

3 Radio

3.1 Scope

Applies to all radio advertisements where Access Channels are utilized.

3.2 VOICE-OVER REQUIREMENTS

3.2.1 Broad Overview

If an Access Channel number is used as part of an interactive radio talk-show program and/or is consistently used as part of that radio station's activities, then the cost of the Access Channel number and that (if applicable) it is premium rated must be announced by the announcer or station's promotional advertisement for that Access Number at every alternate mention if used consistently as part of station programming.

A radio advertisement that contains an Access Number that is not the Access Number consistently used by that station as part of its interactive services must indicate both the total price that the user will incur to obtain the full service or facility so advertised and, if applicable, the inability to use free minutes/SMSs

3.2.2 CRITERIA & TIMINGS FOR VOICE-OVER/S ANNOUNCING COST AND T&C:

- If an access number is used as part of an interactive radio talk-show program and/or is consistently used as part of that Radio Stations activities, then the cost of the access number and that (if applicable) it is premium rated must be announced at least once every 5 minutes if used consistently as part of station programming.

Best Practice for Voiceover:

“SMS us now on 31xxx. SMS costs R1. Premium Rates Apply.”

- For radio advertisements that do not use the access number continually used by a radio station as part of its interactive activities with listeners, a voice-over is required to announce the FULL cost to consumer for obtaining the service offered.

For example, if two or more SMS and/or PSMS are required in order to obtain full service, the voice-over must indicate the **TOTAL** cost involved in obtaining the full service.

- The voice-over announcing the total cost must be audible, and the mention of the cost must not be part of a sentence whose construction and pronunciation could in any way confuse the consumer as to the true cost. The sentence must directly indicate the cost associated with any Access Channel.
- All total costs must include VAT.

3.2.3 SUBSTANCE OF VOICE-OVER

3.2.3.1 When IVR Lines Are used

- If a Premium rated or VAS-rated IVR number is indicated, then the voice-over must indicate that free bundled minutes do not apply, and that VAS rates will apply.
- If the minimum amount of time the user is required to stay on the IVR line to access the advertised service **exceeds 60 seconds**, then the minimum time a reasonable user would require for access to the advertised service or Content must be indicated.

Best Practice Suggestion:

Voice-over Announces: “Call 08x-xxx-xxxx. Access at VAS rates. Free minutes do not apply.

Minimum 3 minutes”

3.2.3.2 When a premium rated SMS/USSD access number is used

- If there is a PSMS and/or PUSDD and/or WAP component indicated, then the voice-over must announce the **full cost** of the access

Best Practice Suggestion#1:

Voice-over Announces:

“SMS us now on 31xxx. SMS costs R1.”

Best Practice Suggestion #2:

If more than one SMS is required to access the service/Content, the voice-over must announce the number of SMSs required for access, followed by the total cost involved in accessing the full service.

Voice-over Announces:

“Two SMSs required. Total cost R6.”

Best Practice Suggestion #3:

Voice-over Announces: “Access cost 20 cents per 20 seconds. Minimum 60 seconds required to fully access Content.”

- 3.2.3.3 Any advertisement that has a subscription service component to it must indicate that users will be subscribing to a subscription service.

The voiceover must indicate in a clear and unambiguous manner:

- (a) the periodic subscription charge, AND
- (b) the charging frequency, AND
- (c) Any additional premium-rated or other charges that might be applicable to access particular Content or services.

No acronym, letter (eg “S”), number, abbreviation or any other term may be used as an alternative to the words 'subscription service'. be automatically subscribed to a subscription service.

- 3.2.3.4 If a prize or reward is offered, and the allocation of any prize/reward is conditional on any event and/or date, then this fact must be CLEARLY and visibly stated.

- A closing date for the competition **MUST** be provided.

Best Practice Suggestion:

E.g. “Prizes will only be awarded after 1 Jan 200x”

3.2.3.5 **ADULT CONTENT OR AGE RESTRICTED SERVICES**

- If an advertisement refers to Adult Content or any Age Restricted services, then the voice-over must announce that the service is restricted to over 18's and that users may be required to verify their age.
- No Content Services that may directly or indirectly allow persons under 18 years of age to obtain Adult Content may be advertised on radio, unless an Adult verification process (implemented or approved by the mobile network operators) is in place to prevent access to that Content service by minors.
- Advertising material for Content Services may not contain audio that constitute or depict sexual conduct as defined in the Films and Publications Act 65 of 1996.

Note that it is entirely the responsibility of the Content provider to determine which laws apply to its service.

Best Practice Suggestion:

Voice-over Announces: “You must be over 18” ...or “Adults only”

