

16 August 2008

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Dear Mr Goodall,

Pricing Transparency and Call Price Labelling

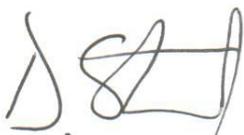
Ed Richards has asked me to respond to your letters of 9 and 16 July 2008 concerning your Call Price Labelling (CPL) proposal.

Let me reassure you that our work on numbering related policy issues such as NTS and personal numbers is not carried out in isolation. This work is coordinated by the Competition Group management team and is overseen by Ofcom's Policy Executive and Board.

Our 2005/6 Strategic Review of Numbering considered pricing transparency and the NTS proposals in the wider numbering context. We also have an ongoing programme of work on pricing transparency. As part of this programme we are considering a range of measures including CPL that might be used to improve pricing transparency. You are of course aware that we considered your CPL proposal in our April 2006 NTS policy statement.

You have asked Ofcom to abandon its NTS proposals and other numbering related initiatives in favour of a CPL solution. I do not think that would be appropriate. Whilst CPL may have its merits it would not provide a universal solution to the problems those initiatives address. It would also be both costly and complex to implement and would therefore require a lengthy implementation period following extensive stakeholder consultation. We are therefore considering it amongst other options as a long term measure to improve transparency.

Yours sincerely



David Stewart