premium rate telephone services (depending on the group). A discussion about these services was followed by consideration of the promotion of these services across different media and specifically on television. Verbal descriptions and video clips were used to inform respondents about the nature of such broadcasts. The clips were taken from various psychic and adult participation television channels and had aired a few months before the research commenced.

Following discussion of various options for the promotion of this type of service, participants were asked to consider appropriate conditions for the promotion of these types of products on TV.

Importantly, throughout the research a distinction was drawn between 'short form promotion' (i.e. 15 or 30 second TV spot advertising), and 'long form promotion' (i.e. longer blocks of scheduling or entire TV channels, wholly focused on the promotion of premium rate telephone services).

It should be noted that all data were gathered as part of a qualitative process and are intended primarily to deliver an overall sense of the balance of opinion across groups.

Key findings

The following section provides contextual information as background to the responses to the key research issues.

Participation television

- There was a high level of awareness of certain kinds of PTV services, driven by reality television shows such as *X-Factor*, *Big Brother*, and *Britain's Got Talent*. A large proportion of the sample claimed to have watched a service involving participation, for example news polls, reality television and game shows. However, only a small proportion claimed to have *interacted* with such a programme - most commonly a reality television format.
- Awareness of PTV channels relating to subjects such as adult sexual entertainment and gambling was also high (psychic TV was less familiar). Claimed viewing / usage of such channels was low across the sample.
- Broadly, two PTV 'types' were identified across the groups:
 - Entertainment at heart, i.e. mainstream appeal shows such as *Big Brother*, *I'm A Celebrity*, or quiz shows; and
 - Participation at heart, i.e. niche appeal shows and channels such as gambling, dating, psychic chat, adult chat.
- The ability to participate in entertainment-centric programming was felt to offer a number of advantages - the possibility of participation meant a greater degree of interaction and sense of involvement. However, where participation-centric programmes were concerned, discussion tended to centre on their *disadvantages*. Such services were widely regarded as cynical 'revenue generators', with little care for the wellbeing of vulnerable individuals, including children. Ultimately, however, it was felt that the choice to call a PTV service was, and should remain, the individual's decision, and that therefore the opportunity to do so should remain.
- Participants also spontaneously queried the PhonepayPlus rules aimed at preventing misuse by minors (i.e. callers must be aged over 18 years old and have the bill payer's permission). Most participants felt that these measures would be difficult to enforce (i.e. that it is not always possible to differentiate between an adult and a minor by voice alone). They also felt that PRS companies would be inclined to overlook these rules for the sake of making money.

Adult sexual entertainment services

The following findings are based on the 109 participants who took part in the Adult PTV discussion groups.

Adult sexual entertainment premium rate telephone services

- Awareness of adult sexual entertainment premium rate telephone services in general was uniformly high, driven largely by people's familiarity with advertisements in the rear sections of print newspapers and magazines.
- Men and those in the younger age groups (20-29 years) tended to be more accepting of the product than their female and older counterparts and whilst a small proportion of people could not accept it at all, most agreed that the product should continue to exist, arguing in favor of freedom of choice and citing concerns about 'nanny state'-esque restrictions.
- While the majority of participants were of the view that this type of product is, for the most part, harmless, a small, largely older/female minority of participants believed it to be harmful. They worried about the impact the product would have on the following groups:
 - Children and young people (who might be negatively influenced if exposed to the product);
 - Users (regular callers, at risk of an unhealthy addiction / potentially destructive consequences for their personal lives);
 - Those providing the services (telephone operatives, who were felt to be at risk of exploitation).
- Just as most had stated that the product should exist for those who want it, these participants equally agreed that it had a right to be promoted. In the main, it was considered acceptable to promote the product in places where people who want it could find it (in magazines and on the internet), rather than in places where the product could find people (in outdoor advertising, television, or on the radio). *N.B. This discussion took place before participants had been shown any stimulus of adult chat PTV.*
- Across the group discussions, spontaneous awareness of adult chat TV channels featuring adult sexual entertainment premium rate telephone services was reasonably high, although prompted awareness showed that men were more than twice as likely as women to be aware of such services (two thirds versus one third). Claimed viewing ever of such services was relatively low (approximately one in four participants said they had ever viewed) as was interaction with such services (around one in fourteen participants had ever called or texted).
- Overall, most participants did not object per se to the promotion of adult sexual entertainment telephone services on television: in the right place and at the right time,

promotion of the product on television could be considered acceptable. Two principles underpinned this view:

1. Control: allowing me to make the choice over whether I want to be exposed to this kind of product, on behalf of myself and others (particularly children);
 2. Containment: keeping such promotions away from mainstream audiences.
- The majority rejected the idea of short form promotion of the product, primarily because it would directly conflict with the desire for control and containment. As such, the vast majority did not want to see any short form promotion on Channel 3, Channel 4 or Channel 5 or other general entertainment channels (such as ITV2 or Living TV). For the majority of participants, the most acceptable route for short form promotion on television was promotion on a dedicated TV channel in the Adult section of the EPG.
 - Overall, most participants supported the continuation of long form promotion in its current form on dedicated channels. However, as with short form promotion, the vast majority did not want to see the product promoted outside of a dedicated TV channel in the Adult section of the EPG. Out of a number of possible restrictions, participants put them into the following order of priority:
 - Must only appear on a dedicated PTV channel in the Adult section of the EPG;
 - Unless there is a facility to have a genre-driven EPG and parental PIN lock on Freeview (as is the case for other digital TV platforms), the product must not be carried on Freeview;
 - Must have appropriate limits on language and nudity;
 - Must feature a warning about risk of offence to some viewers and minors.
 - A minority of participants (largely males), supported both long and short form promotion of the product outside of dedicated TV channels in the Adult section of the EPG. For these people, the following restrictions were, however, considered important, mainly with respect to the protection of children and young people:
 - Must not be carried on Channel 3, Channel 4 or Channel 5; and
 - Must not feature before certain times (pre-9pm watershed, ideally later).
 - A small proportion of participants (around one in 20), were offended by the nature of the product to such an extent that they were opposed to any promotion of the product on television. This view was equally held by men and women from the two oldest age groups in the research: those aged 50-59 years and those aged 60-75 years. These participants were of the view that it should only be promoted in specialist magazines, out of sight and mind of family audiences.

Psychic services

The following findings are based on the 113 participants who took part in the Psychic PTV group discussions.

Psychic premium rate telephone services

- Spontaneous awareness of psychic premium rate telephone services in general was relatively high, driven by people's exposure to promotions in the rear sections of newspapers, newspaper supplements and certain print magazines.
- Participants held mixed views about such services. Almost no one believed that this kind of product was genuine, and most were of the view that it was a relatively harmless form of entertainment. For others, however, it was felt to be harmful, on the grounds that it would largely be used by those in need of professional counseling, which undermined its claimed status as an 'entertainment' product. To a lesser extent, the protection of children and young people was also an issue, though most felt that a product of this nature would be of little interest to this audience.
- Irrespective of this divide in feeling, most people were of the opinion that the product has a right to exist, arguing in favour of freedom of choice and expressing concerns about 'nanny state'-esque restrictions.
- In the main, it was considered more acceptable to promote the product in places where people would expect and know where to find it (in magazines and newspapers), rather than in places where the product could find people (on TV or on the radio).
- In spontaneous discussion, TV was considered the least acceptable place to promote the product, as it was felt to be more powerful and persuasive than other media. *N.B. This discussion took place before the participants had been shown any stimulus of psychic PTV.*
- There was low spontaneous awareness of psychic TV channels and their telephone services across the groups. However, prompted awareness showed that around two thirds were aware (roughly even across men and women). Claimed viewing of a psychic PTV channel (around one in five participants had ever viewed), and interaction with its premium rate service (around one in 50 had ever called or texted) were much lower.
- Overall, most did not object per se to the promotion of psychic premium rate telephone services on television: in the right place and at the right time, promotion on television could be considered acceptable. The principles underpinning this view were:
 1. Control: allowing me to make the choice over whether I want to be exposed to this kind of product, on behalf of myself and others (particularly children);
 2. Containment: keeping such promotions away from mainstream audiences.

- The majority of people were against the idea of short form promotion of the product on television on the grounds that it would directly conflict with their desire for control and containment.
- Despite negative views towards the product, most participants supported a continuation of long form promotion of the product on television. Out of a number of possible restrictions, participants put them into the following order of priority:
 - Must only be on a dedicated psychic PTV channel in the Specialist section of the EPG;
 - Must feature a disclaimer about the advice given (and it must be made clear that the product is for 'entertainment purposes' only);
 - Unless there is a facility to have a genre-driven EPG and parental PIN lock on Freeview (as is the case for other TV platforms), the product must not be carried on Freeview.
- The following condition was also of concern to a (mostly female) minority:
 - Must have appropriate limits on psychic practices (participants did not want to see anything relating to the occult, i.e. Voodoo, Devil worship, etc).
- Roughly a quarter of participants (largely males), were in support of both long and short form promotion of the product on television. However, their conditions largely restricted this activity to dedicated channels within the Specialist section of the EPG. For the handful of people who supported promotion across general entertainment channels, their condition was:
 - Must not feature before certain times (ideally not before 11pm, so that such activity would not interrupt their viewing experience).
- A minority (around one in seven) felt that any promotion of the product on television was unacceptable. This view was more likely to be expressed by women in their 40s and 50s. These participants felt exposure to the product could do more harm than good and as a result they felt it should be promoted exclusively in the media where users would expect to find it (specialist magazines), rather than on television where it might attract a wider, potentially vulnerable, audience.

2. Background

Introduction

Ofcom is required under the Communications Act 2003 to draw up, and from time to time revise, a code for television and radio, covering standards in programmes, sponsorship and privacy.

Since the Broadcasting Code (Code) was first published in 2005, the industry and regulatory environment in which it operates have undergone many changes. In particular, there are now a number of dedicated Adult Chat PTV channels (in the Adult section of the Sky EPG) and dedicated Psychic TV channels (in the Specialist section of the Sky EPG), which are primarily funded by viewers calling premium rate telephone services (PRS) promoted on air.

This form of television is an example of Participation TV (PTV). Ofcom is considering how PTV should be regulated in its review of the Code. Ofcom has previously consulted on proposals for changes to Code that could mean that PTV channels opt to be regulated as teleshopping, namely as long form advertising in a programme block or channel. Teleshopping is regulated under the Advertising Standards Code.

Under the current Advertising Standards Code, the advertising of premium rate telephone services of a sexual nature is restricted to encrypted channels, and psychic practices are currently prohibited with the exception of some pre-recorded services. This applies to both long form advertising (such as teleshopping channels) and traditional short form advertising, such as spot adverts in advertising breaks on general channels.

A key issue raised in relation to Ofcom's previous consultation was a lack of research into general viewer opinion on adult sexual entertainment and psychic premium rate telephone services, and their promotion on television and other media.

While research completed for the previous Ofcom consultation included user opinions on these services as PTV, this was based on a limited sample and addressed issues in usage rather than promotion. Other studies into TV programming featuring adult content (Ofcom's research into sexual imagery for the Broadcasting Code Review, 2009) and psychic content (ITC's research into alternative beliefs, psychic and occult phenomena, 2001) were based on these subjects featuring in editorial programming, rather than promotional or interactive qualities. Consequently, Ofcom commissioned independent viewer research from Essential Research (who also worked on the previous PTV research) on adult sexual entertainment and psychic premium rate telephone services, and their promotion on television.

Research objectives

Ofcom has identified two key areas to explore in relation to the general viewing public's attitude towards adult sexual entertainment and psychic premium rate telephone services:

- What are the general public's attitudes towards the promotion of the product (adult sexual entertainment or psychic premium rate telephone services) on television?; and
- What are the general public's attitudes towards the content of the channels or programmes featuring the product?

Methodology

Following pilot sessions on both adult and psychic participation television services on June 2nd, a total of 20 discussion groups were conducted from 10th- 29th June 2009. Ten groups with a representative sample of the general public focused on psychic participation television and ten groups with a representative sample of the general public focused on adult participation television.

The complexity and relative unfamiliarity of the subject matter necessitated a semi-deliberative approach, consisting of spontaneous discussion and considered responses to information about the services and a selection of stimulus clips.

Sample

Research sessions were conducted at five locations across the UK: London, Belfast, Glasgow, York and Bristol. Each session involved 8-12 participants (total sample size: 222 of which 113 made up the Psychic discussion groups and 109 made up the Adult discussion groups).

Each session comprised single sex groups from similar age bands (groups were held with participants aged: 20-29 years old, 30-39 years old, 40-49 years old, 50-59 years old and 60-75 years old). The precise breakdown can be seen in Appendix A.

In terms of recruitment the sample were selected based on the following criteria:

- Sex;
- Region (urban, suburban and rural);
- Ethnicity;
- Socio-economic group;
- Parents versus non-parents;
- Social attitudes ('liberal' versus 'conservative');
- TV platform ownership (analogue terrestrial, Freeview, Sky or cable television);
- Light, medium or heavy TV viewing.

Those who took part in the Adult groups were also screened to make sure they would be willing to view visual material that might not appeal to their tastes.

Session design

Each discussion group lasted two hours. Each group comprised people from a range of backgrounds and varying TV consumption habits.

In addition to exploring the issues at hand, paper questionnaires and hand-show exercises were also used to stimulate discussion. Where necessary, participants were read scripts explaining the role and duties of Ofcom, a description of adult sexual entertainment and psychic services (both in general and on television), and an overview of the current considerations with respect to how such services might be promoted on television in the future. Note that copies of all materials used during the sessions may be found in the appendices to this report.

A similar discussion flow was used across both adult and psychic research groups. Following an exploration of generic attitudes towards participation television (PTV) and spontaneous attitudes to premium rate telephone services (PRS), people were prompted with descriptions of the adult sexual entertainment or psychic premium rate telephone services. A discussion about these services was followed by consideration of the promotion of these services across different media and specifically on television. Verbal descriptions and video clips were used as an aid to discussion. The clips were taken from the psychic and adult PTV channels and had aired a few months before the research commenced.

Following a broad discussion about various scenarios for the promotion of this type of service, participants were asked to consider potential options for the promotion of these types of products on television.

Importantly, throughout the research a distinction was drawn between 'short form promotion' (i.e. 15 or 30 second TV spot advertising), and 'long form promotion' (i.e. longer blocks of scheduling or entire TV channels, wholly focused on the promotion of a single product, such as premium rate telephone services).

An outline of the session structure is provided on the following page. The discussion guides used for this research are also included in Appendices B and C.

It is important to note that findings in this report are based upon an overall sample size of 222 participants: 113 from the Psychic group discussions and 109 from the Adult group discussions.

It should be noted that all data were gathered as part of a *qualitative* process and are intended primarily to deliver an overall sense of the balance of opinion across groups.

Outline of the session structure

Welcome and introduction by Essential Research

Stimulus: An introduction to Ofcom and the Broadcasting Code

Discussion: Television

Discussion: Participation television

Stimulus: Description and regulation of adult sexual entertainment / psychic premium rate telephone services

Discussion: Adult sexual entertainment / psychic premium rate telephone services

Discussion: Promotion of adult sexual entertainment / psychic premium rate telephone services

Stimulus: Scenario of short form promotion of adult sexual entertainment / psychic PRS on television

Discussion: Short form promotion of adult sexual entertainment / psychic PRS on television

Stimulus: Medley of adult / psychic PTV clips (c. 15 minutes)

Discussion: Long form promotion on television

Discussion: Audience views on the options for promotion

3A. Contextual insights

Participants were asked to consider and discuss their attitudes towards television in the broadest sense, in order to understand whether there were any spontaneous concerns relating to participation television. This exercise was facilitated by a participant pre-task booklet which encouraged participants to start thinking about such matters prior to attending the research session.

Spontaneous attitudes towards television in general

- Across groups there was a general sense that, as the number of television channels, programmes and adverts has proliferated, standards of television have declined. This perceived decline was characterised by a perceived increase in the use of bad language, sex and violence and the rise of 'low cost' television channels, programmes and adverts.
- Among parents and grandparents in particular, there was concern about the role that television is playing in the perceived wider moral decay of society and, in particular, its influence on children and young people;

"Pre 9 o'clock the swearing has increased. There's no need for the swearing. I don't have kids but I think 9 o'clock is early. Now children are a lot more aware."

Female, 40-49 yrs, York

- There was also a commonly held perception that the current watershed time of 9pm is becoming increasingly ineffective at protecting minors from adult content. This was founded on the belief that children now tend to go to bed later, and an ever-increasing number also have a television in their bedroom (often including digital channels);

"There is the watershed but every kid in the country has a TV in their bedroom now. You can't watch them all the time. Kids go to bed long after midnight now so there is no watershed really. ... What is difficult is if there is no warning, you are watching something and then without warning people start swearing all over the place ... TV is just encouraging that way of life among our kids ... TV has a duty of care, I think."

Male, 60-75 yrs, York

"My son stays up later than I and I don't approve of what he watches even though he is 21. He watches Sexcetera, it's quite outrageous. Easy access to pornography, lack of education - young teenagers think they can go off and do what is shown."

Female, 40-49 yrs, York

- In addition, a greater proportion of television content is now watched time-shifted, because of the popularity of '+1' channels, hard disk recorders and video on demand

services. This was also felt to contribute to the increasing degree of exposure among minors to potentially unsuitable content.

