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Autumn 2008



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Did you know?

...that you need a licence
to watch TV programmes
as they are being broadcast
on the internet?

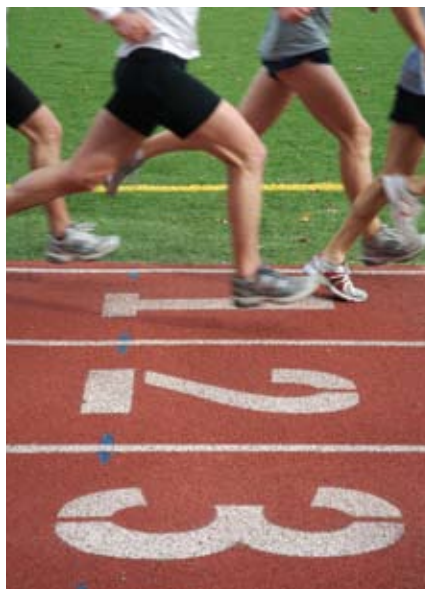
Over half of businesses risk a fine after mammoth summer of sport

With Wimbledon, Euro 2008 and more recently the Olympics, the summer of 2008 has been a bumper period for televised, unmissable sport. Throughout the summer, TV Licensing has been advising business leaders that they risk a fine if staff are caught watching sport online and the business is unlicensed.

Many unlicensed businesses may be unwittingly breaking the law by allowing staff to watch TV online – currently only 48 per cent of business addresses on TV Licensing's database have a TV Licence.

In the past, employees may have taken a day off – or a crafty sickie – to watch their favourite sporting events. This year however, the broadcasting online of such events as Euro 2008, Wimbledon and the Olympics allowed people to easily catch the action at work – even without a TV set. While not all businesses have a TV set, most have computers with broadband connections which are capable of receiving programmes as they are broadcast. If staff watch programmes over the internet, their employer requires a licence.

The Federation of Small Businesses is backing TV Licensing's campaign, urging small businesses to take action in light of the rise in people watching sport online at work. Businesses are



liable if someone is caught watching TV on unlicensed premises, even if they are unaware that their employee is doing so.

Stephen Alambritis, of the Federation of Small Businesses, said:

"We believe more people than ever before are watching live sport while at work, so it's essential for managers to ensure that they understand the TV Licensing regulations. Whether your employees are into football, tennis or athletics, if they are watching without a licence you risk a court case and a fine. Buying a licence is very straightforward and takes minutes online, so make sure you're covered."

Key facts for businesses

If you work with managers of businesses or other organisations that might have staff watching TV online at work, you can help them stay within the law. The key things they need to know are:

- Unlicensed businesses are liable if someone is caught watching TV on the premises – even if they are unaware that their employee is doing so. Because of this, personnel managers in businesses without a TV Licence may wish to outline and disseminate a policy banning staff from watching television on the premises
- A business will not need a TV Licence if it has TV equipment used only for CCTV monitoring or watching pre-recorded videos or DVDs
- One licence will cover all the TV equipment a business uses on a single site. The only exception to this is hotels, which have separate licensing requirements
- If a business sublets any part of its premises to another business or has an on-site social or welfare club, then that area will require a separate licence. Furthermore, the licence does not cover any residential accommodation on-site or within the premises

Ask the Expert:

Q&A with Jason Jones

This issue, In Brief sits down with Jason Jones, Head of Legal at TV Licensing. After working on TV Licensing cases for the past six years, Jason tells us exactly how he came to work for TV Licensing, what his job entails and what he enjoys most about his job.

Tell us a bit about your background before you joined TV Licensing

My interest in the legal profession was sparked by the 80's TV programme L.A. Law – it was the sharp suits and fast cars that appealed to me! Whilst that particular TV programme may not accurately reflect reality at all times (there's nothing glamorous about a police station at three in the morning), I enjoy the challenge that working in law presents.

I completed my training in Wales and after stints at High Street and commercial law firms, I decided that I wanted a change. I saw TV Licensing were looking for a solicitor to join the organisation and so, in September 2002, I became a member of the team. It's fair to say that I haven't looked back since!

What exactly does your role entail?

As Head of Legal, I'm in charge of three other members of the legal team, including a solicitor, a trainee legal executive and a fraud investigation manager. Together we oversee all legal matters, with a particular focus on the prosecution and enforcement side of TV Licensing, maintaining close involvement in any high profile prosecutions.

