

The logo for ATVOD, featuring the letters 'ATVOD' in a bold, white, sans-serif font centered within a solid black rectangular background.

**ATVOD**

THE AUTHORITY FOR TELEVISION **ON DEMAND**

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# Corporate Plan 2014-15

11<sup>th</sup> February 2014

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## Chair's Foreword

Our mission is to ensure the protection of consumers of video on demand services, and to do so through effective co-regulation and with the confidence and support of users and providers of such services.

During 2013-14, we have continued to meet our regulatory responsibilities and develop our role as the UK's co-regulatory authority for editorial content in On Demand Programme Services ("ODPS"). Our Board and Executive have been working to fulfil our responsibilities and objectives as set out in the 2013-14 Corporate Plan.

Details of who we are and how we operate are detailed in this plan which sets out the key areas of our work during the period to end March 2015. This will be carried out in partnership with the industry, with Ofcom acting as 'back-stop'. As a co-regulator, we are committed to maintaining constructive relations with the industry, whose active co-operation and support is vital for any co-regulatory arrangement. To this end we are grateful to the ATVOD Industry Forum, open to all ODPS providers, for its continued dialogue and work with ATVOD. This includes participation by Forum members in working parties considering issues such as fees and access services.

Our top priority continues to be to work with all our key stakeholders to ensure that consumers of video on demand services enjoy the protection afforded to them in the Communications Act 2003. We believe that by doing this we shall maintain the confidence of consumers and other stakeholders. To that end, we have continued to conduct pro-active enforcement investigations in relation to compliance with Rule 11 (the protection of children from material which might cause serious harm), in addition to following up complaints. Where breaches have been found, action has been taken to ensure that services are brought into compliance. Such action has included referral to Ofcom for consideration of sanctions which have included significant financial penalties for reckless breaches and, in one case, the removal of a service provider's right to provide a video on demand service altogether.

As part of our statutory duties, we encourage providers to ensure that their services are progressively made more accessible to people with disabilities affecting their sight or hearing or both, and to promote, where practicable and by appropriate means, production of and access to European works. This will continue to be a key part of our work during 2014-15.

We look forward to working with our stakeholders to meet the objectives set out in this plan.

Ruth Evans  
Chair, ATVOD

## 1. About ATVOD

### 1.1 Our Designation and Powers

The Authority for Television On Demand (ATVOD) was designated<sup>1</sup> by Ofcom on 18 March 2010 as the independent co-Regulator for the editorial content of UK video on demand services that fall within the statutory definition of ODPS, following a public consultation. The designation included provision for a review of the arrangements after two years. Accordingly, on 22 March 2012 Ofcom launched such a review and on 15 August 2012 issued a statement confirming the Designation with amendments to give ATVOD greater operational freedom. The amended Designation came into force on 14 September 2012<sup>2</sup>

Our duties and powers derive from the Communications Act 2003, as amended by the Audiovisual Media Services Regulations 2009<sup>3</sup> and the Audiovisual Media Services Regulations 2010<sup>4</sup> which came into force on 19 December 2009 and 18 March 2010 respectively. The Act confers functions on Ofcom for the regulation of ODPS, and gives Ofcom power to delegate certain functions to an appropriate regulatory authority.

ATVOD has been designated a number of Powers<sup>2</sup> which enable it to:

- prepare and publish procedures for receiving notifications from providers of an ODPS;
- decide what constitutes an ODPS and who the provider of that service is;
- decide what constitutes a 'programme included in an ODPS';
- prepare and publish to ensure service providers comply with the relevant requirements of the Act;
- prepare and publish guidance to accompany the Rules;
- demand information from service providers;
- determine if service providers are in contravention of the Act and issue relevant enforcement notifications which include remedial action;
- enforce compliance with an enforcement notification in civil proceedings (save where Ofcom decides to take enforcement action);
- carry out, commission or support (financially or otherwise) research; and
- use any recording, script or transcript provided to us in connection with the performance of any of our Designated Functions.

