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starken Markt.



**Where is the German Premium Market heading to?
Legislative initiatives, protection of minors and
innovative business models**

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About Atlas Interactive

IVR Application Development

**SMS connections in 50+ countries
(270+ MNO connections)**

International Terminations

SMS Gateway Technology

One Stop Shopping Solutions



State of the Art Customer Online Administration Tools

Global Presence

Early Payout Options

Multilingual IVR & Call Centre Services

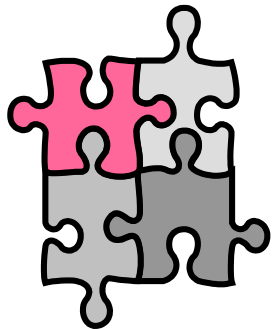
PRS and PSMS micro payment solutions in 50+ countries

Service Number Solutions (free phone, shared cost, PRS, mass calling) in 25+ Countries

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FST – For Trust into Value Added Services



Voluntary Market Standards – important element in the puzzle of legislative and regulative initiatives

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Voluntary Rules of Conduct - influence and change the market and offer companies the possibility to take a position

- enable members to distinguish from competitors
- offer guidance for other related markets
- secure end consumer demand and satisfaction
- are more and more requested from politicians

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Latest Developments in Germany – Tendency for stricter youth and consumer protection

- Current legislative initiatives
- Current minor protection initiatives
- Latest innovative business models for the German PRS market

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Current Legislative Initiatives – Amendments of the Civil Code (BGB), Telecommunication Act (TKG), Act Against Unfair Practices (UWG), Data Protection Act

- to prevent unsolicited cold calls
- to protect consumers from high telephone charges
- to protect consumers from unwanted contracts
- to offer higher transparency to consumers
- to protect consumers from abuse of personal data

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Current Minor Protection Initiatives – Direct and Indirect Effect on Value Added Services

- Federal Laws: Criminal Code (STGB), Youth Protection (JuSchG)
- Regional Laws: Youth Protection (JMStV), Interstate Treaty on Broadcasting (RfÄStV)
- Principle of regulated self-regulation (telemedia)
- Principle of self-regulation (in addition for services supported by means of telecommunication)

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Current Minor Protection Initiatives – Principle of Regulated Self-Regulation

- Commission for youth media protection at the State Media Authority (LMA)
- Statutes for competition services of the LMA
 - ➔ Participation of minors in competitions
 - ➔ Price limits
 - ➔ Announcement for minors
 - ➔ Information on probability of getting through
 - ➔ Free of charge participation options

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Current Minor Protection Initiatives – Principle of Regulated Self-Regulation

- teletext advertisement
- broadcasters / marketers join the FSM
- FSM assigns independent surveyor commission
- Limited possibilities for the KLM/LMA to intervene

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Current Minor Protection Initiatives – Principle of Self-Regulation

- For the VAS market these principles are a must-have - even without legal approval and visible advantages from members
- are an add-on for regulated self-regulation
- self-regulation mainly for services supported by means of telecommunication

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FST Membership – Join the team!

- Any user of VAS numbers can become a member
- Membership fees starting at € 1000 p.a.
- Several advantages:
 - being part of regulation instead of just following it
 - always be up-to-date: newsletters, workshops etc.
 - representation through FST
 - several competitive advantages
 - and many more