- As a result, it was felt that the need to self-regulate viewing was becoming increasingly important in order to protect both minors (e.g. use of digital television box parental PIN) but also to manage individual television experiences (e.g. favourite channels list, genre menus).
- That said, among our sample, there was little in terms of television programming that actually caused personal offence, and in circumstances where this was the case, the individual had the choice to change the channel. These views were underpinned by a widespread belief that television should mirror the wide spectrum of tastes and interests that are present in UK society today.

Awareness, usage and attitudes towards participation television

Participants were asked to list different types of television programming or advertising that were seen as encouraging audiences to contact a premium rate telephone service (PRS). The facilitator then assisted the discussion by introducing a full range of participation television types on cards and asking the participants to sort and/or group them as appropriate. Individual awareness and usage data was then captured from every participant using self-completion paper booklets.

Spontaneous awareness and usage

- Almost all believed that PTV services were a ubiquitous feature of modern television. A small minority claimed to have participated at some point (principally voting or quizzes), but very few claimed that this was something that they regularly did, or were inclined to do in the future. This was partly attributed to the recent media coverage surrounding vote rigging scandals on well respected shows such as *Ant and Dec's Saturday Night Takeaway*, *Blue Peter* and *This Morning*, amongst others.

Prompted awareness and usage

- Across the sample, PTV services were seen as ubiquitous, with high prompted awareness of different types, driven by awareness of reality television and game shows.
- A large proportion of the sample said that they watched television programmes that included participation, namely news polls, reality television and game shows. Around two in five participants said they regularly watched news polls, whilst a third said that they regularly watched reality television.
- In terms of interaction, just over a third said they had regularly phoned in or texted a reality television show.

Attitudes towards participation television services

- Most participants thought that PTV services *in general* tend to appeal more to female and younger television audiences and - in the case of certain programme content - vulnerable groups within society.
- Overall, PTV services were widely regarded as money-making schemes for the programme(s) and channel(s) in question, with few genuine audience benefits;

"Some are trying to get a lot of money out of a few people, others are trying to get a little money out of a lot of people."

Male, 40-49 yrs, London

"Some of the stupid questions of these phone-ins you know? ... 'Where is London Bridge? (A) Barcelona, (B) Melbourne or (C) London?' That irritates me."

Male, 40-49 yrs, London

- There was a sense that PTV programmes and channels represented, on the whole, 'poor quality' television; a cheaper alternative to better quality, non-participation television programming.
- There was also a widespread concern about the financial cost to users of such services, with premium rate call charges seen as disproportionately high and lacking in transparency;

"I think they are quite expensive and people might not know and get ripped off."

Female, 20-29 yrs, London

"You don't realise how quick you can run up a bill."

Male, 60-75 yrs, Bristol

"You can never really get through and you spend money even if you don't get through."

Female, 20-29 yrs, London

- Most felt that PhonepayPlus rules (i.e. callers must be aged 18+ and have the bill payer's permission), would be difficult to implement in practice. Some were sceptical about whether service operators were abiding by the rules. They felt that the key focus of PRS was commercial gain and, as such, asking for the age of the caller would not be a prime concern to such organisations or an effective means of preventing the participation of minors;

"That's a very idealistic view isn't it? There's bound to be under 18s calling up."

Male, 30-39 yrs, York

"How do they know the voice on the other line isn't a 13 year old?"

Female, 50-59 yrs, York

Attitudes towards different types of participation television

- Audiences tended to differentiate between different PTV types based on the following factors:
 - Entertainment value of content (without PTV element);

- Nature of interaction (human vs. automated);
 - Typical audiences/users;
 - Relationship between typical audiences /users and the service;
 - Risk of harm.
- The degree to which certain programme types were felt to fall under these categories led to participants identifying two broad groups:
 - Entertainment at heart: reality, voting, news polls, etc;
 - Participation at heart: gambling, adult sexual entertainment, dating, psychic, shopping, quizzes, auctions.

Entertainment at heart

- Programming grouped under this heading tended to be regarded as relatively harmless, as they were perceived as mass entertainment television formats where participation plays only a small part in the overall appeal/purpose of the show and where the perceived risk of harm or offence to the individual audience member is relatively low.
- Negative publicity around the PRS misdeeds of certain shows (*Ant & Dec, Blue Peter*), had left many with reservations about the practices of the associated channels and production companies. However in the main it was felt that programme content in this category was harmless, with more benefits than disadvantages. These included:
 - providing a positive enhancement to the linear programme;
 - giving audiences an opportunity to change the outcome of the programme;
 - donating profits to charity;
 - supporting emerging talent.

*"There is a sense of belonging ... joining in."
Female, 30-39 yrs, Bristol*

*"Good entertainment."
Female, 50-59 yrs, York*

*"Involvement isn't it? People think they can make a difference. Their vote counts."
Male, 30-39, York*

*"Sharing a range of opinions."
Female, 20-29 yrs, London*

Participation at heart

- Programming which was classified under this heading tended to provoke more debate and concern, for a number of reasons:
 - Content was perceived to exist solely to make money from PRS;
 - Targeting niche audiences, often vulnerable groups;
 - High possibility of addiction / dependency;
 - Significant risk of harm in the form of monetary / emotional difficulties.

*"It's purely for profit making."
Male, 30-39 yrs, York*

*"To make money, target the vulnerable, catch drunk people out after a night out by teasing callers with simple looking answers."
Male, 50-59 yrs, Belfast*

*"I think you get strung along for several minutes before you get to anything worth listening to."
Male, 30-39 yrs, York*

*"They make the answer so simple so people phone in."
Female, 50-59 yrs, York*

*"Harmless, but it could get people into a lot of debt."
Male, 30-39 yrs, York*

- In spite of a number of fundamental reservations about such services, many did concede that the choice of calling a programme or channel was ultimately the individual's decision:

*"People ring it if they want to ring it. It might be sad but it's providing enjoyment to them. It's their money."
Male, 30-39 yrs, York*

3B. Adult sexual entertainment services

Participants were given the following description of adult sexual entertainment telephone services, before being asked to discuss their perceptions and experiences of such services:

The main product is a call to an adult entertainment chat-line premium rate number. Adult entertainment chat lines can be either:

- *Non-sexual, also known as "Flirt" chat-lines*
- *Sexual, also known as "Adult sexual entertainment" chat-lines*

The general rules on adult entertainment chat-lines are:

- *Content must comply with rules on harm, offence and misleading the audience*
- *Sexual phone lines must begin with a particular prefix to distinguish them from other chat-lines*
- *Under-18s cannot be customers, and their calls must be terminated*
- *Information about call costs and the service provider must be announced*

Following discussion about the product, the group then discussed promotion of such services across different media.

Data was collected in two ways:

- Group discussion
- Self-completion questionnaire

Spontaneous discussion around adult sexual entertainment premium rate telephone services

- Overall, there were high levels of awareness of adult sexual entertainment premium rate telephone services amongst the groups (especially amongst the men), driven, primarily, through promotions in the rear sections of newspapers and magazines.
- There was a general acknowledgement that this type of service has been widely available for some time. There was a sense that such services are gradually becoming more commonplace and visible within society;

"Five years ago you would have got a different response; we are becoming de-sensitised to it."

Female, 30-39 yrs, Bristol

- Broadly speaking, men and those in the younger age groups were accepting of the product and, overall, most participants thought that the product should exist. This was driven by a defence of individual 'freedom of choice', and wider resistance to what they regarded as 'nanny state'-esque restrictions.
- A small proportion of participants were opposed to the existence of adult sexual entertainment telephone services, perceiving them as having a potentially harmful impact on society. For these individuals, there was concern at the increasing acceptance of what they regarded as a product on the edge of what was legally (and morally) acceptable. This small proportion of participants likened the product to legalised prostitution and raised questions as to why it remained legal when physical prostitution is not.
- Very few participants claimed to be personally offended by the product. Overall, participants accepted that interest in this type of product was a matter of individual taste and needs and, as such, individuals should be given the choice to either ignore or use such a service.
- There was, however, acknowledgement that the product could cause offence to certain sections of society:
 - some women;
 - older, more traditional audiences;
 - certain religious groups;
 - children and young people.
- Participants were also asked whether they felt the product was harmful or harmless. There were mixed reactions towards this, with just over half the participants reasoning that the product was harmless. This was on the grounds that it was considered to be mainly about entertainment and was felt to offer a relevant service to those less able to find companionship in the 'real world'.
- Some could see a potential for harm, largely relating to the degree of vulnerability of the caller. A relatively harmless call could develop into a harmful addiction, and the product could lead to financial difficulties;

"It could be [harmful] because if someone's that lonely and they feel they need to ring the line... if they are not in the economic situation to do that... so for them it could be harmful."

Male, 40-49 yrs, London

- A small minority believed that the product was harmful, and questioned whether it had a right to exist. They raised the following concerns:
 - The product may not 'satisfy' all men and could leave them wanting more (i.e. something illegal);

"I don't think this would really satisfy a man ... it's just going to fill people's minds with all sorts."
Female, 60-75 yrs, Glasgow
 - The risk that the product could give men (especially younger men), unhealthy expectations of women;

*"There must be boys who watch that ... they're just going to grow up thinking every girl they meet wants to f*** like crazy because that's all they want to do ... They are never ever going to have any respect for girls."*
Male, 40-49 yrs, London
 - The risk that the product could open a gateway to normalising more extreme sexual fantasies. Some queried whether there was an enforced limit to how extreme the conversation was permitted to become.
- PhonepayPlus rules were discussed in the context of adult chat telephone services, although not detailed specifically as part of this research.
- It was widely felt by participants that the current PhonepayPlus rules, of callers needing to be 18 years old or over, would be difficult to put into practice because of the difficulty of determining someone's age by voice alone. Participants also felt that some service operators may not abide by rules in the interest of their own commercial gain. Most participants were sceptical about whether screening of children and young people would result in the termination of calls, and that even if it did, a charge would have nonetheless been incurred.

Adult sexual entertainment participation television services

- Adult chat PTV services were frequently mentioned during spontaneous discussion of different PTV services. Indeed, upon prompting, around half said they had heard of such services.
- Awareness of such services was higher among males than females. Males were also more likely to have watched these channels ever, with about one this saying yes, compared to very few females.

- Of the total sample, very few said that they had actually phoned in or texted an adult sexual entertainment PTV service; most of these claimed to have phoned or texted once; very few participants said that they 'sometimes' or 'regularly' called.
- In addition to the generic concerns about adult sexual entertainment premium rate telephone services (mentioned in the previous section), specific concerns associated with adult PTV services were as follows:
 - How far the presenters were motivated / instructed to keep callers on the line;
 - The point at which the call charges commence;
 - Whether callers are made aware of running call costs;
 - The average length of calls;
 - The average frequency of calling;
 - Whether individuals talked to the same presenter or different presenters each time they call (i.e. the risk of false relationships developing).

"Blatantly their job at the end of the line is to wind this geezer up ... sexually wind him up ... tease him and probably keep him on that phone as long as possible ... make out she is his best mate, fancies him ... get the geezer to put the phone down thinking 'I'm well in with her'."

Male, 40-49 yrs, London

Conclusion

- Despite the majority viewing the product as 'not for me', the vast majority of participants thought that such services have a right to exist. This was driven by:
 - A defence of democratic values and the idea of individual 'freedom of choice';
 - Resistance to the idea of a 'nanny state'.

Spontaneous discussion around the promotion of adult sexual entertainment premium rate telephone services

After collecting participants' views on adult sexual entertainment premium rate telephone services, the discussions moved onto the promotion of the product.

Participants were asked whether they were aware of any promotion of the product across various media types (e.g. radio, outdoors, television, newspapers, magazines). Furthermore, they were asked whether promotion of the product was more or less acceptable across these different forms of media.

Participants' views were collected in two ways:

- Group discussion;
- Self-completion questionnaire activity.

- Most felt that the product should be available to those who want it and as such it was considered acceptable to promote it. This view was underpinned by the following views:
 1. Individuals should have freedom of choice;
 2. People should respect the tastes and needs of others.

"You've got to bring it to people's attention at some stage. The more underground you make it, the more they're going to want to do it."

Male, 30-39 yrs, York

Attitudes towards promotion across different media

- Although almost all participants felt that the product had the right to be promoted, the media through which this was considered to be acceptable was a matter of debate. The protection of minors was by far the main consideration when determining appropriate media through which to promote the product. Broadly, it was thought more appropriate to promote the product through media where children and young people would not be exposed to it.
- As part of the self-completion questionnaire task, participants were asked to consider six different types of media in terms of their acceptability as a promotional platform for adult PRS products, and thereby attribute each medium a score between 0 and 10, where 0 was 'not at all acceptable' and 10 was 'definitely acceptable'). The six media types were internet, magazines, television, radio, newspapers and outdoors.
- The different media routes in order of most acceptable to least acceptable, were as follows:

- Magazines;
 - Internet;
 - Newspapers;
 - Television;
 - Radio;
 - Outdoors.
- Magazines and the internet were seen as the most acceptable avenues to promote the product. This was largely driven by the view that these are avenues through which individuals actively searching for the product would look for and expect to find it. Moreover, it would be out of reach of those who were not seeking it and did not wish to do so.
 - Participants did concede that some magazines and internet sites did run the risk of exposing the product to minors, and to adults who may not wish to see it. Therefore, when referring to magazines and the internet as acceptable promotional vehicles, participants were referring to specialist magazines and dedicated internet sites.
 - Promotion of the product in newspapers was more controversial because of the potential to attract interest among children and young people;

*"I don't think it's acceptable in the daily papers. Where you've got [the] children's section ... 'Your mobile ringtones' and things which kids are interested in."
Male, 30-39 yrs, York*

- It was argued that such products should be more strategically promoted so that they reach the audiences they are relevant to and by-pass those that should not be exposed to them.
- Meanwhile, radio and outdoors were seen as the least acceptable routes to promote the product. Those with children or grandchildren were more likely to be of the view that this type of product should remain 'top shelf', i.e. available for those who want it and out of reach for those who do not (and out of children's reach);

*"They [children] are bombarded from all angles on sex, it's pervasive in society, difficult to screen them from it."
Female, 50-59 yrs, York*

Attitudes towards promotion on television

- In the self-completion questionnaire, the idea of promoting adult sexual entertainment telephone services on television was one of the least popular promotional routes for the product compared with other forms of media such as print or the internet.

Note that this discussion and data capture exercise preceded any viewing of stimulus and/or any discussion around the difference between long and short form promotion and dedicated versus non dedicated television channels. Participants' judgements tended to be more negative at this stage of the discussion and opinions were voiced in relation to mainstream television in general.

- Those opposed to the promotion of the product on television, were generally guided by two broad principles;
 - Control: allowing me to make the choice over whether I want to be exposed to this kind of product, on behalf of myself and others (particularly children).
 - Containment: keeping such promotions away from mainstream audiences.

"What winds me up is it's [promotion of adult sexual entertainment PRS] on late night TV on the adverts. You know where to go if you really want that, but don't put it on mainstream TV."

Male, 30-39 yrs, York

"They've been in adult magazines for years, now they're putting it on TV... it's one step too far."

Female, 50-59 yrs, York

"I don't think TV is the place for this."

Male, 40-49 yrs, London

- During spontaneous discussion, a small minority said that television in general was an acceptable medium to promote such a product. For this group, television was regarded as 'just another place' to promote a legitimate service, and that there were 'worse' things promoted on television, such as debt consolidation loans.
- The main arguments against television as a platform to promote the product were as follows:
 - Indiscriminate – mainstream audiences, children and vulnerable groups exposed;
 - Protection of children and young people;
 - Intrusive – in your home, your living room, your bedroom;
 - Embarrassing – the potential to cause uncomfortable family viewing;
 - Incongruous – with what is supposed to be an entertainment medium;
 - Deceptive – blurring the line between 'fantasy' and 'reality' (lack of clarity that the service on offer is a phone call and not to a physical relationship);
 - Undue endorsement of the product (TV condoning something that society has yet to make a decision on);
 - Offensive to some women, religious groups, people with more traditional views, children and young people;
 - Setting a precedent for the promotion of other products and services that society is morally unsure about;

- Inappropriate due to the potentially addictive / harmful nature of the product;
- Contributing to the general decline in TV standards.

*"It [adult material] gets enough coverage already. They shouldn't encourage more."
Male, Glasgow*

*"If you pay your TV licence and you get bombarded with all this [promotion of adult sexual entertainment PRS] it ruins your experience."
Female, 20-29 yrs, London*

*"She [wife] was really offended by it [late night advert for an adult chat line]. She thought it was out of order ... on the terrestrial channel ... I could have been watching it [film] with my daughter and that could have come on."
Male, 40-49 yrs, London*

*"My missus would go mad anyway... whatever time it was on ... if she was watching a film and that came on it would be, 'Hope you are not watching that channel again?'"
Male, 40-49 yrs, London*

- During discussion, it was clear that television was widely regarded as having a particular duty of care, owing to (a) its role as the hub of family entertainment and (b) its perceived ability to influence people. As such, promotion of such a product on television was also felt to be incongruous with this duty of care;
 - It would send out signals about sexual behaviour which would conflict with Government messages;

*"On one hand you've got the Government promoting safe sex and on the other hand you've got this shoved in our faces."
Male, 30-39 yrs, York*

- It could attract a new audience which would not have sought it otherwise;

*"For me it's not the ad, it's what they're advertising. They are encouraging more and more people who would not have gone near these channels to start using them and I think it leads to problems."
Female, 30-39 yrs, Bristol*

Protection of children and young people

- There was widespread concern that a product certified as 'over 18s only' might reach a wider audience among curious minors as a result of increased promotional opportunities. Although it was widely accepted that this type of product is promoted in areas where children can already find it (newspapers, magazines and the internet), it was felt that promotion on television would play a major role in increasing this accessibility. Many

participants were worried that a TV presence would also suggest that the service on offer was considered an acceptable, mainstream practice.