We also organise training for prosecution staff and the court presenters who conduct the prosecutions for TV Licensing.



So the principal focus for my job is to support the enforcement process, with a sideline in providing more general legal assistance for the organisation as a whole.

You mentioned court presenters – how do you support them in your role?

Court presenters play a vital role in establishing and maintaining our reputation in court. The training that we provide develops knowledge and understanding of the law and court process which helps them to remain professional and comfortable presenting our cases before a lay bench or district judge.

What do you enjoy most about your job?

The thing I most enjoy about this job is the fact that no two days are ever

the same. There is such a huge variety as we get involved in pretty much anything legal that comes through from the business. We might be working on a project for three days or three months!

Furthermore, there are great opportunities to travel up and down the country – one day I could be visiting stakeholders in Scotland and the next attending a meeting in central London.

What are your priorities and challenges for the coming year?

As with previous years, our main priority is to ensure that, through successful prosecutions, we maintain a strong deterrent for anyone who is thinking about breaking the law by watching or recording TV programmes as they are being broadcast without a valid TV Licence.

The main challenge in my job is to keep the legal wheels oiled by managing all the different stakeholders I work with and in particular maintaining a robust prosecution process within the six jurisdictions in which TV Licensing acts.

All of this keeps me very busy – but I wouldn't have it any other way!

Have a question for Jason? Email us on campaignoffice@tvlicensing.info and we'll try to squeeze an answer into the next issue.

Increasingly efficient

For the past five years TV Licensing has published an Annual Review, and each time it's been a great opportunity for us to take stock of what has been achieved over the previous 12 months.

It has been a busy year in which TV Licensing improved its website, expanded its online multi-lingual offering and introduced a new free three-year TV Licence for those aged 75 and over, as well as adopting a new trademark. TV Licensing is continually looking for ways to make it easier for people to pay the TV Licence and, as you may have read in the last issue of In Brief, plans have also been made for the introduction a

range of new online, SMS and telephone payment services for cash scheme members towards the end of 2008.

Since the BBC took responsibility for licence fee collection and administration in 1991, TV Licensing has endeavoured to deliver best value for licence fee payers to enable as much money as possible to go towards funding for BBC programmes and services. Initiatives such as the introduction of the savings card, the recent launch of handheld detectors for enquiry officers and the introduction of SMS reminders have all contributed. Between 1991 and 2008 evasion fell from 12.7% to 5.1%, while costs as a proportion of income dropped from 6.2% to 3.6% over the same period.

Last year, TV Licensing collected over £3.4 billion in revenue – an increase of £125.4 million on the previous year – and there are now around 25 million licences in force, a record number.

The support we have received from the many organisations with whom we have worked over the past year to spread the message about our various initiatives, services and concessions has been absolutely integral to our success – thank you.

Have something to say?

If you have any feedback on the services and resources TV Licensing provides for your clients, we would love to hear from you. Please get in touch with the Campaign Office by calling 020 7544 3116 or via campaignofxxxx@xxxxxxxxxx.xxxx

Fluent in 150 languages

Over the past 12 months TV Licensing has been adding to its foreign language resources and running local community campaigns to ensure everyone has equal access to the information they need to understand TV Licensing requirements.

Earlier this year five new languages were added on www.tvlicensing.co.uk, bringing the total online to 16. This followed the launch of a telephone translation service in 2006 that allows people to buy their licence or ask for further information in over 150 languages.

The translation service, which can be accessed by calling 0844 800 6728, has been steadily growing in popularity. The number of monthly calls has more than doubled since the service was launched and over 4,000 have been taken in total – more than eight a day on average.

Polish has been by far the most requested language but Portuguese, Urdu, Punjabi and Bengali have also been extremely popular.

TV Licensing has been running a number of local campaigns across the country – most recently in Dungannon in Northern Ireland, Newham in London, the Highlands, and Leicester – to raise awareness of the translation service and as part of its ongoing commitment to help everyone understand the law and the many ways to pay. This has involved working closely with a range of organisations from Race Equality Councils and community centres through to local authorities and ethnic associations to distribute literature and pass on information through newsletters and websites.