### 1.2 Our Purpose and Functions

We were established to co-regulate ODPS to ensure the protection of consumers of video on demand services. We aim to have a co-operative and supportive relationship with industry. As well as having four Board members from industry, we have established an Industry Forum, which meets three times a year and has a Chair and Deputy Chair elected from its membership. We hope our Industry Forum will continue to facilitate communication between us and industry. This relationship ensures regulation is well informed through gaining an industry perspective, tapping into industry expertise and gaining input to draft consultations.

<sup>1</sup><http://www.atvod.co.uk/uploads/files/designation1803101.pdf>

<sup>2</sup><http://www.atvod.co.uk/uploads/files/amended-designation140912.pdf>

<sup>3</sup><http://www.legislation.gov.uk/uksi/2009/2979/contents/made>

<sup>4</sup><http://www.legislation.gov.uk/uksi/2010/419/contents/made>

As well as working with industry to protect consumers of video on demand services we want the consumers' voice to be at the heart of co-regulation. To this end we have a majority of Independent Board Members, including the Chair, who have a particular responsibility to represent the interests of consumers. Board decisions are not quorate unless Independent Board Members are in a majority. We are committed to engaging with those who represent video on demand users with disabilities relating to hearing and sight. We have worked with disability groups to develop a plan to encourage service providers to make their services progressively more accessible and to overcome barriers to the provision of access services.

Ofcom has designated us to carry out a number of specific functions<sup>2</sup>.

### *Notifications and fees*

Services which fall within the statutory definition of ODPS have to notify us, so that we can ensure they comply with their statutory obligations in relation to the 'editorial content' to which they provide access. We have developed guidance on who needs to notify<sup>5</sup> which is published on our website.

We have a duty to determine whether ODPS providers have complied with the obligation to notify and therefore undertake investigations to determine whether services who have not notified fall within the statutory definition of ODPS. Before reaching a determination, we inform the ODPS provider of our preliminary view and invite representations, which are considered by our Board before a final decision is taken. ODPS providers can appeal to Ofcom against an ATVOD determination on scope. We publish details of scope determinations on our website along with information on appeals, notifications or sanctions that have taken place subsequent to the determination.

In case of failure to notify, or pay the required fee, we may issue an Enforcement Notification. We may secure compliance with an Enforcement Notification through civil proceedings or, refer the matter to Ofcom to consider the imposition of a financial penalty or suspension of the service.

### *Complaints*

We deal with all complaints (and pro-active investigations) in accordance with published procedures<sup>6</sup>, and in line with key performance indicators ("KPIs") that have been agreed with Ofcom. The current KPIs state that:

- 80% of straightforward cases will be closed within 30 working days; and
- 80% of complex cases will be closed within 60 working days.

We are currently discussing with Ofcom the possibility of introducing a new KPI for highly complex cases.

<sup>5</sup>[http://www.atvod.co.uk/uploads/files/Guidance\\_on\\_who\\_needs\\_to\\_notify\\_Ed\\_4.0\\_Feb\\_2014.pdf](http://www.atvod.co.uk/uploads/files/Guidance_on_who_needs_to_notify_Ed_4.0_Feb_2014.pdf)

<sup>6</sup>[http://www.atvod.co.uk/uploads/files/ATVOD\\_Breach\\_Determination\\_Process\\_Jan\\_2014.pdf](http://www.atvod.co.uk/uploads/files/ATVOD_Breach_Determination_Process_Jan_2014.pdf)

Our online complaint form makes it simple and straightforward for consumers to complain about VOD services that may be in breach of the statutory Rules. The online form is the most efficient way of ensuring that the necessary information is provided and that the complaint is directed to the correct recipient as quickly as possible. Complaints can also be submitted by post or email. To assist complainants we have developed a guide (“How to complain”<sup>7</sup>) which provides a brief, step-by-step explanation of how to submit a complaint and the procedure ATVOD follows when considering complaints about on-demand services and programmes.

We conduct a full investigation if a complaint is within our remit and has not been dealt with by the service provider to the satisfaction of the complainant. We decide on complaints concerning editorial content on VOD services and information which must be supplied to users of VOD services in accordance with the legislative requirements. Editorial matters falling within the statutory requirements, as reflected in the Rules, comprise:

- material likely to incite hatred based on race, sex, religion or nationality;
- content which might seriously impair the physical, mental or moral development of under 18s;
- sponsorship; and
- product placement.