- Upon mention of the current PhonepayPlus regulations, most participants felt that these rules and security measures would be difficult to implement. Almost all said that a call from a minor would: a) be difficult to identify and b) may not be terminated owing to the over-riding commercial interest of the organisation involved. There was also concern that minors may call the service and run up large phone bills, especially as a high proportion of children have mobile phones.
- It was spontaneously observed that for promotion of the product to be acceptable on television:

- It should be kept away from the general entertainment channels (including Channel 3, Channel 4 and Channel 5);

*"Not on terrestrial because it's too accessible."
Female, 20-29 yrs, London*

- It should be kept away from family slots and prime time shows;

*"There's a time and a place."
Male, 30-39 yrs, York*

- Any promotion of the product should be aired after the watershed;

*"It doesn't really hurt anyone by their being there, they are there to satisfy the lonely. As long as they're after the watershed."
Female, 20-29 yrs, London*

- It should be on channels within a special section of the EPG;

*"At the end - where you don't bother flicking."
Female, 20-29 yrs, London*

Prompted discussion around short form promotion on television

As part of the group discussion, participants were asked about their thoughts on short form promotion of the product on television. To understand how this might work, they were read a script, as follows:

- *A TV advert for an adult sexual entertainment chat line may...*
 - *typically be 10-30 seconds in length, although it could be several minutes;*
 - *feature a premium rate phone number : on-screen and read out;*
 - *feature a TV channel name and number or website address;*
 - *feature a presenter and suggestive actions or language.*
- *Any advert would have to comply with general advertising standards.*

Participants were then presented with a range of scenarios to understand the content and context in which short form promotion of the product on television would be acceptable.

- The majority of people were opposed to the idea of short form spot advertisements promoting adult sexual entertainment PRS products. This form of promotion was considered unacceptable because it directly conflicted with their desire for control and containment of adult sexual entertainment PRS, specifically:
 - Control: you would have no control over whether you were exposed to the product, you or others could unexpectedly stumble across it.
 - Containment: the product would be promoted across a wide range of contexts, including mainstream, family environments.
- A minority of people, primarily men, did support short form promotion of the product. They were not personally offended by the product and their reasoning for supporting adult sexual entertainment PRS promotion was that it was principally for entertainment and 'fun', therefore making any promotion 'harmless'. This group argued that if there was a demand for the product, promotion on television should be permitted.
- Irrespective of their feelings about whether short form promotions should be allowed, all participants supported practical restrictions around the content of such promotions, e.g. limits on nudity, language, gestures and messages.

Channels 3, 4 and 5

- Almost all participants did not want any short form promotion of the product to air on Channel 3, Channel 4 or Channel 5. Terrestrial channels were not considered an appropriate platform for such promotion. This reasoning was mainly driven by the control and containment argument outlined in the previous section of this report;

"I don't think it should be on a normal channel. It should be on dedicated channels ... people are less likely to be offended."

Male, 30-39 yrs, York

"If it's on ITV when you're watching a film, I don't think it's right."

Male, 30-39 yrs, York

"It's such a waste of time and space [on main channels]. They could use it [air time] to advertise something more decent." Female, 20-29, London

- A small, mainly male minority, who were more open to the idea, said that they would allow short form promotion on these channels *if* certain conditions were implemented. These are outlined below:
 - Any short form promotion of the product should only air after the watershed - ideally after 11pm. This related to the wider concerns (noted earlier) that children are increasingly going to bed at a later time, and many also have a television in their bedrooms. The later the promotion, the lower the risk of their being exposed to unsuitable promotional content. However it also reflected the desire of many adults not to be unwittingly exposed to this kind of advertising.
 - As far as possible, the promotion should be placed alongside relevant content, i.e. adult movies or 18+ certified programmes. Any short form promotion during programmes it had no relevance to (e.g. family films, those rated U, PG or 12+) would be unacceptable.
 - Any short form promotion should be short in length. Ideally a maximum of 30 seconds – but no advert should exceed 60 seconds in length.
 - The adverts should carry an 'adult only' warning for the service.
 - The frequency of promotion should be restricted i.e. ads should not feature during every commercial break during the course of an hour on one channel
 - The advert must take all appropriate precautions to ensure that it does not 'attract' or 'intrigue' children; a simple 'adult' warning would not suffice;

*"Even if it looks innocent and says 'only for adults' - children will be intrigued."
Female, 20-29 yrs, London*

- There should be limits on suggestive actions, described as 'no thrusting', 'gyrating', 'touching herself', or 'simulating masturbation'. However, 'looking sexy' was deemed acceptable. There should be limits on nudity, described as no naked or topless presenters.

*"They shouldn't have their tops off and be gyrating."
Male, 30-39 yrs, York*

*"No skimpy clothing."
Female, 50-59 yrs, York*

- The advert should not mention the word 'sex'.
- There was also some suggestion that the ad could promote a dedicated adult sexual entertainment PTV channel, but not an actual PRS number.

*"On non-dedicated channels they could be more clever about it, it could be the name of the channel."
Female, 20-29 yrs, London*

- In addition, a number of conditions were cited relating to consumer protection issues:
 - The information needed to make an informed decision should be transparent:
 - the number should be clear;
 - the call costs should be clear.
 - The nature of the product should be clear i.e. it should be clear as to what the product is (a chat line featuring sexual content with a presenter. However, that presenter may not be the one seen on screen).
- If these conditions were implemented, short form promotion would be acceptable on Channels 3, 4 and Channel 5 for a minority group only. The majority did not think it was acceptable.

General entertainment channels (e.g. ITV2, Living TV)

- In a similar vein to the conditions on Channels 3, 4 and 5, the majority did not want short form promotion of the product appearing on other general entertainment channels. In almost every respect the rationale for this mirrored that of objections to promotion on terrestrial channels, stemming from the 'control and containment' argument.
 - Individuals want control over what they and their households are exposed to;
 - These channels were felt to be family focused or geared towards mainstream audiences (including many women) and, as such, advertising this type of product was not thought appropriate in this environment.
- A small, mainly male minority felt that short form promotion on these general entertainment channels could be acceptable and outlined the same restrictions as set out for terrestrial channels (see above).

Specialist channels

- Overall, short form promotion of the product on specialist channels within the Adult section of the EPG was considered the most acceptable option. Most already believed that this is where such promotions occurred and hence were keen that they should remain there. Short form promotion on specialist adult channels was acceptable for the following reasons:
 - an expected environment for this kind of promotion;
 - more relevant to the programmes around the promotion;
 - allows control over whether promotions are accessed or not (particularly via parental PIN protection).

*"If you can block it - that gives you the control."
Female, 20-29 yrs, London*

- Given the wider acceptance of short form promotion on specialist adult channels, there were fewer restrictions around what type of promotion could appear here. In terms of suggestive actions and nudity there were no restrictions. In this viewing environment, consumer protection issues were the main concern; if an individual chose to access the product as a result of the promotion, the promotion should be adequately clear as to its nature. Specifically, that;
 - You may not be able to call and speak to the person you see on screen;
 - Use of the service cannot and will not lead to a physical relationship with any of the presenters;

- The cost of using the service is more transparent:
 - the point at which the call charges start;
 - the average cost of a call.

Freeview

- A vast majority did not feel this type of short form promotion would be acceptable on Freeview. The main reason was the lack of PIN protection and genre-driven EPG with an Adult section. The content would only be acceptable on Freeview if the options of PIN protection and a specialist section of EPG were available (as is the case on other digital TV platforms).

Conclusion

- Overall, it is clear that short form promotion of the product on channels other than specialist adult channels was unacceptable to almost all participants. A small minority accepted such promotion on channels other than the specialist adult channels, however these would need to be subject to strict conditions, as outlined above.

Prompted discussion around long form promotion on television

Participants were introduced to the product of adult sexual entertainment PRS as currently on television. They were shown a medley of clips recorded from different adult chat PTV channels in 2009 and read two scripts (see Appendix D for full details). The first script was an introduction to the clips and the second was an explanation of the product on television.

Participants' views on the long form promotion of the product were collected in two ways:

- Group discussion;
- Observation sheets as part of the self-completion activity.

Response to stimulus

- As noted previously, the majority of people claimed not to have seen promotional content of this kind before; of those who had, almost all were male.
- The stimulus provoked a mixed response, however, it generally reinforced existing preconceptions about the product and views on its perceived suitability for promotion on television.
- For some, the stimulus material proved to be less shocking than anticipated. This may have been partly due to a research effect; in the interests of MRS guidelines respondents were notified in advance that they might not wish to watch the footage, which may have influenced expectations. The material was widely described as tacky, cheap and embarrassing.

*"Cavorting, thrusting, touching their hair, their breasts, licking their lips, it's quite funny. I think they're acting out requests. It's sad."
Female, 20-29 yrs, London*

- Those who argued that the footage was less explicit than expected tended to be male. There was a sense that these individuals had been exposed to other examples of adult content in the past and considered this content to be relatively mild in comparison.

*"Compared to what's out there; this is pretty trivial."
Male, 40-49 yrs, London*

- For some people (typically older females), the material was more explicit than anticipated. This audience were shocked by the content and found it offensive – not only on a personal level but often on behalf of women in general.

*"I think it is disgusting. Exposure and over the top pornographic!"
Female, 60-75 yrs, Glasgow*

"They are selling a sexual service; talking dirty. Sex is being offered."

Female, 60-75 yrs, Glasgow

- While observing the material, a small number observed that this kind of programming was in some ways less acceptable than 'standard' pornography, because of the focus on active participation. While the concept of this service as participation TV had been clear from the outset, exposure to the material tended to re-awaken concerns about where this kind of interaction might ultimately lead, and the degree to which it might lead to unhealthy attitudes towards women in general. This view was common among older women in particular.
- On a rational level, this content was seen to be targeted at all men, of any age or background. However, it was clear that, across groups there was also some sense that this particularly interactive kind of content (as opposed to 'standard' pornography) was regarded as a niche product.
- Overall, most viewed the product as 'harmless', however, there was a minority (notably female and/or older participants), who were concerned that adult sexual entertainment PTV services were 'harmful', based on concerns about addiction, that callers may be expecting a physical relationship, and the perception that the presenters were being exploited.

"She's like a piece of meat."

Female, 50-59 yrs, York

"It looked false - the girls looked unhappy."

Male, 40-49 yrs, London

"She's talking in a childish voice, it sounds wrong."

Female, 50-59 yrs, York

- However, in defence of democratic values and the idea of individual 'freedom of choice', the majority remained unchanged in their view that this type of product had a place on television – albeit in a place where it was actively sought.

"It's about choice ... If you make a positive choice to go and watch that... that is fine. If you don't then it shouldn't be shoved down your throat."

Male, 40-49 yrs, London

- It was also universally felt that this should be an informed decision. A particular concern was that the services shown in the stimulus were thought to have deliberately busy screens with call charges given minimal prominence. To protect consumer interests, participants argued for:
 - Clear call costs, in legible text;

- Clarity as to the nature of the service.

Views on long form promotion of PRS on television

- Long form promotion tended to be less controversial than short form because it was perceived to reside in a specific place and therefore did not necessarily conflict with the principles of 'control' and 'containment'. Since most claimed never to have encountered this kind of promotional content before, they acknowledged that 'stumbling across it' was far less likely in long form format.
- However, exposure to the material – and the realisation that it was currently freely available - tended to elevate concerns that this type of channel and content could be found inadvertently through channel hopping, as well as via active search (particularly by younger children);

*"I'm not a prude ... I've seen a lot worse than that ... but I wouldn't want for my wife or children to watch it on TV ... I don't see why it should be on TV."
Male, 40-49, London*

- Overall, most were comfortable with long form promotion continuing in its current form. However, the implementation of some practical restrictions was deemed necessary in order to protect children and young people. These are explored in the following sections.

Channels 3, 4 and 5 and other general entertainment channels

- Participants were asked for their thoughts on 'blocks' of long-form promotion of adult sexual entertainment PRS appearing on these channels. To give them some clarity, they were informed that blocks could be anything from one to three hours in length.
- As with short form, the majority of people were reticent about allowing long form promotion on Channel 3, Channel 4 or Channel 5 or other general entertainment channels.

*"I think on the main channels, it's out of context of what you're watching ... If you put it on one of the subscription channels then that's what people are watching anyway ... so that's what they would expect."
Male, 40-49, London*

*"It's bleeding into normal stuff."
Female, 50-59, York*

*"Do we really want the adult sex industry to be part of our mainstream economy?"
Male, 20-29, Glasgow*

- The majority were opposed to 'blocks' on channels outside the Adult section of the EPG. This was particularly the case in relation to Channels 3, 4 and 5, as well as other general entertainment channels. Again, the key consideration here was the protection of children and young people – but also those members of the adult population who had no desire to be exposed to this kind of material.
- Some women felt that 'blocks' would be acceptable on channels that are targeted at men, such as *Men and Motors*, *Bravo* and *Dave*. However, this was a small minority view, and most men said that they would not be comfortable seeing this form of promotion on those channels.
- For the small minority who could accept 'blocks' on these channels, the following restrictions were expected:

Scheduling

- It was strongly felt that long form promotion on general entertainment channels must not be on before 9pm, with most arguing it should be on later (11pm at the earliest, in order to minimise the risk of exposure to minors and those adults who might find it offensive).

Signposting

- Overall it was felt that on-screen signposting during the promotion needed to be clearer, particularly in relation to costs and the nature of the service provided.

"They don't make that clear [that the caller may not get through to the studio]. They tend to make it clear on the quiz shows."

Male, 30-39 yrs, York

"It needs signposting, this is adult sexual content, not suitable for children."

Female, 20-29 yrs, London

"The price of the calls needs to be bigger, people can't see it."

Female, 50-59 yrs, York

- Some argued that there should be a warning 10 minutes before the footage was broadcast, in order to allow enough time to set a PIN lock if necessary and walk away or switch over.

Content

- It was felt that there should be limits on explicitness in promotional content. This included restrictions on nudity (partial or full), suggestive actions (e.g. thrusting, gyrating, touching or pointing to areas of the body).
- The promotion should not feature sexual innuendo or explicit language / suggestive commentary.
- Some also argued that different levels of explicitness should feature warnings:
 - ratings 15+ years / 18+ years;
 - the more explicit the content, the later it should be broadcast.

Specialist channels

- The vast majority of participants were of the opinion that long form promotion should be restricted to channels within the Adult section of the EPG. As noted, this was because it would be available to those who want it, whilst not intruding into a mainstream viewing environment;

"Nobody's saying they shouldn't exist but don't want to have it stuffed down your throat."

Male, 30-39, York

"Where does it end? What's the line? ... [it should be on] 'Adult' channels only. If anyone is interested they can go to there. We don't need to have it on normal TV."

Female, 50-59 yrs, York

"Leave it as it is, there's no need for it to be anywhere else, on ITV - no way."

Female, 20-29 yrs, London

PIN protection

- Due to the adult nature of the product and content of typical adult chat promotions, most were in favour of the availability of some form of PIN control in order to protect children and young people.
- For the majority, parental PIN control was sufficient protection.

"If there are parental controls on it, I don't see a problem with it."

Male, 30-39 yrs, York

- A minority of people wanted this kind of promotion to be blocked by default. In other words, PIN protection should be automatically set, with individuals making the decision to switch it off. This audience felt that promotions of this kind should be something viewers actively opted into, rather than having the responsibility placed on them to opt out. In addition, it was thought that some adults may not know how to set parental PIN controls, whereas unlocking a mandatory PIN was considered relatively easy.
- For a small minority, this type of channel warranted encryption. They reasoned that this was a service that individuals should make their own choice about and as such should actively choose to subscribe to it. Again the key concern was the protection of children and young people.

"Children can decode the block ... they know more about decoding than their parents."

Female, 60-75 yrs, Glasgow

Freeview

- As seen with short form, most participants did not feel this type of long form promotion would be acceptable on Freeview. The main reason was the lack of PIN protection and genre-driven EPG with Specialist or Adult sections. The content would only be acceptable on Freeview if it was aired on a PIN protectable channel and in the specialist section of the EPG;

"If you can't control Freeview, it shouldn't be on it."

Male, 30-39 yrs, York

Conclusion

- Overall, it was clear that long form promotion of the product on channels other than specialist adult channels was unacceptable to most participants. A small minority accepted such promotion on general entertainment channels, but this almost always excluded Channels 3, 4 and 5, and would need to be subject to strict conditions.

Views on the options for promotion

Towards the end of the research sessions, participants were tasked with making a decision on the promotion of the adult sexual entertainment PRS. They were asked to make a considered judgement based on everything that they had heard, seen and discussed. Furthermore, they were asked to bear in mind Ofcom's duties and considerations when making this final decision (scripts can be found in Appendix D).