If you have clients who might benefit from access to information on TV Licensing in another language, please get in touch with the Campaign

Top ten most requested languages on the TV Licensing translation service, April 2007 – June 2008

1	Polish	1,797
2	Portuguese	296
3	Urdu	173
4	Punjabi	172
5	Bengali	147
6	Somali	134
7	Turkish	134
8	Russian	118
9	Arabic	116
10	Spanish	116

Office on 020 7544 3116 or via campaignofxxxx@xxxxxxxxxx.xxxx. We would be happy to arrange for you to receive leaflets in any one of 19 languages or discuss other ways to raise awareness of the translation service.

Did you know...

...that you need a licence to watch TV programmes on the internet as they are being broadcast?

With the advance of new technology, there are now more ways to watch television than ever before. We have gone myth-busting to help you and your clients understand exactly when a licence is needed.

When do you need a TV Licence?

You need a TV Licence if you watch or record TV programmes as they are being broadcast, irrespective of what channel you're watching, what device you are using (TV, computer, laptop, mobile phone or any other), and how you receive them (terrestrial, satellite, cable, via the internet or any other).

Do you need a TV Licence to watch TV online?

The rules for watching TV online are the same as watching programmes on a TV set. It doesn't matter what device you are using – if you are watching or recording TV programmes

as they are being broadcast, you need a TV Licence.

Do you need a TV Licence to watch catch-up services online?

You do not need a TV Licence if you only ever use catch-up services, but you will need a licence if you watch programmes via the internet as they are broadcast on TV. This means, for example, that you need a licence to watch BBC or ITV channels online. But you don't need a licence to use catch-up services such as BBC iPlayer, which currently only offers programmes which have already been broadcast. The BBC plans to offer live broadcasting through iPlayer from 16 September.

With TVs in 98 per cent of households* the vast majority of people watching TV broadcasts via the internet at home will be covered by their existing TV Licence.

Do you need a separate licence to watch TV on the internet?

No, you don't. One licence will cover you for all the devices in your home.

Do I need a TV Licence if I only watch programmes I've recorded on Sky+?

Yes, you need a licence to record programmes as they are broadcast, not just to watch them. The same rule applies if you use a video recorder, DVD recorder or a PVR (personal video recorder).

*Information from the industry body BARB

Still confused?

If people are confused about whether they need a licence or not, they can either call 0844 800 6737 or visit www.tvlicensing.co.uk/info to find out more information.

Ways to pay

There are several ways to pay for a TV Licence

Direct Debit

Phone 0844 800 5840 to set up a monthly, quarterly or annual Direct Debit payment. Direct Debit is now used by the majority of customers and it's now also possible to set it up online by visiting www.tvlicensing.co.uk/info

Debit and Credit Card

Call 0844 800 5850 in order to pay by debit or credit card. This facility accepts payment from a range of debit cards including Maestro/Switch and Delta. You can also pay online at www.tvlicensing.co.uk/info

By Post

Send a cheque made payable to TV Licensing to: TV Licensing, Freepost BS6689, Bristol BS1 3YJ.

Over-the-counter

Make payments in person at one of over 20,000 PayPoint outlets around the UK. Go to www.paypoint.co.uk/locator to find your nearest outlet. To find out about using PayPoint to make payments under a cash payment plan, call 08457 289 289.

TV Licensing savings card

TV Licensing has replaced TV Licence savings stamps with a more secure TV Licensing savings card, which has been sent to stamps users along with details of how to use the new card at PayPoint outlets. Call 0845 155 0404 for further information.

Useful numbers

Direct Debit enquiries and payment	0844 800 5840
Change of address notifications	0844 800 5840
Cash payment plan enquiries	0845 728 9289
Requests for TV Licensing literature	0844 800 5827
Minicom facility	0844 800 6778
Over 75s enquiries	0844 800 5875
National Debtline	0808 808 4000

TV Licensing contact details

TV Licensing, 6th Floor, 77 Kingsway, London WC2B 6SR
Tel: 020 7544 3116 Fax: 020 7242 4202

Your Feedback

We hope you have enjoyed this issue of In Brief, and we would welcome your views on both its current design and content. Please tell us the kind of TV Licensing stories you would find useful and interesting, and whether any other improvements could be made.

You can contact us at the TV Licensing Campaign Office, on 020 7544 3116, or at campaignof@.

We look forward to hearing from you.