### *Accessibility*

We are required to encourage ODPS providers to ensure that their services are progressively made more accessible to people with disabilities affecting their sight or hearing or both. We welcome this obligation and are committed to playing a significant part in encouraging service providers to make their services more accessible to people with disabilities affecting their sight or hearing at a key time in the development and use of on-demand services. Our current Access Services Plan<sup>8</sup> for encouraging the provision of access services is published on our website. We continue to engage with relevant stakeholders through a working party which developed Best Practice Guidelines<sup>9</sup> for service providers and which is currently considering ways in which technical barriers to the provision of access services might be overcome. The Access Services Plan is currently under review and a new Plan will be published in the first half of 2014.

### *European Works*

We also encourage ODPS providers to promote, where practicable and by appropriate means, production of and access to European works. ATVOD’s 2012-15 European Works Plan<sup>10</sup> for encouraging service providers was developed in partnership with the Industry Forum and is published on our website along with guidance on the definition of a ‘European work’<sup>11</sup>. The plan includes collection of data from service providers for the calendar years 2012 and 2014.

<sup>7</sup>[http://www.atvod.co.uk/uploads/files/How\\_To\\_Complain\\_Jan\\_2014.pdf](http://www.atvod.co.uk/uploads/files/How_To_Complain_Jan_2014.pdf)

<sup>8</sup>[http://www.atvod.co.uk/uploads/files/Access\\_Services\\_Plan\\_Edition\\_1.2\\_120912.pdf](http://www.atvod.co.uk/uploads/files/Access_Services_Plan_Edition_1.2_120912.pdf)

<sup>9</sup>[http://www.atvod.co.uk/uploads/files/Access\\_Services\\_best\\_practice\\_guidelines\\_FINAL\\_120912.pdf](http://www.atvod.co.uk/uploads/files/Access_Services_best_practice_guidelines_FINAL_120912.pdf)

<sup>10</sup>[http://www.atvod.co.uk/uploads/files/2012\\_European\\_Works\\_Plan\\_FINAL\\_2\\_061112.pdf](http://www.atvod.co.uk/uploads/files/2012_European_Works_Plan_FINAL_2_061112.pdf)

<sup>11</sup>[http://www.atvod.co.uk/uploads/files/European\\_Works\\_Guidance\\_Mar\\_2011.pdf](http://www.atvod.co.uk/uploads/files/European_Works_Guidance_Mar_2011.pdf)

In carrying out these functions and exercising our powers we comply with a number of specific Obligations and Conditions specified by Ofcom in the Designation<sup>3</sup>.

### 1.3 Our Mission and Values

Our mission is to co-regulate ODPS to ensure the protection of consumers of video on demand services.

We have seven core values which provide a foundation for our business plans and how we engage with stakeholders and consumers. They are reflected in the way in which we are run.

#### *Independence*

Our decisions will be independent and evidence based. Consumers must be confident that we will provide independent co-regulation which is in their best interests.

#### *Transparency*

Our decisions will be clear and reasoned, and our processes open to reasonable scrutiny.

#### *Accountability*

Each year we will account for and publish our progress against our business plan and measure our success.

#### *Proportionality*

We will target our efforts in order to ensure the protection of consumers, and will act in a manner proportionate to the size of the problem, bearing in mind the timeliness, quality and cost of resolution.

#### *Consistency*

We will try to be consistent in our decisions, assessing each case on the basis of the rigorous application of agreed criteria to the facts of the particular case.

#### *Fairness*

We will act in an impartial manner in performing our duties.

### 1.4 Our Structure and Governance

We are led by an independent Chair and have a Board comprising five independent and four non-independent members<sup>12</sup>. Non-independent members are employed by a provider of a regulated service. Our Executive is small and comprises a full-time Chief Executive Officer, a part-time Company Secretary, a part-time Policy and Investigations Manager, a full-time Policy and Investigations Officer and a part-time Personal Assistant/Office Manager. We plan to recruit a second full time Policy and Investigation Officer in 2014-15 in light of our increasing workload.