Option one: A total ban on promotion of the product on television

- Of those who participated in the Adult group discussions, a very small proportion felt *any* promotion of the product on television was unacceptable and as a result, all adult sexual entertainment chat promotions should be banned from TV.
- This view was held equally by men and women from the two oldest age groups: those aged 50-59 years old and those aged 60-75 years old. These participants felt promotion of the adult sexual entertainment PRS product could lead to more harm than good and as a result they felt it should be promoted exclusively in media where users would expect to find it (specialist magazines), rather than via television, which was regarded as having greater potential to attract a new market.

Option two: As now, allow long form but not short form promotion of the product

- The majority of participants (around three in five) said that the adult sexual entertainment PRS should only be promoted on television in the same way that it is currently promoted. It should remain as long form promotions on dedicated channels within the Adult section of the EPG. This view was particularly common among women.
- Those who opted for Option Two were able to apply additional restrictions, if they felt they were necessary. The additional restrictions that could be applied were:
 - Must only be on a dedicated TV channel in the Adult section of the EPG;
 - Must not be carried on Channel 3, Channel 4 or Channel 5;
 - Must not be carried on Freeview;
 - Must not feature before certain times;
 - Must feature warning about risk of offence;
 - Must have appropriate limits on language and nudity.
- Almost all applied the following restriction:
 - Must only be on a dedicated TV channel in the Adult section of the EPG

- Furthermore, unless a genre-driven EPG and parental PIN functionality were available, then the majority thought that the promotion must not be carried on Freeview.
- The two restrictions were also supported by a significant, mainly female participants:
 - Must feature warning about risk of offence;
 - Must have appropriate limits on language and nudity.
- A minority, mainly men, supported blocks of long form promotion outside of the Adult section of the EPG. However, these participants typically supported this option with the following restrictions:
 - Must not be carried on Channel 3, Channel 4 or Channel 5;
 - Must not feature before certain times (post 9pm watershed, ideally later);
 - Must feature warning about risk of offence;
 - Must have appropriate limits on language and nudity.
- As before, unless a genre-driven EPG and parental PIN functionality were available, then the majority ruled that the promotion must not be carried on Freeview.

Option three: Allow both long form and short form promotion of the product

- Around one in three participants chose option three. A significant majority (over 8 in 10) of these were men. These participants were also given the opportunity to apply any restrictions they deemed necessary. These additional restrictions were the same as those offered to participants who chose Option two:
 - Must only be on a dedicated TV channel in the Adult section of the EPG;
 - Must not be carried on Channel 3, Channel 4 or Channel 5;
 - Must not be carried on Freeview;
 - Must not feature before certain times;
 - Must feature warning about risk of offence;
 - Must have appropriate limits on language and nudity.
- Those who chose Option three placed the same restrictions, in a similar order of priority, to those who chose Option two. However, most were not willing to allow short form promotion outside of a dedicated Adult channel. In effect, this group argued that full promotion of the adult sexual entertainment PRS (in either long and short form) would be acceptable to them on the following condition:
 - Must only be on a dedicated TV channel in the Adult section of the EPG.

Conclusion

- Although some supported a total ban and others a total relaxation of the rules regarding promotion of adult sexual entertainment PRS, the overwhelming majority of people sought a continuation of the status quo – with appropriate restrictions to ensure that future promotion is wholly restricted to dedicated channels within the Adult section of the EPG.
- It follows that such activity would not be supported on the Freeview platform, given the majority of installed set top boxes currently neither supports parental PIN protection nor a genre driven EPG.

3C. Psychic services

Participants were given the following description of psychic premium rate telephone services, before being asked to discuss their perceptions and experiences of such services:

- *The main product is a call to the chat-line*
- *The customer dials the advertised premium rate number*
- *The customer can choose from a range of options:*
 - *Speak to a specific "psychic" listed under Option 1 / 2 / 3 or a PIN code*
 - *Speak to a "psychic" allocated by the operator*
- *The general rules on psychic chat-lines are:*
 - *Advert must comply with rules on harm, offence and misleading claims*
 - *It must not create an unacceptable sense of fear, anxiety or distress*
 - *Under-18s cannot be customers, and their calls must be terminated*
 - *Information about call costs and the service provider must be announced*

Following discussion about the product, the group then discussed promotion of such premium rate telephone services across different media.

Data was collected in two ways:

- Group discussion
- Self-completion questionnaire

Spontaneous discussion around psychic premium rate telephone services

- Overall, there was high awareness of psychic premium rate telephone services across the sample, driven by exposure to promotions in the back of newspapers, in newspaper supplements and in popular print magazines.
- Despite this high awareness, only a handful of respondents claimed to have ever called a psychic PRS and very few really understood the nature of such calls (this was especially true amongst the men).
- The question of whether such services are genuine was central to much of the debate that ensued. Across the sample:

- Almost no one believed that such services were genuine;

"It's just not genuine ... I don't believe the person that you're talking to has any psychic power s... any training ... probably very little knowledge of people's situation."

Female, 50-59 yrs, London

"I think it preys on vulnerable people who believe a psychic can foresee their future and some poor sod phoning in and being told a pack of lies."

Female, 50-59 yrs, London

- A small minority (all female) believed that such services were genuine
- Among those who did not believe that such services were genuine, almost all did not believe that humans could possess psychic powers, while a small minority believed they could.
- This latter group (of mostly women), were concerned that psychic premium rate services lacked the 'honesty' of other psychic services/practitioners and brought 'real psychics' into disrepute. Their concerns about psychic PRS fell into three main categories:

- They are run by large scale, commercial enterprises with a focus on generating profits, as opposed to being individuals who practice because of a personal conviction;

"This is more a call centre than someone who has a gift."

Female, 30-39 yrs, Glasgow

- There is a lack of physical contact/proximity between the 'psychic' and the caller, so psychic reading should not be possible;

"How can a psychic tell you anything over the phone? I thought it was touch and feel."

Female, 50-59 yrs, London

- The 'psychics' are not visible and their credentials are not known;

"It's deceiving, they're probably charlatans who read scripts."

Male, 40-49 yrs, Bristol

- During the discussions, participants were asked whether or not they were offended by such services, with the majority stating that they were not.
- Overall, participants generally accepted that individual tastes and needs varied and, as such, psychic PRS should be allowed to exist.

- Their reasons for giving this answer fell into the following categories:
 - The product is mainly about entertainment and fun and should not be misconstrued as anything other;
 - The product offers a friendly ear/voice for those who need it;
 - The product is available to those who want it – the actual choice of calling is down to the individual.

- Although the majority of participants were not offended by the product, many were nonetheless troubled by it (particularly true of the women).

- On the issue of whether Psychic PRS are harmful or harmless, there were mixed views. Those who regarded the product as harmful tended to voice concerns across the following areas:
 - The nature of the average caller: expected to be 'vulnerable', e.g. elderly, lonely, recently bereaved, lacking in confidence/self esteem, gullible;
 - The nature of the caller's state of mind at the time of the call: expected to be in a state of distress and/or simply lonely;
 - The caller's needs: potentially in need of professional counselling by a qualified mental health practitioner;
 - The credentials of the 'psychics': whether they are trained to deal with vulnerable people in a state of emotional distress and/or whether they have genuine psychic skills (for those who believe this is possible);
 - The nature of the call: what is being said and how it is being interpreted;
 - The potential for addiction / dependency on this kind of service.

"It's playing on vulnerable people looking for an answer."

Female, 30-39 yrs, Glasgow

"People do not get that it is for entertainment only - they think it's real."

Male, 30-39 yrs, London

"I think the reason we're cynical is because we don't believe that the actual service is truthful. If it was a truthful service it becomes a different matter."

Male, 30-39 yrs, London

"People may be desperate, seeking help, this help is not legitimate, it's not counselling. The person could be in severe distress and the psychic could give the wrong advice."

Male, 40-49 yrs, Bristol

- For those who were unsure as to whether the product was harmful, it was the ambiguity around these areas that concerned them, particularly about the nature of the caller, i.e. whether the caller is a vulnerable person who needs professional counselling and/or someone who is simply lonely and in need of human companionship.

- Those who believed this type of product posed a risk of harm often alluded to a 'hidden harm' that the callers, 'psychics', companies or regulators – may not be aware of;

"The people ringing up may think it is harmless but it can go beyond that and become something else."

Male, 60-75 yrs, York

"[The psychics] are not aware of the knock-on effect of that call."

Male, 30-39 yrs, London

- Those who regarded the product as harmless tended to be (1) non-believers in any kind of psychic practice; and (2) male. Their reasons for giving this answer fell into seeing such services as:
 - mainly a source of entertainment / fun;
 - aimed at providing positive encouragement rather than advice;
 - no worse than other ways of spending money to feel happy, e.g. going to the pub;

"It's unethical...it ain't moral... but it's not against the law."

Male, 30-39 yrs, London

- Participants' concerns included a reiteration of generic concerns about PRS call charges, amplified by the potential for extended, frequent calls made by vulnerable individuals and the sense that the purported services were not even genuine.
- Specifically, concerns about call charges associated with psychic PRS services were as follows:
 - How far the 'psychics' were motivated / instructed to 'spin out' calls;
 - At what point during the call the charges start;
 - Whether callers are given a running total of call charges;
 - Average length of calls;
 - Average frequency of calls;
 - Whether callers were able to talk to the same psychic each time they called (and therefore develop a long term relationship);
 - The potential to develop an unhealthy dependency on the service.

"They will tell you what you want to hear for £1.50 per minute. They aren't exactly going to tell you when you are going to die. You have probably spent a fiver before you get through the introduction."

Male, 60-75 yrs, York

"You get into a conversation and you have no idea how long you've been on the phone."

Female, 60-75 yrs, Belfast

Protection of children and young people

- There was a majority view that the product would probably lack appeal to most under 18s, hence this audience was not, on the whole, a key concern. However, for those who were concerned, three main arguments emerged:
 - minors are impressionable;
 - they may not fully understand the nature of the service;
 - adults have a duty to guide and protect children appropriately.
- Upon being informed of the current PhonepayPlus restrictions, almost all participants expressed doubt at how hard they would be to enforce in practice (i.e. determining someone's age by voice alone), and how far they went towards protecting minors and vulnerable people in principal.
- Many also argued that these rules would be open to abuse by the service providers, given their need for profit maximisation.
- In fact, the majority did not believe that any screening of minors would result in the termination of a call, and even if it did, a charge would have been incurred.

*"Young people are most impressionable and there is no way for these shows to tell whether they are old enough to call in ... and they [the psychics] probably would not care anyway. They may run up bills on their parents' phones."
Female, 20-29 yrs, Bristol*

Psychic participation television services

- Moving beyond psychic PRS in general, there was little spontaneous mention of psychic PTV services during upfront conversation around different PTV types, however, upon prompting, some two thirds of participants stated that they had heard of such services before.
- Awareness of such services was similar for men and women, with just over half of participants saying they were aware of the services. About one fifth of female participants reported that they have watched such television ever, compared to about one in ten male participants.
- Usage of these services was infrequent among both genders, with very few participants reporting that they had phoned or texted a psychic PTV service before.

Conclusion

- The majority of participants perceived that psychic readings over the phone are not genuine, but were a relatively harmless form of entertainment. Among the minority of participants who considered psychic readings over the phone to be genuine, there was uncertainty over whether they present a risk of harm to vulnerable people within society.
- That said, the vast majority of participants thought such services have a right to exist, driven by:
 - A defence of democratic values and the idea of individual 'freedom of choice';
 - Resistance to the idea of a 'nanny state'.

Spontaneous discussion around the promotion of psychic premium rate telephone services

After collecting participants' views on the product itself, the discussions moved onto the promotion of the product. Participants were asked whether they were aware of any promotion of the product across various media types (e.g. radio, outdoors, television, newspapers, magazines). Furthermore, they were asked whether promotion of the product was more or less acceptable across these different forms of media.

Participants' views were collected in two ways:

1. Group discussion
2. Self-completion questionnaire

- According to the majority, the product should be available to those who want it and as such it is acceptable to advertise the product. This view was underpinned by the following logic:

1. Individuals should have the freedom of choice;
2. People should respect the tastes and needs of others.

"If they are allowed to do it [claim to be a 'psychic'], then they are going to promote it."

Female, 40-49 yrs, York

Attitudes towards promotion across different media

- While almost all of our participants supported the continued existence of such products, there was considerable debate around where they should be promoted.
- The protection of vulnerable people was by far the main consideration when considering the most appropriate media through which to promote the product. As a rule, participants said it was more appropriate/acceptable to promote in places where vulnerable people would be less likely to be exposed to it.
- As part of the self-completion questionnaire task, participants were asked to consider six different types of media in terms of their acceptability as a promotional platform for psychic PRS products, and thereby attribute each medium a score between 0 and 10, where 0 was 'not at all acceptable and 10 was 'definitely acceptable'. The six media types were internet, magazines, television, radio, newspapers and outdoors.
- The most to least acceptable media routes, in order, were as follows:

1. Magazines
2. Newspapers
3. Internet
4. Outdoor
5. Radio
6. Television

- Magazines (specialist interest) and newspapers (rear sections) were regarded as the most acceptable places to promote the product. This was largely driven by the argument that these are the avenues through which people who were searching for the product would look for it and expect to find it. Moreover, these are the two routes where it is out of reach and/or mind of those who are not looking for it and do not want to see it.
- Television and Radio were regarded as the least acceptable places to promote the product, as such activity would directly conflict with the notion that the product is one that should be found and not one that finds you.

*"If you want to find it, you'll go looking for it. It's looking at the vulnerable who are less able to make choices."
Female, 40-49 yrs, York*

*"... this [outdoors and on the television] is just something you stumble upon."
Female, 40-49 yrs, York*

*"Billboards are least acceptable - in a magazine you can look away easier."
Male, 20-29 yrs, Belfast*

Attitudes towards promotion on television

- The idea of promoting psychic PRS on television was the least popular medium for the promotion of such a product compared with other media such as print, the internet, outdoor and radio.

Note that this discussion and data capture exercise preceded any viewing of stimulus and/or any discussion around the difference between long and short form promotion and dedicated versus non dedicated television channels. Participants' judgements tended to be more negative at this stage of the discussion and opinions were voiced in relation to mainstream TV in general.

- For those opposed to the promotion of the product on television, who were predominantly female, there were two broad principles underlying their point of view:

- Control: you would have no control over whether you were exposed to the product, i.e. be exposed to a promotion of psychic PRS;
- Containment: the product would be promoted across a wide range of contexts, including mainstream, family environments associated with mainstream beliefs and practices.
- Among those who supported television promotion, the vast majority were male, with little personal interest in psychic practices and little exposure to psychic participation television services. Their reasons were given as:
 - Television represents 'just another place' to promote what is a legitimate entertainment service;
 - There are already worse things promoted on television, e.g. gambling and debt consolidation loans;
 - It is impossible to *completely* protect vulnerable individuals from harm.

"It doesn't bother me. If you're interested in that kind of thing whether on TV or in a magazine you're still going to be taken in by it. It's like advertising anything ... like saying you shouldn't advertise PlayStation because not everyone can afford one ... it comes down to personal choice."

Female, 30-39, Glasgow

- Overall, within the context of comparison with other media, television was the least favoured option across the sample and raised numerous objections. Perceptions about the promotion of the product on television included:
 - Indiscriminate – mainstream audiences, children and vulnerable groups exposed;
 - Intrusive – in your home, your living room, your bedroom;
 - Incongruous – with what is supposed to be an 'entertainment medium';
 - Deceptive – blurring the line between a serious service and entertainment (is it clear that the service on offer is for entertainment purposes only?);
 - Unduly endorsing the product (TV condoning a belief system that has no factual basis and may indeed be harmful);
 - Offensive to a) religious groups, b) people who believe in 'real psychics';
 - Setting a precedent for the promotion of other products and services that are not genuine;
 - Inappropriate due to the potentially addictive / harmful nature of the product;
 - Contributing to the general decline in TV standards.

"TV has greater authenticity."

Male, 30-39 yrs, London

"[TV] is less appropriate because of the medium...it's more engaging and luring."

Female, 20-29 yrs, Bristol

- Television was felt to be a more troubling medium for short form promotion of this kind of service, given: (1) the perceived power of television advertising (compared with print, radio, online, etc); and (2) the ease with which one might then pick up the phone and access the PRS.
- Many viewed such psychic services as being different to other products and services promoted on television, due to the fact that they represent a belief system which has a strong emotional pull and encourages dependency upon a third party for day-to-day guidance.

Prompted discussion around short form promotion on television

As part of the group discussion, participants were asked their thoughts on short form promotion of the product. To understand how this might look they were read a script as follows:

- *A television advert for a psychic chatline may...*
 1. *be 10-30 seconds in length – although it could be several minutes*
 2. *feature a premium rate phone number, both on-screen and read out*
 3. *feature a television channel name and number or a website address*
 4. *feature a psychic and/or a demonstration of psychic practices*
- *Any advert would have to comply with general advertising standards.*

Participants were then presented with a range of scenarios to understand the parameters of acceptance around short form promotion of the product on television.

