

**Content Providers, Not Telcos Responsible For SMS Content, Dewan Rakyat Told
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KUALA LUMPUR, Nov 2 (Bernama) -- Short-messaging-service (SMS) contents are not provided by telecommunication companies (telcos) but by content providers (CP), the Dewan Rakyat was told.

Information, Communications and Culture deputy minister Datuk Joseph Salang Gandum said it was the CPs who were responsible for charging customers.

He said this in replying to a question to Ahmad Kasim (PKR-Kuala Kedah).

Ahmad had wanted to know the steps taken by the government to stop telcos from supposedly continuing to charge consumers for SMS content without first getting their permission.

"According to existing regulations, service content will not be provided unless the customer confirms or registers to subscribe for it," Salang said.

He said monitoring and analysis on SMS interactions between CPs and customers found that consumers unwittingly subscribed to a service because of misleading or ambiguous advertisements.

Consumers also might not understand the principle in mobile service content subscription and password use, he said.

"A third party such as children and family members with access to the consumer's telephone may have subscribed to a service content without the latter knowing until the bill arrives," he said.

Salang further advised consumers not to be easily taken in by offers of free SMS content.

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