<sup>12</sup> [www.atvod.co.uk/uploads/files/ATVOD\\_Board.pdf](http://www.atvod.co.uk/uploads/files/ATVOD_Board.pdf)

Each year there are between six and eight Board meetings, one strategy day and numerous other committee and Board/Executive meetings, where judgements are required and decisions made. Minutes of Board meetings are published on our website once approved. All Board Members and Executive staff complete an annual appraisal and objective setting exercise to ensure that our goals and objectives are reflected throughout the company. The Board biannually undertakes an evaluation exercise to identify areas for improvement in its performance.

The Board has delegated some of its duties to Committees the terms of reference of which are published on our website:

- Audit and Finance<sup>13</sup> – to consider in detail the financial affairs of ATVOD; and
- Determinations<sup>14</sup> – to consider and determine breaches of the ATVOD Rules.

The Determinations Committee was established in January 2014 in response to ATVOD's experience of handling complaints over a three year period and following a review of procedures. The new procedures are designed to ensure that complaints are handled as efficiently and effectively as possible and to provide greater clarity to stakeholders on the decision making process. As ATVOD also conducts pro-active investigations into potential breaches (ie investigations where there is no complainant), ATVOD considered it appropriate to broaden the scope of the procedures to encompass all investigations into potential breaches of the rules. ATVOD's Breach Determination Procedure<sup>14a</sup>, adopted in January 2014, therefore governs the handling of both complaints and pro-active breach investigations.

We have a Code of Conduct<sup>15</sup> with which Board Members must comply. They must act in good faith and in the best interests of ATVOD at all times. They are required to disclose details of any public and charitable appointments, directorships, related employments, and relevant financial interests. All shareholdings of a material size in any regulated company (including those of partners and dependent children) are disclosed. These interests are recorded in the Register of Interests<sup>16</sup> which is published on our website.

## 2. Operating Context

We operate in a complex legislative environment which includes the Communications Act 2003, as amended by the Audiovisual Media Services Regulations 2009<sup>17</sup> and the Audiovisual Media Services Regulations 2010<sup>18</sup>.

The Government Strategy paper: 'Connectivity, Content and Consumers' sets out plans to further clarify that material equivalent to that classified R18 by the BBFC must be kept out of reach of children when provided on an ODPS. The strategy paper also sets out plans to legislate to prohibit on ODPS any material which goes beyond R18 standards. Such

<sup>13</sup> [http://www.atvod.co.uk/uploads/files/ATVOD\\_Audit\\_Committee\\_Terms\\_of\\_Reference.pdf](http://www.atvod.co.uk/uploads/files/ATVOD_Audit_Committee_Terms_of_Reference.pdf)

<sup>14</sup> [http://www.atvod.co.uk/uploads/files/ATVOD\\_Determinations\\_Committee\\_Terms\\_of\\_Reference.pdf](http://www.atvod.co.uk/uploads/files/ATVOD_Determinations_Committee_Terms_of_Reference.pdf)

<sup>14a</sup> [http://www.atvod.co.uk/uploads/files/ATVOD\\_Breach\\_Determination\\_Process\\_Jan\\_2014.pdf](http://www.atvod.co.uk/uploads/files/ATVOD_Breach_Determination_Process_Jan_2014.pdf)

<sup>15</sup> [http://www.atvod.co.uk/uploads/files/ATVOD\\_Code\\_of\\_Conduct\\_Jan\\_2013.pdf](http://www.atvod.co.uk/uploads/files/ATVOD_Code_of_Conduct_Jan_2013.pdf)

<sup>16</sup> [http://www.atvod.co.uk/uploads/files/ATVOD\\_Register\\_of\\_Interests\\_2014.pdf](http://www.atvod.co.uk/uploads/files/ATVOD_Register_of_Interests_2014.pdf)

<sup>17</sup> <http://www.legislation.gov.uk/uksi/2009/2979/contents/made>

<sup>18</sup> <http://www.legislation.gov.uk/uksi/2010/419/contents/made>



prohibition would have resource implications for ATVOD which would be reflected in future budgetary and fee arrangements.