- The idea of allowing short form promotion of psychic PRS on television provoked a mixed response across our sample. Some opposed the idea simply because they did not want their TV viewing interrupted by such promotions. Others raised concerns around the potential harm it could cause those who may be vulnerable and stumble across it. A large minority were 'not bothered' by the notion.
- Short form promotion was unacceptable to the majority because it directly conflicted with their desire for control and containment of psychic PRS promotion, specifically:
 - Control: you would have no control over whether you were exposed to the product, i.e. be exposed to a promotion;
 - Containment: the product would be promoted across a wide range of contexts, including mainstream family environments.

*"It's got to be somewhere where I know it's there and I'm going to look for it... rather than a scatter gun approach where it's going to hit you in your face."
Male, 40-49 yrs, Bristol*

*"So people can stumble across it! When is all this going to stop? When has it gone too far? We never used to have all this stuff."
Female, 40-49 yrs, York*
 - Others also expressed concern that, if allowed to broadcast short form promotions on television, psychic PRS would essentially be perceived as being endorsed by the Advertising Standards Authority, i.e. that the product must be genuine;

"If it's on television you'd think, 'There must be something in that because it's gone through the strict advertising criteria' - so it must be okay."
Female, 50-59 yrs, London

"I think that if it's advertised on television it could give it a credibility that it may not deserve."
Female, 50-59 yrs, London

"What I would be worried about is how do you know who is credible and who's not? And perhaps TV would give endorsement to something that isn't quite kosher."
Female, 50-59 yrs, London

- As noted, a sizeable minority (predominantly men) did support short form promotion of the product. Their reasons for supporting psychic PRS promotion were as follows:
 - The product is obviously 'fake', therefore making any promotion 'harmless';
 - The product is unlikely to appeal to (and therefore manipulate) mainstream audiences;
 - More harmful products and services are already promoted on tv (e.g. Debt consolidation loans);
 - The promotions are not offensive;
 - The product is unlikely to be of interest to minors;
 - It is a legitimate product so it would be unfair to ban promotion;
 - The promotions are unlikely to cause offence to anyone.

"It doesn't appeal to me but a lot of adverts fall into that category. Every advert promises you something unattainable."
Male, 60-75 yrs, York

"I probably wouldn't see it, as soon as the adverts come on I am off."
Male, 60-75 yrs, York

"After the watershed this would be ok. Just see it and then carry on with my life. I would have no problems with it. It wouldn't interest me at all, I would go and put the kettle on. I don't think it is offensive or anything like that. It just wouldn't make me sit up and look at it."
Male, 60-75 yrs, York

- Whether for or against, all participants were in favour of some practical restrictions around the content of any short form promotion of psychic PRS. Even those who supported the case for such activity voiced a desire for greater transparency – albeit much of this desire extended to all forms of PRS promotion.

Channels 3, 4 and 5

- Overall, the vast majority of participants did not want any short form promotion of the product to air on Channel 3, Channel 4 or Channel 5. This reasoning was mainly driven by the control and containment argument.

"The difference is that you know what you are getting on TV ads on mainstream (ITV/4/5). There is a quality to the advertising e.g. Carlsberg. But with psychic ads you don't know what it is going to be."

Male, 20-29 yrs, Bristol

"It might be more tempting for folk when on TV – more immediate ... more difficult to ignore – in your living room."

Female, 30-39 yrs, Glasgow

- Those participants who were more accepting of the idea said that they would allow short form promotion on these channels if certain conditions were implemented. These conditions were mainly around the protection of vulnerable people. The conditions were as follows:
 - Must air after the watershed, ideally after 11pm (i.e. beyond the bedtime of children and many adults);
 - Must not explicitly target vulnerable groups (e.g. the bereaved);
 - Must clearly convey price information, including call charges and average duration/cost of calls;
 - Must feature clear warnings pre and post promotion, including the parameters of the service (nature of advice given / not given), that the service is not for under 18s and that it is only for entertainment purposes.

General entertainment channels such as ITV2 and Living TV

- The majority of people did not want short form promotion of the product appearing on other general entertainment channels. This again, stemmed from the 'control and containment' argument.
- Those who could accept short form promotion on these channels outlined more or less the same restrictions as per Channel 3, Channel 4 and Channel 5. The only difference was the addition of one further restriction: that, ideally, the promotion should appear during the advertising break of a relevant programme, e.g. 'Crossing over with John Edwards' and Sally Morgan's psychic shows.

"If it's going to be advertised on TV it has to be certain programmes which have an identity with psychic information."

Male, Glasgow

"[It should only be on during] a programme, discussion or talk show related to the same topic."

Male, 40-49 yrs, Bristol

Specialist channels

- Overall, short form promotion of psychic PRS on psychic channels in the Specialist section of the EPG was considered the most acceptable option. In fact, most assumed that this was already happening.
- Short form promotion on specialist psychic channels was acceptable because:
 - such promotions could be expected in this kind of environment;
 - there is less risk of most audiences being exposed to them here;
 - it allows audiences to control whether or not they see such promotions.
- Given wider acceptance of short form promotion on specialist psychic channels there were fewer restrictions here. However, there were calls for such promotions to be clearer about the nature of the product, including:
 - Stating it is for 'entertainment purposes' only
 - Call charges:
 - the point at which charges start;
 - the average cost of calls.

Freeview

- The idea of short form promotion on Freeview was a moot point for the majority of people, given the desire to limit such promotions to dedicated psychic channels in the Specialist section of the EPG, and the fact that Freeview neither has such channels, nor a genre-driven EPG.

Conclusion

- It is clear that, for the vast majority of people, short form promotion of psychic PRS would be unacceptable outside of dedicated psychic channels in the Specialist section of the EPG. Meanwhile, a minority of men would be able to accept short form promotion on general entertainment channels, however, this would be subject to strict conditions.

Prompted discussion around long form promotion on television

Participants were introduced to the product as it currently stands on television. They were shown a medley of clips and read two scripts. The first script was an introduction to the clips and the second was an explanation of the product on television.

Participants' views were collected in two ways:

- Group discussion;
- Observation sheets as part of the self completion questionnaire activity.

Response to stimulus

- About one in five participants claimed to have seen this kind of thing on television before, so for the majority of participants, this was their first glimpse of psychic PTV.
- The clips were almost universally viewed as an example of 'poor quality' and/or 'rubbish' television.
- Many of those who had earlier stated that psychic PRS were harmless, felt vindicated:
 - so fake it's 'obviously' light entertainment;
 - simply a 'feel good' service product providing positive encouragement;
 - just like teleshopping;
 - no worse than spending money on other forms of entertainment.

*"I don't think it is as bad as I was expecting... they are saying more inspirational things... they are not very specific."
Female, 20-29, Bristol*

*"I think that would cheer someone up."
Female, 50-59 yrs, London*

- Meanwhile, others became more concerned about the risk of harm to users of such services:
 - What kind of service was being promoted, e.g. Relate, Samaritans, Agony Aunt, Friendship, Spiritual Guidance, etc;
 - What role was being played by the presenters, e.g. friend, counsellor, life coach, agony aunt, etc;
 - Who these people really were, e.g. actors, scammers, etc.

*"They [the callers] want a proper reading ... instead you get an agony aunt!"
Female, 50-59 yrs, London*

"People are using it like the psychic was their counsellor... you can't counsel someone if you don't know them and, to me, it's tapping in. People can find help without paying one pound fifty a minute."
Female, 60-75 yrs, Belfast

Views on long form promotion on television

- Despite much of the response to the stimulus being negative, long form promotion was a less controversial topic than short form promotion.
- In general, people were happier about this form of promotion because it does not necessarily conflict with the principles of 'control' and 'containment'.
- A number of participants conceded that long form promotion had been on air for the past few years and they had been oblivious to it, i.e. that it was not doing any harm in its current form.

"I've not come across it until now - so won't in the future."
Male, 40-49 yrs, Bristol

- As with short form promotion, the principal objection amongst those who did not approve, was that they did not believe the products being promoted were genuine.
- As such, the majority of people (especially women), believed such long form promotion could be harmful, in the sense that it is:
 - a persuasive, hard sell;
 - an unfair situation: a savvy, commercial organisation versus a potentially vulnerable individual;

"It isn't a fair playing ground ... it's organised and it's an industry."
Female, 60-75 yrs, Belfast

- masquerading as a professional advice service based on guidance from a higher authority;

"They're designed to take your money on every level and hitting every spot verbally, visually, moving things, talking very quickly ... you could get caught up in it quite easily."
Female, 50-59 yrs, London

- a conflict of interest: support service versus money-making enterprise;

"I think a text is quite harmless but people calling in and then being kept on the phone while someone decides your life is really bad."

Female, 20-29 yrs, Bristol

- aimed at building dependency;

"I thought the last part was inciting people to use it all the time as a crutch."

Female, 50-59 yrs, London

- In the context of other television content featuring psychics and psychic practices, long form promotion of psychic PRS was deemed less acceptable because other content did not:

- seek to make money directly from viewers;
- aim to foster 1-2-1 relationships;
- dispense personal advice.

"It's different from other shows featuring psychics, in that it's not real and it's not right."

Female, 30-39, Glasgow

- Whatever people's views on whether long form TV promotion of these products should exist, most were in favour of implementing some practical restrictions in order to create greater transparency around the product.
- Overall, the majority said they were comfortable with long form promotion continuing, with conditions attached;

"Leave it where it is. I don't think it would have an audience on a main channel."

Male, 60-75 yrs, York

"I would like to see restrictions on what they can say on things about bereavement or illness, none of this should be included on an advert."

Male, 60-75 yrs, York

"I'd like to say total ban but I don't think you can because of freedom of speech."

Female, 40-49 yrs, York

"There should be more regulation of individual psychics' qualifications and better descriptions of what people will get out of it."

Male, 40-49 yrs, Bristol

- Most participants were in favour of implementing some practical restrictions around the content of any long form promotion of psychic PRS in order to create more transparency around the product on offer.

- Others were concerned about specific audiences, namely vulnerable people.

Channels 3, 4 and 5 and other general entertainment channels

- Participants were asked for their thoughts on 'blocks' of content appearing on these channels. To give them some clarity, they were informed that blocks could be anything from one to three hours in length.
- As with short form promotion, the majority of people were reticent to allow long form promotion on Channel 3, Channel 4 or Channel 5 or other general entertainment channels.
- Allowing long form promotion on these channels was felt to go against the protection of specific audiences, namely:
 - Vulnerable people;
 - Children and young people.
- Furthermore, this type of content was felt to be of a much lower quality than content normally associated with these channels and, as such, there was a perception of opportunity-cost:

*"I'd be furious if cr*p like that was on. I would stop watching the channel if it came on."*

Female, 40-49 yrs, York

- The majority of people were against 'blocks' of this content outside of the Specialist section of the EPG. This was particularly the case when suggesting the idea of blocks on the terrestrial or other general entertainment channels. The consideration here was not only the protection of minors, but also control of one's own viewing experience.

"If I put Men and Motors on ... I want to watch Men and Motors - not Psychic TV!"

Male, 30-39 yrs, London

- For the small minority who could accept 'blocks' on general entertainment channels, they expected the following restrictions in order of priority (under the headings of Scheduling, Signposting and Content):

Scheduling

- Must not be on before 9pm (majority would prefer after 11pm in order to ensure children and young people and the majority of the adult population were not exposed);

Content

- Must not target vulnerable groups in any verbal or visual messages;
- Must not encourage consumer dependency.

"In the clip, the woman said four or five times about how people 'need' this service ... she used the word 'need' several times. She was comparing how it can be better than speaking to friends and family. How they [friends and family] have got a place and how this [the Psychic product] has got a place as well!"
Male, 40-49 yrs, Bristol

- Must not feature any references to the occult.

Signposting

Must clearly state the following:

- Relevant call charges;
- Average duration / cost of calls;
- Parameters of the service (nature of advice given / not given);
- Not for under 18s;
- For 'entertainment purposes' only.

In the following places:

- On-screen (needs to be clearer than at present);
- In the programme listings (needs to be clearer than at present);
- Warnings must be pre and post broadcast

Specialist channels

- The vast majority of participants were of the opinion that promotion of the product should be restricted to dedicated psychic channels in the Specialist section of the EPG. This is because of the principles of 'control' and 'containment':
 1. It would be available to those who want it;
 2. It is not in a place where mainstream audiences would see it.
- However, even here there was call for some 'tightening-up' of the nature of such promotions, in effect meaning greater clarity about the nature of the service and the cost of using it.

PIN protection

- For the majority of people, psychic PTV represented a type of television that should be subject to parental PIN control. However, there was a minority who wanted it to be on an encrypted channel. They felt that this was a product that one should give a lot of consideration to before deciding to access it;

"If it is subscription then you have got to think about it and sign up for it."

Male, 40-49 yrs, Bristol

Freeview

- Most participants did not feel this type of long form promotion would be acceptable on Freeview. This was primarily due to the lack of PIN protection features and genre-driven EPG.

Conclusion

- Overall, it was clear that long form promotion of the product on channels other than dedicated psychic channels in the Specialist section of the EPG, was unacceptable to most participants. A small minority accepted such promotion on general entertainment channels, but this would need to be subject to strict conditions.

Conclusion: Views on the options for promotion

Towards the end of the research sessions participants were tasked with making a decision on the promotion of the psychic PRS product. They were asked to make a considered judgement based on everything that they had heard, seen and discussed. Furthermore, they were asked to bear in mind Ofcom's duties and considerations when making this final decision (script can be found in Appendix E).

Option one: A total ban on promotion of the product on television

- Of those who participated in the Psychic group discussions, around one in eight felt it should be totally banned from television. This was higher amongst women than men. These participants felt exposure to the psychic PRS product could do more harm than good and as a result they felt it should be promoted exclusively in the media where users would expect to find it (specialist magazines), rather than on television where it might attract a new, potentially vulnerable, market.

Option two: As now, allow long form, but not short form promotion of the product

- The majority of participants (around three in five) said that the product should be promoted in the same way that it is currently promoted. That is, it should remain as long form promotions on dedicated psychic channels in the Specialist section of the EPG.
- Those who opted for Option two were able to apply additional restrictions, if they felt they were necessary. The additional restrictions they could apply were:
 - Must only be on a dedicated TV channel in the Specialist section of the EPG;
 - Must not be carried on Channel 3, Channel 4 or Channel 5;
 - Must not be carried on Freeview;
 - Must not feature before certain times;
 - Must feature disclaimer about the advice given;
 - Must have appropriate limits on psychic practices shown.
- Almost all applied the following two restrictions:
 - Must only be on a dedicated TV channel in the Specialist section of the EPG;
 - Must feature a disclaimer about the advice given (and it must be made clear that the product is for 'entertainment purposes' only).

- Furthermore, unless there can be a genre-driven EPG and parental PIN lock functionality on Freeview, then the product:
 - Must not be carried on Freeview.
- The following restriction was also required by some participants (notably females):
 - Must have appropriate limits on psychic practices shown (i.e. no reference to the occult).
- Meanwhile, for a (mostly male) minority, who were happy to see long form promotions appear on general entertainment channels, the following restriction became important:
 - Must not feature before certain times (ideally not before 11pm, so that such activity would not interrupt their viewing experience).

Option three: Allow both long form and short form promotion of the product

- Around one in four participants chose Option three. A significant majority of these were men. These participants were also given the opportunity to apply additional restrictions. These additional restrictions were the same as those offered to participants who choose Option two:
 - Must only be on a dedicated TV channel in the Specialist section of the EPG;
 - Must not be carried on Channel 3, Channel 4 or Channel 5;
 - Must not be carried on Freeview;
 - Must not feature before certain times;
 - Must feature a disclaimer about the advice given;
 - Must have appropriate limits on psychic practices shown.
- Those who chose Option three decided to place the same restrictions, in a similar order of priority, to those who chose Option two. However, the majority were not willing to allow short form promotion outside of a dedicated psychic channel. The majority also did not want 'blocks' of long form promotion outside of such channels (especially for channels that bore no relation to the product). In effect, this group argued that full promotion of psychic PRS (in either long and short form) would be acceptable to them on the following condition:
 - Must only be on a dedicated TV channel in the Specialist section of the EPG.

It should also be noted that this group also expected the following conditions, particularly the women:

- Must feature disclaimer about the advice given (and it must be made clear that the product is for 'entertainment purposes' only);
- Must have appropriate limits on psychic practices shown (must not feature references to the occult).

Conclusion

- Although some supported a total ban and others a total relaxation of the rules regarding the promotion of psychic premium rate services, the vast majority of participants sought a continuation of the status quo – with appropriate restrictions to ensure that future promotion is wholly restricted to channels within the Specialist section of the EPG.
- It follows that such activity would not be supported on the Freeview platform, given the majority of installed set top boxes currently neither support parental PIN protection nor a genre-driven EPG, as is the case on other digital TV platforms.

