

InBrief

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Know the rules: watching TV Online



Is everyone moving online? The latest stats from Ofcom seem to suggest things are going in that direction: more people in the UK than ever before (71%) now have broadband internet access. As this number rises, the way we watch television is also changing, with an increasing number of people choosing to watch their favourite shows online.

TV Licensing speaks to hundreds of national and local community organisations each year and we are increasingly being asked to clarify the rules for watching TV online. Of course, it is important that everyone has a clear understanding to avoid potential prosecution and a fine.

So when *is* a TV Licence required for online viewing?

Essentially, if you are watching programmes on the internet as they are being shown on TV, then **you need** a TV Licence. This is true no matter what device you use, whether watching sport on your iPhone or the latest episode of your favourite drama on your laptop. Luckily, if you have a TV Licence for your home address, this will also cover you to watch TV online in your home or when watching via the internet on a portable device powered by its own internal batteries.

There are times when you **don't need** a licence, however. You don't need to be covered by a licence if you're only using 'on-demand' or catch-up services to watch programmes after they have been shown on TV. You don't need a TV Licence if you only use BBC iPlayer's catch-up services, for example.

TV Licensing has also responded to the increase in the number of people on the internet by making it easier than ever for customers to manage their TV Licence online, and now more than a million people visit the website every month. Whether buying a licence, asking a question or changing bank or Direct Debit details, it is simple to do it online with just the touch of a few buttons.

If you are still unclear on precisely when a licence is needed, or have any other questions about TV Licensing, please get in touch with the Campaign Office on 020 7544 3116 or via campaignoffice@tvlicensing.info.

At www.tvlicensing.co.uk, you can...

- Buy a licence
- Register a change of address
- Make a payment on a cash scheme
- Change your bank or Direct Debit details
- Download a range of leaflets
- Apply for a concession
- Ask a question

TV Licensing on the road



Every week the TV Licensing Campaign Office speaks to organisations offering money advice. One of the organisations we have been in contact with is Capitalise, the debt advice arm of Toynbee Hall in East London. Jerry During, Specialist Money Adviser there, gave us a brief overview of how being in touch with the Campaign Office has been helpful.

“We provide important legal and financial advice to over 3,000 people each year. As the economic climate has become more challenging over the last 18 months, our advice has become invaluable to an increasing number of people in the community. Getting accurate and reliable information to our clients is a must.

“I met a representative from TV Licensing’s Campaign Office at the

Institute of Money Advisers’ annual conference back in May this year. I had some questions about TV Licensing answered on the spot, but they also offered to come to our offices to give a short presentation to our advisers.

“We advise clients on TV Licensing issues fairly frequently, so we arranged a presentation to fit within one of our regular weekly adviser meetings. It lasted for around 45 minutes in total.

“It was great to get an overview of when a licence is needed, the ways to pay and the TV Licensing concessions. We got some useful extra detail on how the Payment Card works, too. Most useful, however, was the opportunity for our advisers to ask questions – whether about areas of TV Licensing policy that seemed confusing or on a specific client’s experience. Everything was made very clear, and we all felt we could advise our clients better having had the meeting.

“Since that meeting, the Campaign Office team has sent us a tailored document to be used as a short guide on ‘all things TV Licensing’ by all our advisers. They have also offered to help draft information for a new webpage on TV Licensing for local residents – we’ll be doing that in the next few months. Their time, advice and materials are free, and can all be arranged around your working week. If you help your clients with TV Licensing issues, I’d really advise you to get in touch.”

Where we’ve been...and where we’re going

In recent months TV Licensing has met a range of organisations including: East Belfast Independent Advice Centre; Cirencester, Cheltenham, Merthyr and Plymouth CABs; Portsmouth Debt Advice Forum; Exeter City Council; and Oxfordshire Money Advice Group, among many others, to give presentations, distribute free literature and draft materials for advisers and clients.

If you would like the Campaign Office to come and deliver a presentation in your offices or provide information, just give us a call on 020 7544 3116 or email campaignoffice@tvlicensing.info. We’re already going to be in the following areas between November and February (among many others) – why not give us a call to see if we can pop by?