At the European level, the EU Commission has recently consulted on a Green Paper on issues relating to media convergence, including the implications for the AVMS Directive on which UK regulation of ODPS is based. It is not clear at this stage whether the consultation will result in proposals for changes to the AVMS Directive.

Our industry, which is still in the early stages of development, operates within an environment which includes a fast pace of technological change, competitive forces and changing audience behaviour. We will keep abreast of relevant developments, including research, which may affect consumers.

Through our Business Plan (see section 6, below) we aim to ensure that we are well placed to take account of this operating context in the fulfilment of our duties.

### 3. Our Service Standards

We continue to monitor our performance against a number of KPIs and service standards which were published in last year's Corporate Plan. Each year our Annual Report, published in July, sets out how we performed against the previous year's Corporate Plan and details how the outcomes compare to our KPIs and service standards.

ATVOD is currently discussing with Ofcom whether to introduce a specific KPI for highly complex complaints in which the identity or location of the Service Provider is disputed or not readily identifiable. In the meantime the service standards below apply.

#### 3.1 Complaints

##### *Our Commitment*

##### *Measurement (where applicable)*

<ul style="list-style-type: none"> <li>We shall accept complaints via the online complaint form on our website, by email or by letter.</li> </ul>	
<ul style="list-style-type: none"> <li>We aim to acknowledge complaints within five working days of receipt.</li> </ul>	<ul style="list-style-type: none"> <li>90% of a sample acknowledged within five working days.</li> </ul>
<ul style="list-style-type: none"> <li>We aim to refer complaints to the relevant service provider in the first instance within five working days of receipt.</li> </ul>	<ul style="list-style-type: none"> <li>90% of a sample referred to service provider within five working days.</li> </ul>
<ul style="list-style-type: none"> <li>We aim to keep complainants and service providers advised of progress on a regular basis.</li> </ul>	
<ul style="list-style-type: none"> <li>If a complaint is outside our remit, we aim to advise complainants within ten working days with an explanation and, if appropriate, provide information on who else they should contact.</li> </ul>	<ul style="list-style-type: none"> <li>90% of a sample replied to within ten working days.</li> </ul>
<ul style="list-style-type: none"> <li>We aim to ensure that straightforward complaints are closed within 30 working days.</li> </ul>	<ul style="list-style-type: none"> <li>80% of straightforward complaints closed within 30 working days.</li> </ul>
<ul style="list-style-type: none"> <li>We aim to ensure that complex complaints are closed within 60 working days.</li> </ul>	<ul style="list-style-type: none"> <li>80% of complex complaints closed within 60 working days.</li> </ul>

***Our Commitment***

- We aim to deliver a professional service. If a complainant or service provider believes that ATVOD's handling of their complaint is not complying with these standards, they can write to the Chief Executive, and he will respond within 20 working days.
- We aim to make high quality decisions. If a complainant or service provider believes that there is a substantial flaw in a decision of the ATVOD Determinations Committee they can request a review of our decision. ATVOD may refer the complaint to an independent complaints reviewer.
- We aim to report trend data on complaints handling annually which will include:
  - the number of complaints received and details of the programmes and the on-demand programme service providers to which they relate;
  - the number of individuals and organisations who submitted complaints;
  - the number of complaints investigated by ATVOD and the status of those cases under ATVOD's complaints handling processes; and
  - the number of cases where contraventions of the Rules by providers of on-demand programme services have been (a) upheld and (b) upheld in part as contraventions of the Rules.

***Measurement (where applicable)***

- Number of letters of complaint received about our complaints process not being followed.
- 100% of a sample replied to substantively within 20 working days.
- Publish any reports from the Independent Reviewer on our website.
- Publish trend data on complaints annually in our Annual Report.

**3.2 Access services and European works duties*****Our Commitment***

- We will publish annually a report on the state of provision of access services in ODPS. We aim to encourage service providers to make their services more accessible.
- We will produce for Ofcom at agreed intervals a report on the provision of European works. We aim to encourage service providers to promote, where practicable and by appropriate means, production of and access to European works.

***Measurement (where applicable)***

- Publication in November, showing an improvement in the level of accessibility year on year.
- Submission of report in accordance with agreed timetable.