4. Glossary of terms

Premium rate services (PRS)	Premium rate services offer consumers some form of content, product or service accessed via fixed or mobile telephones. These are charged to the user's phone bill at a premium to their normal call rate, or can be paid for via credit-card or similar payment method.
Adult sexual entertainment premium rate telephone services (PRS)	Premium rate services of a sexual nature, also known as adult sexual entertainment chat lines. Under PhonepayPlus rules, these must be prefixed 0909, 0908 or 098 to distinguish them from other chat lines.
Non-sexual entertainment premium rate services (PRS)	Non-sexual premium rate services. These are also known as flirt lines or chat lines. These may be advertised under current Advertising Code rules, subject to PhonepayPlus rules.
Psychic premium rate telephone services (PRS)	Premium rate services featuring live personal tarot, astrology, palmistry or horoscope readings with psychic practitioners.
Participation TV	Ofcom's term for TV services including entire programmes, blocks of programmes and indeed channels predicated – in terms of both the content itself and the funding of that content – on the use of premium rate services. Examples include Dating, Quiz, Adult chat and Psychic PTV.
Adult chat PTV	Participation TV services that typically feature non-sexual entertainment PRS in daytime hours and adult sexual entertainment PRS from 9pm to 5:30am.
Psychic PTV	Participation TV services that feature psychic readings or practices.
Long form promotion	Long-form advertising for a product or service, across an entire programme, 'block' of programmes or entire channel, is known as teleshopping. Teleshopping is a particular category of broadcast licence for services that consist of direct offers of goods or services in return for payment.

Short form promotion (spot advertising)	An advert for a product or service, typically 10-30 seconds in length, that is broadcast in scheduled advertising breaks on any TV channel.
PhonpayPlus	PhonpayPlus is the organisation that regulates phone-paid products and services (including premium rate services) in the UK.
Broadcasting Code	The Broadcasting Code is a code of practice for UK TV broadcasters for the editorial content that they carry. It is operated by Ofcom.
Advertising Code	The Television Advertising Standards Code is a code of practice for UK TV broadcasters for the advertising content that they carry. It is operated by BCAP / Advertising Standards Authority under a co-regulatory agreement with Ofcom.
Terrestrial channels	BBC One, BBC Two, ITV1, Channel 4, S4C and Five.
General entertainment channels	Channels that show general entertainment programming and are either transmitted completely freely, i.e. the four public service channels (BBC, ITV, Channel 4 and Five) or free digital channels available on Freeview or Freesat (ITV2, Living TV, Virgin 1, etc). This also includes channels that are available in a digital or cable TV package the subscriber has purchased with no further charges or protection systems built-in for viewing any one particular channel or programme.
Sky	You subscribe to a Sky package. You need to buy a satellite dish and digital set-top box. You can choose from a number of packages which provide a variety of television and radio programmes.
Freeview	Digital television which involves no subscription. You can either buy a set-top box and plug it into the TV aerial socket or buy a digital TV with a built in set-top box. Freeview provides a range of free-to-air digital television channels including BBC, ITV, Channel 4 and Five as well as channels such as Sky News, Virgin1, E4, CBeebies, etc, and radio stations.

FreeSat	Digital television which involves no subscription. You buy a satellite dish and digital set-top box and plug it in to your aerial. FreeSat provides over 140 television and radio channels.
Cable	You subscribe to a package with a provider such as Virgin. Television is provided via cable and you also need to buy a set-top box. You can choose from a number of packages which provide a variety of television and radio programmes.
Electronic Programme Guide (EPG)	<p>The Electronic Programme Guide is a menu system which users can scroll up or down to select a channel they want to watch. It also contains the title and brief information about the channel or programme being viewed.</p> <p>The Electronic Programme Guide on Sky, Cable and Freesat groups channels together by theme. There are for example headings for general entertainment channels, Adult channels, children's channels, music, teleshopping channels, and radio.</p>
Optional PIN protection /Parental Pin control	An optional form of protection which enables users to disallow access (through their set-top box) to particular categories of programmes and/or channels or whole areas of the EPG. These are also known as parent controls and can be used, for example, to restrict access to adult channels.
Mandatory or Broadcaster PIN protection	A form of protection where it is mandatory for the broadcaster to tag particular channels or content as suitable for "15" and "18" which will require a user PIN to allow access to this content. Broadcaster PIN protection is used for rated films broadcast in daytime hours, or for 'Adult-sex' channels at any time of day.

5. Appendices

Appendix A:

Sample summary

Group 1 London (Pilot group)	Female 50-59	Tuesday 2 June 12.30pm – 2.30pm	Psychic
Group 2 London (Pilot group)	Male 40-49	Tuesday 2 June 6:00pm – 8:00pm	Adult
Group 3 London	Female 20-29	Wednesday 10 June 5.00pm – 7.00pm	Adult
Group 4 London	Male 30-39	Wednesday 10 June 7.30pm – 9.30pm	Psychic
Group 5 York	Male 60-75	Wednesday 10 June 5.00pm – 7.00pm	Psychic
Group 6 York	Male 30-39	Wednesday 10 June 7.30pm – 9.30pm	Adult
Group 7 York	Female 50-59	Wednesday 10 June 5.00pm – 7.00pm	Adult
Group 8 York	Female 40-49	Wednesday 10 June 7.30pm – 9.30pm	Psychic
Group 9 Belfast	Male 50-59	Thursday 11 June 7.30pm – 9.30pm	Adult
Group 10 Belfast	Male 20-29	Thursday 11 June 5.00pm – 7.00pm	Psychic
Group 11 Belfast	Female 40-49	Thursday 11 June 7.30pm – 9.30pm	Adult
Group 12 Belfast	Female 60-75	Thursday 11 June	Psychic

		5.00pm – 7.00pm	
Group 13 Glasgow	Male 20-29	Tuesday 16 June 5.00pm – 7.00pm	Adult
Group 14 Glasgow	Male 50-59	Tuesday 16 June 7.30pm – 9.30pm	Psychic
Group 15 Glasgow	Female 60-75	Tuesday 16 June 5.00pm – 7.00pm	Adult
Group 16 Glasgow	Female 30-39	Tuesday 16 June 7.30pm – 9.30pm	Psychic
Group 17 Bristol	Male 60-75	Tuesday 16 June 5.00pm – 7.00pm	Adult
Group 18 Bristol	Male 40-49	Tuesday 16 June 7.30pm – 9.30pm	Psychic
Group 19 Bristol	Female 30-39	Tuesday 16 June 5.00pm – 7.00pm	Adult
Group 20 Bristol	Female 20-29	Tuesday 16 June 7.30pm – 9.30pm	Psychic
Group 21 London	Female 50-59	Monday 29 June 5:00-7:00pm	Psychic
Group 22 London	Male 40-49	Monday 29 June 7.30pm – 9.30pm	Adult

Recruitment criteria

Each group was recruited to have 12 respondents, with the following criteria applied:

- Mix of socio-economic groups (at least 2x ABs, 3x C1s, 3x C2s, 2x DEs);
- Mix of ethnicities (at least 3x black / minority ethnic);
- Mix of household types (pre-family, non-family, family and empty nesters where appropriate);
- Mix of children's ages where respondents have children;
- Mix of urban and suburban located respondents;
- At least 6x working full / part time;
- TV viewing habits (at least 2x light viewers - once a week / less than once a week; at least 2x medium TV viewers - most days; at least 2x heavy - every day);
- TV platform (1-2x with Terrestrial TV only at home; 4-5x with Freeview only at home; 4-5x with Sky at home; 1-2x with cable at home);
- Mix of societal views (at least 3x consider themselves liberal; at least 3x consider themselves conservative);
- Maximum 3 respondents watched individual type of specialist channels (Psychic, Adult).
- None to work in advertising, market research, marketing, PR/media, TV, journalism;
- None to have attended a market research group in last 6 months.

Respondents in groups discussing Adult channels were pre-checked to ensure they would be comfortable viewing and discussing this type of content.

Appendix B:

Adult Discussion Guide

**DISCUSSION GUIDE –
PROJECT: OFCOM PTV RESEARCH – ‘Adult’**

DATE: June 2009

LENGTH: 2 hours

Objective	Time	Questions/Probes/Prompts
<p>1)</p> <p>Introduction</p> <p><i>Note: to be introduced as a general TV study.</i></p>	<p>2 min</p>	<p>Welcome and thank you for agreeing to take part in this group discussion. It should last around two hours</p> <p><u>No right or wrong answers</u> – Mod: ensure the group understands that there will be lots of different views around the table and it’s important to hear them all...</p> <p>It’s confidential</p> <p>Your chance to share your opinion</p> <p>Recorded so I can listen back later – difficult for me to have a conversation with you whilst writing what you say</p> <p>Moderator – explain reason for note-taker and any observers</p> <p>Check: Pre-task completed [to be referred to in section 3]</p> <p>Mention group format: Discussion, worksheets, watching some TV and looking at some materials (web screen shots and magazines). Let them know that they will receive a questionnaire that will be completed at various points of the group.</p>

		<p>MOD READ Intro and P1 OF OFCOM SCRIPT</p> <p>NOTE: Remind the participants that they may see some content that could cause offence. We will tell them when we are about to show the content and give them the choice to sit out parts or leave...</p> <p><i>The MRS Code of Conduct, Rule A.10 states: 'Members must take all reasonable precautions to ensure that Respondents are not harmed or adversely affected as a result of participating in a research project.'</i></p>
--	--	--

2) Warm up	2 mins	Name of respondents and favourite channel.
3) Setting the scene: tv viewing	5 mins	Mod: <i>Refer back to pre-task</i> – likes and dislikes – what did people find offensive if anything?
4) General participation TV services – all genres to focus on the participation angle – funneling down to premium rate tv services	10 mins	<p>Can you think of any TV channels, programmes or adverts that actively seek to involve viewers by encouraging them to phone in / vote / send or receive text messages?</p> <p>Record comments on flip chart or cards...</p> <p>MODERATOR LED TASK: MOD TO INTRODUCE THE PTV TYPES. REFER TO CARD DECK</p> <p>If you had to sort these into different types, how would you do it?</p> <p>RESPONDENTS TO GROUP CARDS.</p> <p>How would you describe each type?</p> <p>How are they similar/different to each other?</p> <p>What is the point of these types of channels, programmes,</p>

		<p>adverts?</p> <p>Group to complete first part of questionnaire</p>
<p>5)</p> <p>General Premium Rate Services on television – spontaneous reactions to product on TV</p>	<p>2 mins</p>	<p>What is good about channels, programmes or adverts that actively seek to involve viewers by encouraging them to phone in / vote / send or receive text messages?</p> <ul style="list-style-type: none"> • Prompt: are they fun, entertaining, to win, to be a part of something, exciting, helpful... <p>Has anyone here every called / texted a Premium Rate Service? What was the motivation?</p> <p>Why do they exist? Who are they for?</p> <p>What's bad about being able to phone or text into such channels or programmes or adverts?</p> <p>What is the point of Premium Rate Services?</p>
<p>6)</p> <p>Acceptability of promotion of product – Adult chat lines across media</p>	<p>10 mins</p>	<p>Mod: One of the cards I showed you was for Adult Chat services. I am now going to focus on this area.</p> <p>Tell them what the product (service) is: P2</p> <p>Is this what you expected it to be like?</p> <p>How do you feel about services like this?</p> <ul style="list-style-type: none"> • Not bothered, why? • Upset, why? • Happy, why? <p>What's good about these services?</p> <p>Who do you think uses them?</p> <p>Have you ever used them?</p> <p>Do you think these services are harmful/ harmless?</p> <p>Do you find these services offensive?</p> <p>Do you think someone else will find these service offensive – who and why?</p>

Moderator: Challenge the group...

If they mention children then remind them that there are restrictions in place to stop a minor (under 18) getting through.

What do you think about under 18s coming across these services?

If they mention other vulnerable people then explore if and why this is more offensive than other PTV – e.g. Gaming channels...

Should this type of service be allowed? Why, why not?

Moderator: Challenge the group. Why shouldn't it be allowed...

Now we know what you think about these types of services I am interested in your views on where you think they are promoted?: [Moderator: refer to the services in the language they use]

Where, if, anywhere, have you come across any information on or promotions for Adult chat premium rate services?

Mod: Collect spontaneous responses

What do you think about promotion of these services in these places? (Show stimulus if necessary)

- On the internet
- In magazines
- In newspapers
- On the TV
- On radio
- Outdoors (posters, billboards, buses, taxis etc...)
- Anywhere else?

Is it acceptable on all?

Is it acceptable at all?

Where is it most / least acceptable? Why?

Mod: Where TV comes up – unpick a little but no need to prompt at this stage

		<p><u>Moderator: Challenge the group. Why not advertise services that people want. Others don't have to call...</u></p> <p>Group to complete next part of questionnaire</p>
--	--	---

7)	15 mins	<p>Now let's discuss the idea of having this type of service advertised on TV in an ad break...</p> <p>Read Ofcom's description – P3</p> <p>Mod: Explain that these adverts would not necessarily feature on a dedicated channel. For example, they could be placed during a regular commercial break on any channel.</p> <p>What are your thoughts on this? What's good / bad and why?</p> <p>How is it different to other services advertised on TV?</p> <p>Is it acceptable? Why / why not?</p> <p>What are the objections?</p> <ul style="list-style-type: none"> • They are offended by the service and/or content • They are protecting under the 18s from service and/or content • Because they are worried about people becoming addicted / relying / manipulated by service and/or content <p>Flip chart exercise – content and context – parameters of acceptance</p> <p>1) Context – does it become more or less acceptable according to:</p> <ul style="list-style-type: none"> • Time of day shown • Channel – dedicated v non-dedicated • If signposted • Position in EPG • Encrypted vs unencrypted content • <p>2) Content</p> <ul style="list-style-type: none"> - What people are saying - What people are doing - Any graphics or on-screen text - The services being offered - Anything else
----	---------	--

--	--	--

<p>8)</p> <p>Specific genre: the Adult channels – response to current content</p>	<p>30 mins</p>	<p>Now we are going to spend some time specifically talking about (and watching) some television content.</p> <p>Read P4 & P5 – intro to clips</p> <p>FAQs</p> <p>NOTE: Remind the participants that they may see some content that could cause offence. We will tell them when we are about to show the content and give them the choice to sit out parts or leave...</p> <p>Moderator: screen advert and have stimulus at the ready...</p> <p>Note: Participants will have a ‘what are you thinking observation sheet’ so that they can record their thoughts on the content as it streams</p> <p>NOTE: There will be 3 different segments to view. Please record your thoughts on the crib sheet</p> <p>Group to complete observation sheet in the questionnaire booklet as the tape rolls.</p> <p style="text-align: center;"><i>Tape 1: Midday to 9pm footage - flirt</i></p> <p style="text-align: center;"><i>Tape 2: 9-2am footage – sex chat</i></p> <p style="text-align: center;"><i>Tape 3: 2-6am footage – sex chat</i></p> <p>After the three tapes have been viewed discuss thoughts...</p> <p>Who would you say these channels are for? (age, sex...)</p> <p>Does this type of content have a place on Television?</p> <p>How do you think people find out about these channels?</p> <p><u>Moderator: Challenge the group</u></p> <p>Group Flip chat exercise collecting the different observations:</p>
---	----------------	--

		<p>1) Context – does it become more or less acceptable according to:</p> <ul style="list-style-type: none"> • Time of day shown <ul style="list-style-type: none"> ○ Would you be happy to come across this type of TV at anytime? Why, why not? What difference does the time make? ○ Do you think others would be happy to come across this TV at anytime? Who? Why, why not? • Channel – dedicated v non-dedicated <ul style="list-style-type: none"> ○ Blocked segments on other channels e.g. Men and Motors • If signposted... <ul style="list-style-type: none"> ○ Channel Name ○ Information in programme listing (epg or paper guide) ○ Before it comes on air ○ Whilst on air • Position in EPG • Encrypted vs unencrypted content <p>2) Content</p> <ul style="list-style-type: none"> - What people are saying - What people are doing - Any graphics or on-screen text - The services being offered - Anything else <p>Explore how acceptable the content is?</p> <p>Does it make a difference that the channel is trying to sell a service?</p> <p>Is it better or worse in terms of acceptability than other TV programmes that deal with Adult content?</p>
<p>9)</p> <p>Other perspectives:</p>	<p>5 mins</p>	<p>Now we would like you to consider the perspectives of</p> <ul style="list-style-type: none"> - Regular viewers and callers - Children and minors - Vulnerable people

		<p>Mod: remind group of Ofcom's duty to protect children and vulnerable groups</p> <ul style="list-style-type: none"> - The people that work for these services
--	--	--

10)	25 mins	<p>Scenario 1: Advertising on tv is allowed on:</p> <ul style="list-style-type: none"> - Encrypted channels ie making it mandatory to put in a PIN before being able to view the channel - Dedicated specialists channels like Psychic TV - Other general entertainment channels such as Living or ITV2 - Freeview - ITV1, Channel 4 and Five <p>Explore the conditions / restrictions re: context and content of each</p> <p>Scenario 2: TV Channels or blocks on channels based around premium rate phone calls is allowed on:</p> <ul style="list-style-type: none"> - Dedicated specialists channels like Psychic TV - Other general entertainment channels such as Living or ITV2 - Freeview - ITV1, Channel 4 and Five <p>Explore the conditions / restrictions re: context and content of each</p> <p>Now put yourself in the shoes of the Ofcom regulator and tell me what you would do with this service...</p> <p>Mod. Read Ofcom's summary of regulations and current</p>
-----	---------	---

		<p>rules: P1 (again) and P6</p> <p>Card and flip chart task based on P7 - get the groups take on the options for regulation – which route would they take and why?</p> <ol style="list-style-type: none"> 1) Total Ban 2) As now with restrictions, if necessary (1 - 6) 3) Allow them to feature on TV in both their longer and shorter form, if necessary (1 - 6)
		Complete last part of questionnaire
11) Thank you and close	2 mins	Is there anything else you want to say about what we have discussed today?

