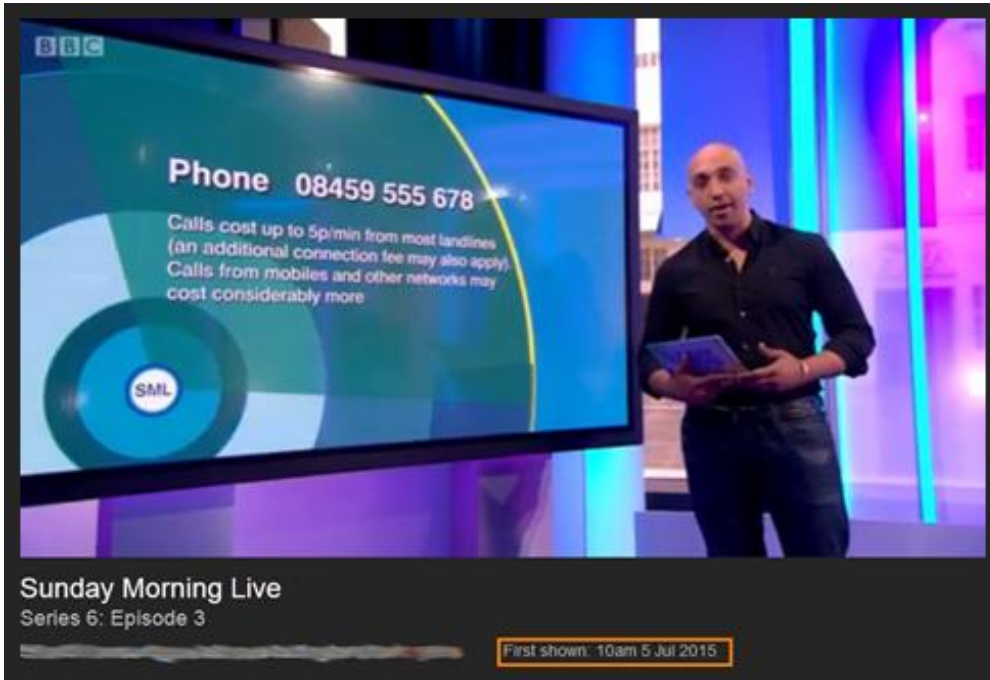




**BBC using 084 telephone number -
and breaching the Broadcasting Code**

As Broadcast - [Sunday Morning Live 5 July 2015](#)



screenshot
taken
at
01:53

See the following regulation - [THE OFCOM BROADCASTING CODE | July 2015](#)

Non-geographic call costs

9.30 The cost to viewers for using non-geographic telephony services must be made clear to them and broadcast as appropriate.

Note:

Non-geographic telephony services are those telephone numbers that are not linked to a specific location. Licensees should refer to the guidance for further details on the application of this rule, as well as guidance to relevant associated rules (see in particular, the guidance to Rules 2.13 to 2.16).

extract
from
pp
57/58

... and the relevant guidance - [Broadcasting Code - Guidance Notes - Issue Two: 1 July 2015](#)

Unbundled Tariff Numbers

1.228 Revenue-sharing services include Unbundled Tariff Numbers (UTN) which are those non-geographic telephone numbers starting 084, 087, 09 and 118.¹³

...

1.232 Broadcasters are required to give viewers specific pricing information when UTNs are used; in particular broadcasters are required to make clear in a prominent position and in close proximity to the UTN, the relevant Service Charge¹⁴. Ofcom advises that one of the following messages are used, either:

"Call cost [i.e. service charge] per minute plus your phone company's access charge",

or:

"Calls cost [i.e. service charge] per minute plus your network access charge".

Extract
from
pp
42/43

See also "[Oh Dear BBC ! still hung up on 0845 numbers? We thought you had hung up on them!](#)"