### 3.3 Transparency

#### *Our Commitment*

#### *Measurement (where applicable)*

<ul style="list-style-type: none"> <li>We will publish information on complaints, new notifications, scope determinations and appeals in our Newsletter which is published at least four times a year on our website and emailed to subscribers.</li> </ul>	
<ul style="list-style-type: none"> <li>Our website will provide the appropriate information on who we are, how we operate and our Rules and Guidance.</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder satisfaction survey.</li> </ul>
<ul style="list-style-type: none"> <li>We will publish an Annual Report each year reviewing our activities and performance.</li> </ul>	<ul style="list-style-type: none"> <li>Publication before end of July.</li> </ul>
<ul style="list-style-type: none"> <li>We will publish a Corporate Plan each year setting out our objectives for the coming year following consultation with industry.</li> <li>We will publish ATVOD Board minutes on our website once approved.</li> </ul>	<ul style="list-style-type: none"> <li>Publication before end of March following consultation with the ATVOD Industry Forum.</li> </ul>

### 3.4 Responsiveness

#### *Our Commitment*

#### *Measurement (where applicable)*

<ul style="list-style-type: none"> <li>We aim to respond to all general correspondence (letters) within five working days.</li> </ul>	<ul style="list-style-type: none"> <li>80% of a sample replied to within ten working days.</li> </ul>
<ul style="list-style-type: none"> <li>We aim to respond to e-mail enquiries and phone calls within three working days.</li> </ul>	<ul style="list-style-type: none"> <li>80% of a sample replied to within three working days.</li> </ul>

### 3.5 Accessibility and communication

#### *Our Commitment*

#### *Measurement (where applicable)*

<ul style="list-style-type: none"> <li>We aim to be accessible and shall publish our contact details (website, address and telephone) on all our literature.</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder satisfaction survey.</li> </ul>
<ul style="list-style-type: none"> <li>We aim to communicate well with our stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder satisfaction survey.</li> </ul>

### 3.6 Industry Engagement

#### *Our Commitment*

#### *Measurement (where applicable)*

<ul style="list-style-type: none"> <li>We aim to engage well with industry via the ATVOD Industry Forum.</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder satisfaction survey.</li> </ul>
<ul style="list-style-type: none"> <li>We aim to provide other appropriate opportunities for engagement and to take account of the views of stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder satisfaction survey.</li> </ul>

### 3.7 Understanding of the regulated sector

#### *Our Commitment*

#### *Measurement (where applicable)*

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• We aim to understand the key issues in relation to video on demand.</li> </ul> | <ul style="list-style-type: none"> <li>• Stakeholder satisfaction survey.</li> </ul> |
| <ul style="list-style-type: none"> <li>• We aim to be sufficiently aware of changing technology</li> </ul>              | <ul style="list-style-type: none"> <li>• Stakeholder satisfaction survey.</li> </ul> |

### 3.8 Efficiency and proportionality

#### *Our Commitment*

#### *Measurement (where applicable)*

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• We aim to be proportionate in the way we regulate.</li> </ul>        | <ul style="list-style-type: none"> <li>• Stakeholder satisfaction survey.</li> </ul> |
| <ul style="list-style-type: none"> <li>• We aim to be efficient and use our resources effectively.</li> </ul> | <ul style="list-style-type: none"> <li>• Stakeholder satisfaction survey.</li> </ul> |

## 4. Risk Management

We face a number of uncertainties which could impact our continued effectiveness as a co-Regulator. We have developed a risk management plan and controls to protect and enhance our effectiveness. We regularly identify, analyse, respond to and control our risks, as documented on our risk register. We will continue to monitor the uncertainties we face and develop responses as required.

## 5. Our Finances

We are committed to performing our designated functions in a cost effective manner. Our designated functions cover a range of activities of varying complexity. Our estimate of the likely costs of performing the designated functions in 2014-15 represents the minimum necessary to ensure that the designated functions can be performed effectively. These costs are kept under constant review. For 2014-15, we have again included provision for a reserve, funded from accumulated surpluses to date, to be held against the risk of exceptional costs arising from a substantive legal challenge (such as a Judicial Review) or a decision to wind up the organisation. We have in place an overdraft facility to deal with in-year cash flow issues.