Appendix C: Psychic Discussion Guide

**DISCUSSION GUIDE –
PROJECT: OFCOM PTV RESEARCH – ‘Psychic’**

DATE: June 2009

LENGTH: 2 hours

Objective	Time	Questions/Probes/Prompts
<p>1)</p> <p>Introduction</p> <p><i>Note: to be introduced as a general TV study.</i></p>	<p>2 min</p>	<p>Welcome and thank you for agreeing to take part in this group discussion. It should last around two hours</p> <p><u>No right or wrong answers</u> – Mod: ensure the group understands that there will be lots of different views around the table and it’s important to hear them all...</p> <p>It’s confidential</p> <p>Your chance to share your opinion</p> <p>Recorded so I can listen back later – difficult for me to have a conversation with you whilst writing what you say</p> <p>Moderator – explain reason for note-taker and any observers</p> <p>Check: Pre-task completed [to be referred to in section 3]</p> <p>Mention group format: Discussion, worksheets, watching some TV and looking at some materials (web screen shots and magazines). Let them know that they will receive a questionnaire that will be completed at various points of the group.</p> <p>MOD READ Intro and P1 OF OFCOM SCRIPT</p>

		<i>The MRS Code of Conduct, Rule A.10 states: ‘Members must take all reasonable precautions to ensure that Respondents are not harmed or adversely affected as a result of participating in a research project.’</i>
2) Warm up	2 mins	Name of respondents and favourite channel.

3) Setting the scene: tv viewing	5 mins	Mod: <i>Refer back to pre-task</i> – likes and dislikes – what did people find offensive if anything?
4) General participation TV services – all genres to focus on the participation angle – funneling down to premium rate tv services	10 mins	<p>Can you think of any TV channels, programmes or adverts that actively seek to involve viewers by encouraging them to phone in / vote / send or receive text messages?</p> <p>Record comments on flip chart or cards...</p> <p>MODERATOR LED TASK: MOD TO INTRODUCE THE PTV TYPES. REFER TO CARD DECK</p> <p>If you had to sort these into different types, how would you do it?</p> <p>RESPONDENTS TO GROUP CARDS.</p> <p>How would you describe each type?</p> <p>How are they similar/different to each other?</p> <p>What is the point of these types of channels, programmes, adverts?</p> <p>Group to complete first part of questionnaire</p>
5) General Premium Rate Services on television – spontaneous reactions to product on TV	2 mins	<p>What is good about channels, programmes or adverts that actively seek to involve viewers by encouraging them to phone in / vote / send or receive text messages?</p> <ul style="list-style-type: none"> • Prompt: are they fun, entertaining, to win, to be a part of something, exciting, helpful... <p>Has anyone here ever called / texted a Premium Rate Service? What was the motivation?</p>

		<p>Why do they exist? Who are they for?</p> <p>What's bad about being able to phone or text into such channels or programmes or adverts?</p> <p>What is the point of Premium Rate Services?</p>
<p>6)</p> <p>Acceptability of promotion of product – Psychic chat lines across media</p>	<p>10 mins</p>	<p>Mod: One of the cards I showed you was for Psychic Chat services. I am now going to focus on this area.</p> <p>Get the group to read the transcripts. Explain that everyone has been given different transcripts and that the transcripts are there to give them a flavour of what happens when you phone up these chat lines. [Half the group gets 1,2,5,7,8 – the second group gets 1,4, 6, 9. If this is too long – split into three groups.]</p> <p>Is this what you expected it to be like?</p> <p>Tell them what the product (service) is: P2</p> <p>How do you feel about services like this?</p> <ul style="list-style-type: none"> • Not bothered, why? • Upset, why? • Happy, why? <p>What's good about these services?</p> <p>Who do you think uses them?</p> <p>Have you ever used them?</p> <p>Do you think these services are harmful/ harmless?</p> <p>Do you find these services offensive?</p> <p>Do you think someone else will find these service offensive – who and why?</p> <p><u>Moderator: Challenge the group...</u></p> <p><i>If they mention children then remind them that there are restrictions in place to stop a minor (under 18) getting through.</i></p> <p>What do you think about under 18s coming across these services?</p>

If they mention other vulnerable people then explore if and why this is more offensive than other PTV – e.g. Gaming channels...

Should this type of service be allowed? Why, why not?

Moderator: Challenge the group. Why shouldn't it be allowed...

Now we know what you think about these types of services I am interested in your views on where you think they are promoted?: [Moderator: refer to the services in the language they use]

Where, if, anywhere, have you come across any information on or promotions for Psychic chat premium rate services?

Mod: Collect spontaneous responses

What do you think about promotion of these services in these places? (Show stimulus if necessary)

- On the internet
- In magazines
- In newspapers
- On the TV
- On radio
- Outdoors (posters, billboards, buses, taxis etc...)
- Anywhere else?

Is it acceptable on all?

Is it acceptable at all?

Where is it most / least acceptable? Why?

Mod: Where TV comes up – unpick a little but no need to prompt at this stage

Moderator: Challenge the group. Why not advertise services that people want. Others don't have to call...

Group to complete next part of questionnaire

<p>7) Potential short form advertising of such products on TV (PRS)</p>	<p>15 mins</p>	<p>Now let's discuss the idea of having this type of service advertised on TV in an ad break...</p> <p>Read Ofcom's description – P3</p> <p>Mod: Explain that these adverts would not necessarily feature on a dedicated channel. For example, they could be placed during a regular commercial break on any channel.</p> <p>What are your thoughts on this? What's good / bad and why?</p> <p>How is it different to other services advertised on TV?</p> <p>Is it acceptable? Why / why not?</p> <p>What are the objections?</p> <ul style="list-style-type: none"> • They are offended by the service and/or content • They are protecting under the 18s from service and/or content • Because they are worried about people becoming addicted / relying / manipulated by service and/or content <p>Flip chart exercise – content and context – parameters of acceptance</p> <p>1) Context – does it become more or less acceptable according to:</p> <ul style="list-style-type: none"> • Time of day shown • Channel – dedicated v non-dedicated • If signposted • Position in EPG • Encrypted vs unencrypted content <p>2) Content</p> <ul style="list-style-type: none"> - What people are saying - What people are doing - Any graphics or on-screen text - The services being offered - Anything else
---	----------------	---

<p>8) Specific genre: the Psychic channels – response to current content</p>	<p>30 mins</p>	<p>Now we are going to spend some time specifically talking about (and watching) some television content.</p> <p>Read P4 & P5 – intro to clips</p> <p>FAQs</p> <p>Moderator: screen advert and have stimulus at the ready...</p> <p>Note: Participants will have a ‘what are you thinking observation sheet’ so that they can record their thoughts on the content as it streams</p> <p>NOTE: There will be 3 different segments to view. Please record your thoughts on the crib sheet</p> <p>Group to complete observation sheet in the questionnaire booklet as the tape rolls.</p> <p style="text-align: center;"><i>Tape 1: introducing services</i></p> <p style="text-align: center;"><i>Tape 2: on air advice</i></p> <p style="text-align: center;"><i>Tape 3: off air advice</i></p> <p>After the three tapes have been viewed discuss thoughts...</p> <p>Who would you say these channels are for? (age, sex...)</p> <p>Does this type of content have a place on Television?</p> <p>How do you think people find out about these channels?</p> <p><u>Moderator: Challenge the group</u></p> <p>Group Flip chat exercise collecting the different observations:</p> <p>1) Context – does it become more or less acceptable according to:</p> <ul style="list-style-type: none"> • Time of day shown <ul style="list-style-type: none"> ○ Would you be happy to come across this type of TV at anytime? Why, why not? What difference does the time make? ○ Do you think others would be happy to come across this TV at anytime? Who? Why, why not? • Channel – dedicated v non-dedicated <ul style="list-style-type: none"> ○ Blocked segments on other channels e.g. Men
--	----------------	--

		<p style="text-align: center;">and Motors</p> <ul style="list-style-type: none"> • If signposted... <ul style="list-style-type: none"> ○ Channel Name ○ Information in programme listing (epg or paper guide) ○ Before it comes on air ○ Whilst on air • Position in EPG • Encrypted vs unencrypted content <p>2) Content</p> <ul style="list-style-type: none"> - What people are saying <ul style="list-style-type: none"> ○ Prompt on Life-changing advice and claims of how effective these services are - if it does not arise spontaneously - What people are doing - Any graphics or on-screen text - The services being offered - Anything else <p>Explore how acceptable the content is?</p> <p>Does it make a difference that the channel is trying to sell a service?</p> <p>Is it better or worse in terms of acceptability than other TV programmes that deal with Psychic content?</p>
9) Other perspectives:	5 mins	<p>Now we would like you to consider the perspectives of</p> <ul style="list-style-type: none"> - Regular viewers and callers - Children and minors - Vulnerable people <p>Mod: remind group of Ofcom's duty to protect children and vulnerable groups</p> <ul style="list-style-type: none"> - The people that work for these services

10)	25 mins	<p>Scenario 1: Advertising on tv is allowed on:</p> <ul style="list-style-type: none"> - Encrypted channels ie making it mandatory to put in a PIN before being able to view the channel - Dedicated specialists channels like Psychic TV - Other general entertainment channels such as Living or ITV2 - Freeview - ITV1, Channel 4 and Five <p>Explore the conditions / restrictions re: context and content of each</p> <p>Scenario 2: TV Channels or blocks on channels based around premium rate phone calls is allowed on:</p> <ul style="list-style-type: none"> - Dedicated specialists channels like Psychic TV - Other general entertainment channels such as Living or ITV2 - Freeview - ITV1, Channel 4 and Five <p>Explore the conditions / restrictions re: context and content of each</p> <p>Now put yourself in the shoes of the Ofcom regulator and tell me what you would do with this service...</p> <p>Mod. Read Ofcom's summary of regulations and current rules: P1 (again) and P6</p> <p>Card and flip chart task based on P7 - get the groups take on the options for regulation – which route would they take and why?</p> <p>4) Total Ban 5) As now with restrictions, if necessary (1 - 6)</p>
-----	---------	---

		6) Allow them to feature on TV in both their longer and shorter form, if necessary (1 - 6)
		Complete last part of questionnaire
11) Thank you and close	2 mins	Is there anything else you want to say about what we have discussed today?

Appendix D:

Scripts (Adult)

Ofcom TV research

Introduction

- Ofcom is the UK independent regulator for broadcasting and telecommunications. Our main duties are for the general public
 - to have access to a wide range of services
 - that appeal to different tastes and interests
 - while protecting them from harmful or offensive material
- Ofcom has a broadcasting Code, introduced in 2005, to help it achieve these duties.
- Since 2005, the television industry have undergone many changes. In particular, there are now many more channels and more ways that viewers can interact and pay for them.
- Ofcom is now reviewing the broadcasting code. As part of this review it is undertaking research with the general public to explore generally accepted standards for TV content at the same time.
- The aim of this research today is to help Ofcom determine the right balance – given its duties - for the regulation of some services that seek to involve television viewers by encouraging them to phone in/vote/send or receive text messages.

1

Ofcom's Duties and Considerations

P1

- Ofcom is the UK independent regulator for broadcasting and telecommunications. Our main duties are for people
 - to have access to a wide range of services
 - that appeal to different tastes and interests
 - while protecting them from harmful or offensive material
- In performing these duties, we must consider
 - Promotion of competition, investment and innovation in services
 - The use of the airwaves for different needs and interests
 - The appropriate level of freedom of expression on services
 - The vulnerability of children and others needing special protection
 - The opinions of consumers of services, and also members of the public
- So in this area, we need to balance the interests of
 - Customers – who either watch or use the services
 - Businesses and employees – who wish to offer, or earn a living from, the services
 - General audiences – who may or may not want to come across the services
 - Children and vulnerable people – who may need to be protected from harm

Adult entertainment chat-lines

P2

- The main product is a call to an adult entertainment chat-line premium rate number.
- Adult entertainment lines can be either
 - Non-sexually explicit, also known as "Flirt" chat-lines
 - Sexually explicit, also known as "Adult sexual entertainment" chat-lines

The general rules on adult entertainment chat-lines are

- Adverts must comply with rules on harm, offence and misleading claims
- Sexually explicit phone lines must begin with a particular prefix
 - to distinguish them from other chat-lines
- Under-18s cannot be customers, and their calls must be terminated
- Information about call costs and the service provider must be announced

Adult chat-line : TV adverts

P3

- A TV advert for an adult entertainment chat-line may
 - be typically be 10 to 30 seconds in length – though it could be several minutes
 - feature a premium rate phone number : on-screen and read out
 - feature a TV channel name and number or website address
 - feature a “Babe” and / or suggestive actions or language
- Any advert would have to comply with general advertising standards.

Adult chat TV chat-lines

P4

- The customer can choose from a range of options
 - Speak to the on-air main presenter: calls usually can't be heard by viewers
 - When this is not available, the other options are...
 - Speak off-air to a specific “Babe” listed by Option 1 / 2 / 3 or a Pin code
 - This can be pre-booked with the operator
 - Speak to a “Babe” allocated by the operator
 - Listen in to the call of another customer
- Other products available to the customer include
 - A video call off-air – via 3G mobile or internet webcam – with a “Babe”
 - Send Text messages to the main presenter, who may answer them on-air

Adult chat TV channels

P5

- The following clips are all taken from Adult chat TV channels
- All of the channels are available to any Sky TV subscriber
 - Currently 20 channels available: some of these show the same schedule at some times
 - Some channels broadcast 24 hours a day, others from 9pm to 5am only
- The channels are all under the ADULT section of the Programme Guide
 - A user can choose to lock any channel under parental controls, which would then need a PIN for access. From 9pm to 5am Adult channels are rated either "15" or "18", which parental controls can be set to automatically lock and require a PIN for access.
- One channel broadcasts on Freeview as a block on channel SMILE TV2
 - Broadcasts from 12am to 5am
 - Most new Freeview set top boxes have parental controls that can be set to lock any particular channel
- The clips are from a range of channels over a number of days in 2009
- The clips contain semi-nudity and suggestive actions you may find offensive
- The clips run in time order in three sections
 - Midday to 9pm
 - 9pm to 2am
 - 2am to 6am

6

Adult entertainment chat-line rules on TV

P6

- Adult-chat channels
 - Non-sexually explicit chat-lines are allowed between 6am to 9pm
 - Sexually explicit chat-lines are allowed between 9pm to 6am
- TV adverts
 - Non sexually explicit chat-lines may be advertised, subject to general rules
 - Sexually explicit chat-lines may only be advertised on encrypted elements of adult entertainment channels that have mandatory PIN protection to access

7

The options for regulation

P7

- Ofcom are reviewing the current rules for featuring **adult sexual entertainment** chat-lines on TV.
- Given our duties, we are considering what the right balance should be.
- There are a number of potential options
 1. A total ban on them on TV
 2. As now, allow them to feature in long form on TV, but not in TV spot adverts
 3. Or, allow them to feature in TV programmes and in TV spot adverts
- Options 2 and 3 could be with additional restrictions
 - Must only be on a Adult TV channel in SPECIALIST section of EPG
 - Must not be carried on ITV1, C4 or C5
 - Must not be carried on Freeview
 - Must not feature before certain times
 - Must feature warning about risk of offence
 - Must have appropriate limits on language and nudity

Based on the session today, which of the options do you think is acceptable?

Appendix E:

Scripts (Psychic)

Ofcom TV research

Introduction

- Ofcom is the UK independent regulator for broadcasting and telecommunications. Our main duties are for people
 - to have access to a wide range of services
 - that appeal to different tastes and interests
 - while protecting them from harmful or offensive material
- One of our duties is to draw up, and from time to time revise, a code for television covering standards in programmes.
- Since the Code was first published in 2005, the industry have undergone many changes. In particular, there are now many more channels and more ways that viewers can interact and pay for them.
- We are now reviewing the code in general, and are researching generally accepted standards for TV content at the same time.
- This particular piece of research will help us determine the right balance – given our duties - for the regulation of services that some people may find controversial.

Ofcom TV Research

P1

- Ofcom is the UK independent regulator for broadcasting and telecommunications. Our main duties are for people
 - to have access to a wide range of services
 - that appeal to different tastes and interests
 - while protecting them from harmful or offensive material
- In performing these duties, we must consider
 - Promotion of competition, investment and innovation in services
 - The use of the airwaves for different needs and interests
 - The appropriate level of freedom of expression on services
 - The vulnerability of children and others needing special protection
 - The opinions of consumers of services, and also members of the public
- So in this area, we need to balance the interests of
 - Customers – who either watch or use the services
 - Businesses and employees – who wish to offer, or earn a living from, the services
 - General audiences – who may or may not want to come across the services
 - Children and vulnerable people – who may need to be protected from harm

Psychic chat-lines

P2

The main product is a call to the chat-line

- The customer dials the advertised premium rate number
- The customer can choose from a range of options
 - Speak to a specific “Psychic” listed under Option 1 / 2 / 3 or a Pin code
 - Speak to a “Psychic” allocated by the operator

The general rules on Psychic chat-lines are

- Advert must comply with rules on harm, offence and misleading claims
 - It must not induce an unacceptable sense of fear, anxiety or distress
- Under-18s cannot be customers, and their calls must be terminated
- Information about call costs and the service provider must be announced

Psychic TV chat-lines

P3

- The customer can choose from a range of options
 - Speak to the on-screen main presenter
 - When this is not available, the other options are...
 - Speak to a specific “Psychic” listed under Option 1 / 2 / 3 or a Pin code
 - This can be pre-booked with the operator
 - Speak to a “Psychic” allocated by the operator
- Other products available to the customer include
 - A video call off-air – via 3G mobile or internet webcam – with a “Psychic”
 - Send Text messages to the main presenter, who may answer them on-air

4

Psychic chat-line : TV adverts

P4

- A TV advert for Psychic chat-line may
 - Be typically 10 to 30 seconds in length – although it could be several minutes
 - feature a premium rate phone number : on-screen and read out
 - feature a TV channel name and number or website address
 - feature a Psychic and / or demonstration of Psychic practices
- Any advert would have to comply with general advertising standards.

