



General Meeting - 19th September

Our GM is next week in London and this GM is open to all members who wish to attend.

We will be updating members on our new strategy that the Board is working on, and give you an update on the new member benefits amongst other things. This meeting will directly follow the PMG meeting that is taking place that day in the same location so if you are attending the earlier meetings, we hope you will be able to stay on for the GM.

We still have a few places left but we ask that all members register their attendance so we can ensure we have enough seats and refreshment for all attendees.

You can find the agenda for this meeting [HERE](#). If you wish to attend and have not booked your seat please email aimm.

Current Consultations

There are several consultations open at the moment that members may be interested in.

PHONE-PAID SUBSCRIPTION SERVICES

The PSA is reviewing its regulation of phone-paid services offered on a subscription basis, and has issued a call for inputs.

Consultation for this ends on **Monday 15th October**. Please can any members who are interested and able to join the *Phone-paid Services Consultation Working Group* please contact [aimm](#) ASAP to put your name down. We will then organise a time and space for this to be discussed in the next day or so, so that aimm can form a response on behalf of members.

To learn more about this please see the [PSA's review document](#).

DIGITAL MARKETING GUIDANCE

Please see the notice from the PSA of a consultation on their [Digital Marketing Guidance and Annexes](#). aimm would be pleased to respond on behalf of any members who may be affected by the proposed changes.

aimm would be pleased to respond on behalf of any members if they are affected by the proposed changes. If you would like to provide input on this, so that a response can be submitted, please provide the necessary information to aimm by **Friday 21st September**.

Please send your responses to [aimm](#) . If members do not wish to input into this, aimm will not respond to the consultation.

070 NUMBER RANGE REVIEW

Ofcom has published a [draft statement on the regulation of telephone numbers beginning with 070](#), following a review of this market.

070 numbers are designed to be used as a 'follow me' service, where calls are diverted from one number to another, so the person being called can keep their own number private. Ofcom have provisionally decided to set a cap on the wholesale termination charge for calls to 070 numbers, which would be aligned with the existing regulated cap set by Ofcom for mobile numbers – currently around 0.5 pence per minute.

If members have any feedback regarding this please let [aimm](#) know.

World Telemedia - next month



World Telemedia Marbella (8-10 Oct) – The Home of Interactive Media & Micropayments

We are delighted to announce that with AIMM's continued support, World Telemedia 2018 is once again set to grow by over 30%. So, by the time industry professionals from all over the world arrive at the H10 Andalucía Plaza Hotel, Marbella [for the Telemedia industry's only dedicated annual trade event] – delegate numbers now look certain to top 500! This remarkable turnaround is underpinned by over 50 leading international providers [of billing and engagement technologies] choosing to exhibit (9th & 10th) and / or take a "Meet Market" table top at the increasingly popular "sold out" business networking curtain raiser (8th).

With a new commitment to showcasing how DCB and how other new payment technologies are combining with a range of digital engagement strategies to help drive sales of value added services [VAS], monetise

content and create billable interactive applications – World Telemedia has become an established destination for brands, merchants, affiliates networks, media groups and content owners.

A current list of participating companies can be found here:

<https://www.wtevent.co.uk/visiting/participating-companies/>

The conference programme also looks to have gone through something of a renaissance, with a high-quality speaker line up that includes the likes of Google, Hollywood TV, Juniper Research, The Fintech Times, Macroiosk, Payguru, fonix, Digital Virgo, mGage, Dynamic Mobile Billing, SEE Engagement, Empello, Armor Adsa, Reality Clash, Reed Smith, MEF and AIMM's very own Joanna Cox – to name but a few.

A full list of speakers and session topics can be found here:

<https://www.wtevent.co.uk/event-overview/spotlight-sessions/>

The World Telemedia Facebook Page has an excellent archive of videos that reveal what you can expect from this year's event along with a host of interviews taken from last year's show. Check out what a couple of "telemedia pioneers" from the affiliate world said about last year's event; [Mobidea](#) Kimia now [ArmorAds](#)

Serious About Business Networking

At World Telemedia they also take business networking very seriously. From meeting the next big customer, business partner or sparking a new idea, it's all about meeting the right connections and forging relationships. Clearly, they facilitate the 'Meet' process like no other event, by serving "it" up in spades throughout. This not only includes a range of extremely lavish headline parties and the ever-popular speed networking sessions but perhaps more unusually – all participants are invited to enjoy a wide range of excellent lunch events [including wine]

Check out the full program of Networking events here:

<https://www.wtevent.co.uk/event-overview/networking/>.

AIMM MEMBER DISCOUNT

All this is included in a very competitive AIMM delegate price of €455, so remember to book your event pass before 10th Sept and get an *exclusive AIMM discount of 10%* by using code **WT355AIMM** at: www.wtevent.co.uk/visiting/register/.

**Association for Interactive
Media and Micropayments**

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