



Commission for
Communications Regulation

Media Release- 28th February 2003

ComReg Proposes Revamp of Premium Rate Services

ComReg intends to review the structure of Premium Rate Numbering Services to allow for more flexibility to adjust service prices in line with prevailing market conditions and to ensure that maximum transparency is provided to users. ComReg has proposed introducing new pay-per-call products (where the price of the call is independent of the duration of the call) in addition to pay per minute. The current scheme has been in place for over 10 years.

One of ComReg's pricing proposals is based on price bands, where there would be lower and/or upper price limits for a particular access code, within which prices can be set for individual services on a particular number.

These proposals, while increasing competitive pricing in the Premium Rate Services market, will impact on consumer understanding of the PRS scheme. ComReg would welcome the views of consumer groups, content service providers and operators to its proposals before 28th March 2003.

ENDS

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