- Ballynafeigh
- Birmingham
- Cambridge
- Dalkeith
- Camden
- Donegall
- Lanarkshire
- Whitechapel



In Brief goes digital

In Brief is now more than eight years old and, over that time, it has provided information on all things TV Licensing to those organisations which need it most.

Much has changed over those eight years. You will have read in this issue, for example, more than two thirds of people in the UK now have broadband internet, and more are buying products and services online, the TV Licence being no exception.

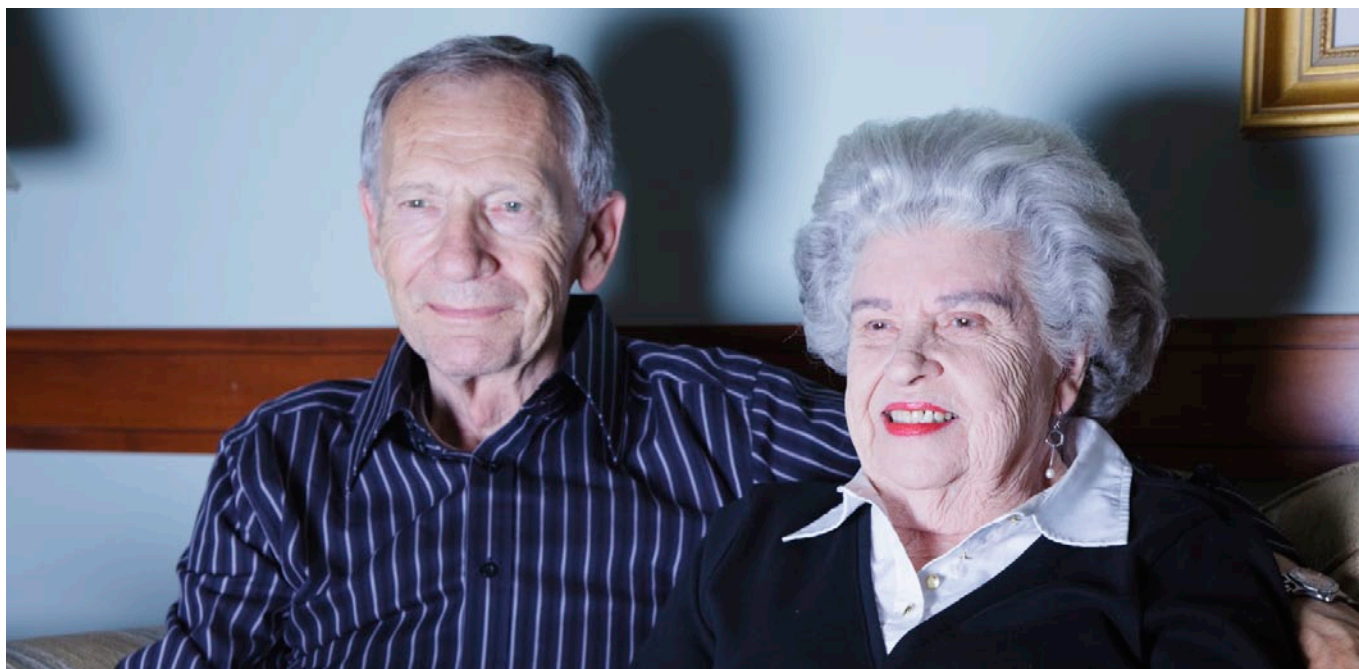
So, in keeping with this tradition, we will now be producing an electronic version of In Brief as well as a printed version. We will be providing information in a format that suits the working styles of the advisers and community workers who

receive it, and we will also be reducing our impact on the environment.

If you would like to receive future issues of In Brief via email rather than, or as well as, by post, please email us at campaignoffice@tvlicensing.info and we will add your details to our mailing list.

