



Note to Broadcasters: Use of premium-rate services (PRS) in programming

On 31 January 2025 Ofcom formally adopted responsibility for regulating premium-rate services (PRS), which were previously regulated by the Phone-Paid Services Authority (PSA).¹

Interactive services accessed via landlines, mobile phones, computers or digital TV and paid via a user's telephone bill are known as 'phone-paid' or 'premium-rate services'.

PRS can include charity donations by text, chat lines, broadcast competitions and voting, and information services.

To reflect the change in the regulatory framework for PRS, we have updated the rules in [Section Nine](#) and [Section Ten](#) of the Ofcom Broadcasting Code that apply to the promotion of PRS in TV and radio programming.

For more information on PRS see: [Quick guide to premium rate services \(PRS\) - Ofcom](#)

¹ <https://www.ofcom.org.uk/phones-and-broadband/mobile-phones/ofcom-takes-on-responsibility-for-regulating-premium-rate-services>