

## **Information Notice**

## **ComReg assumes responsibility for the regulation of Premium Rate Services (PRS)**

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In accordance with the Communications Regulation (Premium Rate Services and Electronic Communications Infrastructure) Act 2010, the responsibility for the regulation of Premium Rate Services (PRS) transfers to the Commission for Communications Regulation (ComReg) with effect from today 12 July, 2010.

On 1 April, 2010, ComReg published a Consultation (Document 10/27) seeking views on ComReg's proposals for regulating the scope of PRS regulation. On 9 July, 2010, ComReg published its Response to Consultation (Document 10/50) on this issue and also published Regulations that gave effect to its Decision.

ComReg Commissioner Mike Byrne stated that "The new regulatory framework for Premium Rate Services is aimed at providing greater protection to consumers and enabling consumers to use PRS with trust and confidence. This, in turn, should facilitate the effective functioning and development of the market. I wish to thank the fifty-three respondents to the recent Consultation, encompassing a broad range of stakeholders, who provided views in relation to the new framework and, thereby, informed our decisions on the range of issues therein".