And while we're at it: we would like to use this opportunity to ask for your feedback on In Brief. How could we make it more relevant? What burning questions can it answer? If you have any ideas about how we could make it more helpful to you and your clients, please do let us know.

Campaign urges the over 75s to apply for their free TV Licence



TV Licensing has launched an information campaign urging anyone aged 75 and over to make sure that they're claiming their free TV Licence. The campaign – which involves working with local community organisations and the media – will remind older people, their relatives and friends how to apply.

Anyone aged 75 or over is entitled to a free TV Licence for their main address and can join the 3.9 million across the UK who are already enjoying the benefits of the concession.

Budgeting can get more difficult as

people get older, so TV Licensing has taken steps to make it easier to apply for a free over 75s licence by creating a new online application facility. Applying online takes only moments by filling in a short form at www.tvlicensing.co.uk/over75 including a name, address, date of birth and National Insurance number.

Once someone aged 75 or over has successfully applied for their licence, it will be automatically renewed twice. It is, in essence, a free three-year licence.

If your organisation works with people aged 75 or over, please make sure

your clients are taking advantage of the free licence. It might also be worth other clients knowing that, if they live with someone aged 75 or over, a free licence will cover the household.

Michelle Mitchell, charity director for Age UK, said: "Many older people live on low fixed incomes, so the free TV Licence for people aged 75 and over is a valuable entitlement and we would urge people to make sure they apply this year. Television offers many older people a vital source of information and entertainment, especially for those who find it hard to get out and about."



Ask TV Licensing

TV Licensing's Community Relations team speaks to hundreds of organisations every year to help make sure people understand when a licence is needed and how to pay. As a new regular feature for In Brief, we'll answer a couple of the questions we get asked most frequently by advisers. Have a question? Email us at campaignoffice@tvlicensing.info

Q: People on the Payment Card seem to have to pay their first TV Licence within six months. Why does TV Licensing do this?

Unlike paying for utility or other consumer bills, which are usually paid for in arrears, the TV Licence is a fixed annual fee set by government. The Payment Card scheme is designed to help people spread the cost into more manageable payments. People joining the scheme therefore pay for that year's licence via weekly payments during the first six months, just as direct debit customers do. After that, customers start saving towards their licence for next year by paying fortnightly, and these payments will

always add up to the same amount as the annual licence fee.

The Payment Card scheme is open to everyone – there are no eligibility criteria. Currently around 1.2 million members are registered, and around 20,000 new members sign up each month. To help customers manage their regular payments we can send text message payment reminders to those who opt in. Payments can be made online, at a PayPoint outlet, over the phone or by text message.

To apply for the Payment Card scheme, or sign up to the text reminder service, people can call TV Licensing on 0300 555 0286.

Q. Many of my clients speak English as a second language. Do you have any services to assist them in making payments or asking questions about TV Licensing requirements?

Yes. TV Licensing provides information in a number of foreign languages and in a range of formats. Leaflets are available in 18 languages, and information is on our website in 16 languages. We also offer a translation service in over 180 languages for people who do not have English as a first language but want to speak to a TV Licensing adviser. To access the translation service, customers should call 0300 790 6044.

Ways to pay There are several ways to pay for a TV Licence

Direct Debit

Phone 0300 790 6063 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 0300 790 6063 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 almost 22k 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 0300 555 0300.

TV Licensing Savings Card

The TV Licensing Savings Card is designed to help people save towards the cost of their next TV Licence in small, manageable amounts. People can make a payment at any time, either online, by text, at any PayPoint outlet or over the phone. Call 0300 555 3434 for further information.

Useful numbers

Direct Debit and credit card enquiries	0300 790 6063
Change of address notifications	0300 790 6065
Cash payment plan enquiries	0300 790 6078
Requests for TV Licensing literature	0300 790 6022
Minicom facility	0300 790 6050
Over 75s enquiries	0300 790 6073
National Debtline*	0808 808 4000

* National Debtline is an external telephone advice service not run by TV Licensing

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 on 020 7544 3116, or at campaignoffice@tvlicensing.info

We look forward to hearing from you.