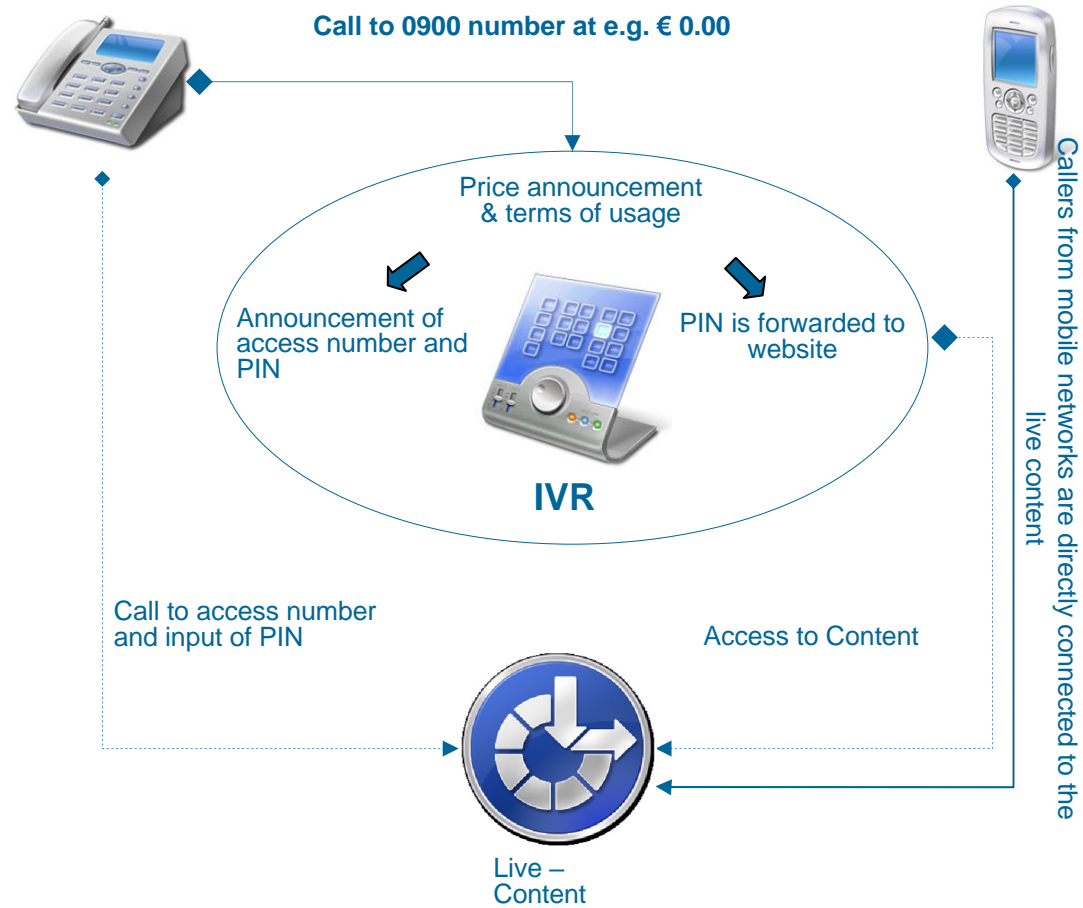
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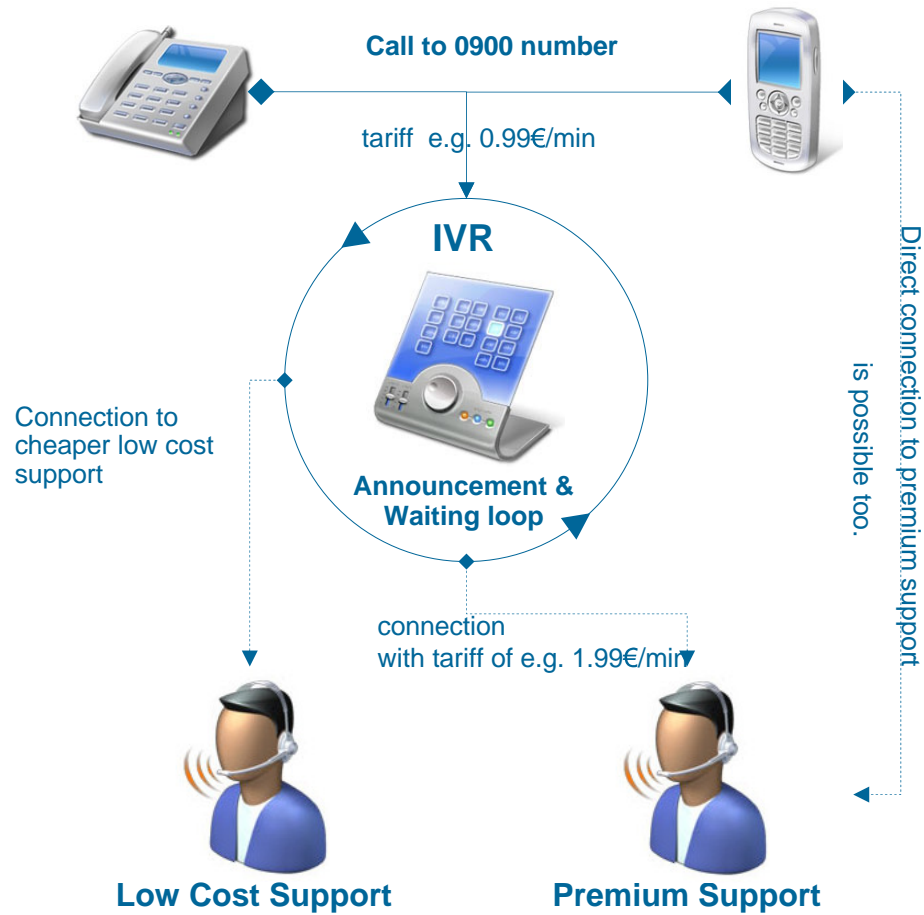
New Business Models Creativity instead of Misery

- 118 directory inquiry services
- Bouncing apart from 118 numbers
- Private billing solutions
- Call by call (CIC code) for connection to PRS (0900) services
- Flexible PRS tariffed 0900 numbers
- PRS (0900) subscription services

0900 Subscription Services



0900 GoFlex®





creating digital
value

About Atlas Interactive

Thank you for your attention!

www.fst-ev.org and **www.iarn.org**

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