Psychic TV channels

P5

- The following clips are all taken from "Psychic" TV channels
- The channels are available to any Sky TV subscriber
 - Currently 2 channels available: other channels show parts of their schedule some times
 - Psychic TV broadcasts 24 hours a day, WatchmeTV.TV broadcasts 9am to 10pm
- The channels are all under the SPECIALIST section of the Programme Guide
 - All channels can be locked by PIN protection by parents
- The clips are from both channels over a number of days in 2009
- The clips have been grouped in three sections
 - Introducing the services
 - On-air advice
 - Off-air advice

6

Psychic chat-lines rules on TV

P6

- Psychic TV channels or blocks of programmes
 - Are allowed, subject to general rules that apply to all TV channels, to feature Psychic practices (e.g. tarot readings, clairvoyance) but may not offer life-changing advice to individuals
 - Demonstrations of the occult, paranormal or divination may not be portrayed as real
- TV adverts
 - Adverts are not allowed for products and services relating to psychic practices
 - There are exemptions for pre-recorded tarot, publications that discuss tarot, or psychic services offering generalised comments (e.g. newspaper horoscopes)

7

The options for regulation

P7

- Ofcom are reviewing the current rules for featuring psychic chat-lines on TV.
- Given our duties, we are considering what the right balance should be.
- There are a number of potential options
 1. A total ban on them on TV
 2. As now, allow them to feature on TV programmes, but not in TV spot adverts
 3. Or, allow them to feature on TV programmes, and in TV spot adverts
- Options 2 and 3 could be with additional restrictions
 - Must only be on a Psychic TV channel in SPECIALIST section of EPG
 - Must not be carried on ITV1, C4 or C5
 - Must not be carried on Freeview
 - Must not feature before certain times
 - Must feature disclaimer about the advice given
 - Must have appropriate limits on psychic practices shown
- Based on the session today, which of the options do you think is acceptable?

Appendix F:

Respondent pre-task



APPENDIX F

TV Research

Thank you for agreeing to help us with our research on television.

Before meeting with us we would like you to complete this exercise. This exercise asks questions about what you like and don't like on television.

If you want to talk to me about completing this exercise then you can call us on 020 7384 1297 or email us at info@essentialresearch.co.uk

Thank you

Essential Research

ESSENTIAL

APPENDIX F

TV Research

Please tell us what you like about the television

What are your favourite types of TV channels?

What are your favourite types of TV programmes?

What are your favourite types of adverts?

Why are these your favourite types of channels/programmes/adverts?

ESSENTIAL

APPENDIX F

TV Research

Are there any television channels / programmes / adverts that you do not approve of or find offensive? (Please tick one box only)

Yes No

What is the name of the channel(s) / programme(s) / advert(s) that you do not approve of or find offensive?

Why do you find these channels / programmes / adverts offensive or not approve of them?

ESSENTIAL

APPENDIX F

TV Research

Thank you for answering these questions.

Please do not forget to bring this completed exercise to the group.

Essential Research

Appendix G: Self-completion task (Adult)

ESSENTIAL

APPENDIX G

TV Research

June 2009

Your name _____

Thinking about TV channels and programmes that actively seek to involve their viewers by encouraging them to phone in/vote/send or receive text messages....

Have you ever heard of any of these channels or services before coming to the research today?

Tick the box
(Please tick all that apply)

News Polls e.g. Sky News, BBC News votes	<input type="checkbox"/>
Reality e.g. X-Factor, Big Brother	<input type="checkbox"/>
Game shows e.g. Goldenballs, Deal or no Deal	<input type="checkbox"/>
Psychic readings e.g. Psychic & Soul, Psychic TV	<input type="checkbox"/>
Chat shows e.g. Loose Women	<input type="checkbox"/>
Adult chat TV e.g. Lucky Star TV, Babeworld TV, Friendly TV, Tease me TV	<input type="checkbox"/>
Auctions e.g. Auction TV, Bid TV	<input type="checkbox"/>
Quiz shows e.g. Quiz TV	<input type="checkbox"/>
Dating e.g. Rabbit TV, Chat Box, Cupid TV	<input type="checkbox"/>
Music Requests e.g. The Box, Starz TV	<input type="checkbox"/>
Gambling e.g. Gala TV, Live Bingo, Jackpot, Sky Vegas	<input type="checkbox"/>

1

Thinking about TV channels and programmes that actively seek to involve their viewers by encouraging them to phone in/vote/send or receive text messages....

How often, if at all, do you watch any of these channels or services?

Tick the box
(Please tick one box in each row)

	Regularly	Sometimes	Once Only	Never
News Polls e.g. Sky News, BBC News votes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reality e.g. X-Factor, Big Brother	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Game shows e.g. Goldenballs, Deal or no Deal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Psychic readings e.g. Psychic & Soul, Psychic TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chat shows e.g. Loose Women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult chat TV e.g. Lucky Star TV, Babeworld TV, Friendly TV, Tease me TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auctions e.g. Auction TV, Bid TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quiz shows e.g. Quiz TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dating e.g. Rabbit TV, Chat Box, Cupid TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music Requests e.g. The Box, Starz TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gambling e.g. Gala TV, Live Bingo, Jackpot, Sky Vegas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Regularly	Sometimes	Once Only	Never

2

Thinking about TV channels and programmes that actively seek to involve their viewers by encouraging them to phone in/vote/send or receive text messages....

APPENDIX G

How often, if at all, have you **phoned in or texted** any of these channels or services?

Tick the box
(Please tick one box in each row)

	Regularly	Sometimes	Once Only	Never
News Polls e.g. Sky News, BBC News votes				
Reality e.g. X-Factor, Big Brother				
Game shows e.g. Goldenballs, Deal or no Deal				
Psychic readings e.g. Psychic & Soul, Psychic TV				
Chat shows e.g. Loose Women				
Adult chat TV e.g. Lucky Star TV, Babeworld TV, Friendly TV, Tease me TV				
Auctions e.g. Auction TV, Bid TV				
Quiz shows e.g. Quiz TV				
Dating e.g. Rabbit TV, Chat Box, Cupid TV				
Music Requests e.g. The Box, Starz TV				
Gambling e.g. Gals TV, Live Bingo, Jackpot, Sky Vegas				
	Regularly	Sometimes	Once Only	Never

3

Here are some places where you may find products and services promoted

APPENDIX G

- Internet
- Magazines
- Television
- Radio
- Newspapers
- Outdoors (posters, billboards, buses, taxis etc...)

On a scale of 0 to 10, where 0 means not at all acceptable and 10 means definitely acceptable, how acceptable or unacceptable do you feel it is to promote adult chat lines in the following places?

Tick the box
(Please tick one box in each row)

	0 Not at all acceptable	1	2	3	4	5	6	7	8	9	10 Definitely acceptable
Internet											
Magazines											
Radio											
Television											
Newspapers											
Outdoors (posters, billboards, buses, taxis etc...)											

4

Here are some places where you may find products and services promoted

- Internet
- Television
- Newspapers
- Magazines
- Radio
- Outdoors (posters, billboards, buses, taxis etc...)

Just focusing on the media you thought were **not at all** acceptable, please write in the space below why you feel it is never acceptable for adult chat lines to be promoted in these places

Now focusing on the place you thought it was **definitely** acceptable, please write in the space below why you feel this is an acceptable place for adult chat lines to be promoted in these places

Please can you briefly explain why you gave TV the rating that you did?

5

Observation sheet: please write down any observations you have about the clips...

What people are doing	What people are saying
Any graphics or on-screen text	Their appearance
The services being offered	Anything else?

6

Observation sheet: please write down any observations you have about the clips...

APPENDIX G

What people are doing	What people are saying
Any graphics or on-screen text	Their appearance
The services being offered	Anything else?

6

Observation sheet: please write down any observations you have about the clips...

APPENDIX G

What people are doing	What people are saying
Any graphics or on-screen text	Their appearance
The services being offered	Anything else?

6

To what extent do you agree or disagree with the following statements about the **service** we have been talking about today (adult sexual entertainment chat lines)?

APPENDIX G

Tick the box
(Please tick one box in each row)

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know
TV has a place for this type of service						
This type of service is harmless						
This type of service exists to make money off people						
Short advertisements of these services are fine						
I am offended by this type of programme						
Most people would be offended by this type of programme						
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know

8

To what extent do you agree or disagree with the following statements about the **service** we have been talking about today (adult sexual entertainment chat lines)?

APPENDIX G

The future of this type of service is in your hands. With this in mind please read the statement carefully and then give your answer...

Tick the box
(Please tick one box in each row)

This type of service should be subject to...	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know
User PIN protections						
"User Pin Protection is an optional form of protection which enables users to disallow access (through their set top box) to particular categories of programmes/films and/or channels or whole areas of the EPG. These are also known as parent controls, for example, to restrict adult channels."						
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know

9

To what extent do you agree or disagree with the following statements about the **service** we have been talking about today (adult sexual entertainment chat lines)?

APPENDIX G

The future of this type of service is in your hands. With this in mind please read the statement carefully and then give your answer...

Tick the box
(Please tick one box in each row)

This type of service should be subject to...	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know
Broadcaster rating protection: "Broadcasting rating protection is a form of protection where the broadcaster is required to tag particular channels or content as suitable for "15" and "18". The user can then set their parental controls to require a User PIN to allow access to this content. Broadcaster PIN protection is used for rated films broadcast in daytime hours, or for 'Adult-sex' channels at any time of day."						
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know

10

To what extent do you agree or disagree with the following statements about the **service** we have been talking about today (adult sexual entertainment chat lines)?

APPENDIX G

The future of this type of service is in your hands. With this in mind please read the statement carefully and then give your answer...

Tick the box
(Please tick one box in each row)

This type of service should be...	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know
Encrypted: "Encrypted refers to channels, programmes, packages and/or other media services that require registration for a special PIN code, and normally additional payment with the provider for access. This would include premium film and sports channels, events such as live boxing, and 'Adult-sex' channels."						
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know

11

Appendix H: Self-completion task (Psychic)

ESSENTIAL

APPENDIX G

TV Research

June 2009

Your name _____

Thinking about TV channels and programmes that actively seek to involve their viewers by encouraging them to phone in/vote/send or receive text messages....

Have you ever heard of any of these channels or services before coming to the research today?

Tick the box
(Please tick all that apply)

News Polls e.g. Sky News, BBC News votes	<input type="checkbox"/>
Reality e.g. X-Factor, Big Brother	<input type="checkbox"/>
Game shows e.g. Goldenballs, Deal or no Deal	<input type="checkbox"/>
Psychic readings e.g. Psychic & Soul, Psychic TV	<input type="checkbox"/>
Chat shows e.g. Loose Women	<input type="checkbox"/>
Adult chat TV e.g. Lucky Star TV, Babeworld TV, Friendly TV, Tease me TV	<input type="checkbox"/>
Auctions e.g. Auction TV, Bid TV	<input type="checkbox"/>
Quiz shows e.g. Quiz TV	<input type="checkbox"/>
Dating e.g. Rabbit TV, Chat Box, Cupid TV	<input type="checkbox"/>
Music Requests e.g. The Box, Starz TV	<input type="checkbox"/>
Gambling e.g. Gala TV, Live Bingo, Jackpot, Sky Vegas	<input type="checkbox"/>

1

Thinking about TV channels and programmes that actively seek to involve their viewers by encouraging them to phone in/vote/send or receive text messages....

How often, if at all, do you watch any of these channels or services?

Tick the box
(Please tick one box in each row)

	Regularly	Sometimes	Once Only	Never
News Polls e.g. Sky News, BBC News votes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reality e.g. X-Factor, Big Brother	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Game shows e.g. Goldenballs, Deal or no Deal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Psychic readings e.g. Psychic & Soul, Psychic TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chat shows e.g. Loose Women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult chat TV e.g. Lucky Star TV, Babeworld TV, Friendly TV, Tease me TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auctions e.g. Auction TV, Bid TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quiz shows e.g. Quiz TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dating e.g. Rabbit TV, Chat Box, Cupid TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music Requests e.g. The Box, Starz TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gambling e.g. Gala TV, Live Bingo, Jackpot, Sky Vegas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Regularly	Sometimes	Once Only	Never

2

Thinking about TV channels and programmes that actively seek to involve their viewers by encouraging them to phone in/vote/send or receive text messages....

How often, if at all, have you **phoned in or texted** any of these channels or services?

Tick the box
(Please tick one box in each row)

	Regularly	Sometimes	Once Only	Never
News Polls e.g. Sky News, BBC News votes				
Reality e.g. X-Factor, Big Brother				
Game shows e.g. Goldenballs, Deal or no Deal				
Psychic readings e.g. Psychic & Soul, Psychic TV				
Chat shows e.g. Loose Women				
Adult chat TV e.g. Lucky Star TV, Babeworld TV, Friendly TV, Tease me TV				
Auctions e.g. Auction TV, Bid TV				
Quiz shows e.g. Quiz TV				
Dating e.g. Rabbit TV, Chat Box, Cupid TV				
Music Requests e.g. The Box, Starz TV				
Gambling e.g. Gals TV, Live Bingo, Jackpot, Sky Vegas				
	Regularly	Sometimes	Once Only	Never

3

Here are some places where you may find products and services promoted

- Internet
- Magazines
- Television
- Radio
- Newspapers
- Outdoors (posters, billboards, buses, taxis etc...)

On a scale of 0 to 10, where 0 means not at all acceptable and 10 means definitely acceptable, how acceptable or unacceptable do you feel it is to promote psychic chat lines in the following places?

Tick the box
(Please tick one box in each row)

	0 Not at all acceptable	1	2	3	4	5	6	7	8	9	10 Definitely acceptable
Internet											
Magazines											
Radio											
Television											
Newspapers											
Outdoors (posters, billboards, buses, taxis etc...)											

4

Here are some places where you may find products and services promoted

- Internet ➤ Television ➤ Newspapers
- Magazines ➤ Radio ➤ Outdoors (posters, billboards, buses, taxis etc...)

Just focusing on the media you thought were **not at all** acceptable, please write in the space below why you feel it is never acceptable for psychic chat lines to be promoted in these places

Now focusing on the place you thought it was definitely acceptable, please write in the space below why you feel this is an acceptable place for psychic chat lines to be promoted in these places

Please can you briefly explain why you gave TV the rating that you did?

5

Observation sheet: please write down any observations you have about the clips...

What people are doing	What people are saying
Any graphics or on-screen text	Their appearance
The services being offered	Anything else?

6

Observation sheet: please write down any observations you have about the clips...

APPENDIX H

What people are doing	What people are saying
Any graphics or on-screen text	Their appearance
The services being offered	Anything else?

7

To what extent do you agree or disagree with the following statements about the service we have been talking about today (psychic chat lines)?

APPENDIX H

Tick the box
(Please tick one box in each row)

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know
TV has a place for this type of service						
This type of service is harmless						
This type of service exists to make money off people						
Short advertisements of these services are fine						
I am offended by this type of programme						
Most people would be offended by this type of programme						
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know

8

To what extent do you agree or disagree with the following statements about the service we have been talking about today (psychic chat lines)?

APPENDIX H

The future of this type of service is in your hands. With this in mind please read the statement carefully and then give your answer...

Tick the box
(Please tick one box in each row)

This type of service should be subject to...	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know
User PIN protection						
“User Pin Protection is an optional form of protection which enables users to disallow access (through their set top box) to particular categories of programmes/films and/or channels or whole areas of the EPG. These are also known as parent controls, for example, to restrict adult channels.”						
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know

9

To what extent do you agree or disagree with the following statements about the service we have been talking about today (psychic chat lines)?

APPENDIX H

The future of this type of service is in your hands. With this in mind please read the statement carefully and then give your answer...

Tick the box
(Please tick one box in each row)

This type of service should be subject to...	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know
Broadcaster rating protection						
“Broadcasting rating protection is a form of protection where the broadcaster is required to tag particular channels or content as suitable for “15” and “18”. The user can then set their parental controls to require a User PIN to allow access to this content. Broadcaster PIN protection is used for rated films broadcast in daytime hours, or for ‘Adult-sex’ channels at any time of day.”						
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know

10

To what extent do you agree or disagree with the following statements about the **service** we have been talking about today (psychic chat lines)?

The future of this type of service is in your hands. With this in mind please read the statement carefully and then give your answer...

Tick the box
(Please tick one box in each row)

This type of service should be...	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know
Encrypted: "Encrypted refers to channels, programmes, packages and/or other media services that require registration for a special PIN code, and normally additional payment with the provider for access. This would include premium film and sports channels, events such as live boxing, and 'Adult-sex' channels."						
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Don't Know