
SUBSIDIARY LEGISLATION 350.27

**REQUIREMENTS AS TO STANDARDS AND
PRACTICE APPLICABLE TO THE PRICE OF
TELEPHONE CALLS AND SMS'S IN THE
BROADCASTING MEDIA**

3rd June, 2008

GOVERNMENT NOTICE 484 of 2008.

The title of these requirements is the Requirements as to Standards and Practice applicable to the Price of Telephone Calls and SMS's in the Broadcasting Media. Citation.

1. Purpose

These Requirements as to Standards and Practice have been made by the Broadcasting Authority in virtue of article 20(3) of the Broadcasting Act, Chapter 350 of the Laws of Malta.

2. Cost of Telephone Call and SMS to be made known

2.1 Where the cost of a telephone call or sms is higher than the normal published tariff, then the broadcaster has to inform the viewer or listener, as the case may be, of the price of that phone call or sms.

2.2 If a proportion of the cost of the call or sms, as the case may be, is intended for any non-profit making cause, then that proportion must also be specified.

2.3 In the case of a television programme, the information referred to in paragraphs 2.1 and 2.2 shall be given by means of a caption which shall comply with the Requirements as to Standards and Practice applicable to Crawls and Captions in Television Programmes.

2.4 These Requirements apply to any programme broadcast on radio and television.

3. Respect for caller's privacy during phone calls

3.1 Radio and television presenters should be careful when speaking to people over the phone during radio and television programmes in order to ensure that there is no undue invasion of the caller's privacy.

3.2 In particular, radio and television presenters should avoid asking questions which although at face value appear innocuous, could still constitute an infringement of one's privacy such as whether the caller is living alonwith other persons.