Subject to approval of the 2014-15 fees by Ofcom following a public consultation, our draft budget to carry out the relevant functions during 2014-15 will be as follows:

Ofcom's recouped costs	£ 22,000
Remuneration for staff & Board Members	£379,920
Rent and office running costs	£ 27,300
Travel and other expenses (Executive and Board)	£ 5,500
Professional fees	£ 80,000
Insurance and bank charges	£ 7,052
Independent complaints adjudicator	£ 500
Recruitment	£ 1,600
IT hardware and support	£ 19,500
Contingency – fee shortfall /bad debt	£ 12,000
Industry Forum meeting costs	£ 1,000
ParentPort	£ 1,000
Research	£ 5,000
<b>Total</b>	<b>£562,372</b>

During 2014-15, we plan to carry a reserve of: £89,635.

## 6. Business Plan 2014-15

We have agreed a work plan for 2014-5. This builds on our key functions, ensuring that we carry out our activities in a way which reflects our values. With each objective we set out what the Board intends to achieve in terms of key deliverables.

### 1. Statutory Functions

**We aim to fulfil our statutory remit to the best of our ability as our resources allow**

- Investigate breaches of the relevant statutory obligations of service providers.
- Deal with complaints in accordance with our Key Performance Indicators.
- Implement our plan to encourage take up of access services, including: repeating a survey of service providers to monitor the extent to which access services are made available on ODPS; and working with stakeholders to try and overcome technical barriers.
- Implement our plan in relation to the European works duty.
- Report to Ofcom as required on the exercise of our designated functions for the relevant period.

## 2. Stakeholder Communication

**We aim to engage with all our stakeholders to understand the issues and concerns of stakeholders and ensure an integrated approach to regulation**

- Work with Industry via the Industry Forum and its working groups to discuss concerns and propose solutions to issues raised.
- Engage with those who represent the interests of consumers in order to understand the consumer experience of VOD and discuss concerns; including disability groups, consumer/child protection organisations and academics.
- Work with Ofcom to ensure effective regulation.
- Engage with debates relating to the Government's communications strategy and other political developments.
- Work with other regulators to ensure an integrated and transparent approach to regulation of ODPS; including ASA, PPP and the BBC Trust.
- Work with other key stakeholders in order to share experiences and understand their key issues in relation to ODPS; including IWF, UKCCIS and EPRA.
- Continue to develop relationships with key partners and agree Memoranda of Understanding where appropriate to meet ATVOD's strategic objectives.

## 3. Policy Development and Research

**We aim to undertake appropriate policy development to ensure best practice and relevance in the industry**

- Seek feedback from complainants and service providers to ensure our procedures are operating effectively and develop our procedures accordingly.
- Continue to monitor the implementation of AVMS Directive in other EU states.
- Develop research opportunities to increase knowledge of current issues, as resources allow.

## 4. Public Policy

**We aim to engage in public policy debate to ensure that we are aware of current issues and able to actively participate to ensure the best outcome for consumers and industry**

- Engage with Government and Parliament in relation to issues raised by, or relevant to, our regulation of ODPS.
- Engage in internet child protection/R18 public policy debate.
- Contribute to wider public debate on content regulation.
- Engage with industry and other stakeholders on the development of new public policy positions.
- Keep up-to-date with relevant market developments.
- Develop opportunities for conferences/seminars, if resources allow.

## 5. Internal Governance and Financial security

We aim to adopt principles of best regulatory practice to ensure good governance in all our decisions and to ensure our financial security

- Review our governance policies to ensure appropriate best practice as required.
- Consider succession plans to ensure ATVOD continues to be well governed and managed.
- Work with service providers to monitor developments which might affect the fee structure.
- Complete a Consultation on 2015-16 fees and thereby establish fees at a level to meet the anticipated budget for that year.
- Ensure effective arrangements remain in place for Audit and Risk Control.
- Ensure continuing thorough oversight of finances through regular meetings of the Audit and Finance Committee.
- Publish an Annual Report.

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