

# Information Guide: Premium SMS - UK

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## Kapow SMS Gateway

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## Overview

Premium SMS enables you to charge new and existing customers for content or services by sending a reverse-billed message to their mobile phone. The amount is billed by the customer's Network Provider who take a percentage of the money charged (aka *Out-Payment*). The table below shows how much revenue you will receive on individual networks, for each billing price-point.

You can choose to own a 'dedicated' Shortcode which is unique to your organisation. Alternatively you may wish to use a 'keyword' on an existing 'Shared' Shortcode. If you opt to use a *Shared* Shortcode, your incoming messages will need to start with your unique keyword.

## Associated Costs; \*\*

**Shared Shortcode** (price per keyword)

Set-up: £50

Monthly rental fee: £50

*We can provide Shared Shortcodes at the following price-points: 0p, 25p, 50p, £1.00, £1.50, £3 & £5.*

### Dedicated Shortcode

Set-up: £500

Monthly rental fee: £750

We offer competitive Out-Payment rates, as shown in the table below:

Shortcode*	Orange	Vodafone	O2	T-mobile	Virgin	3Three
25p	7p	6p	6.5p	7p	7p	7p
50p	22.7p	22.9p	21.9p	22.7p	15p	19p
£1.00	54.1p	54.1p	53.3p	54.1p	31p	53p
£1.50	84.3p	85.8p	83.8p	84.3p	48p	82.2p
£2.00	£1.18	£1.16	£1.14	£1.18	70p	£1.14
£2.50	£1.46	£1.46	£1.45	£1.46	90p	£1.46
£3.00	£1.78	£1.79	£1.78	£1.78	£1.04	£1.79
£3.50	£2.11	£2.10	£2.11	£2.11	£1.26	£2.11
£4.50	£2.72	£2.72	£2.77	£2.72	£1.66	£2.77
£5.00	£3.01	£3.01	£3.07	£3.01	£1.70	£3.08

\*Shortcode rates shown are inclusive of VAT e.g. a £1 SMS is approximately 80p + VAT.

\*\*Set up, monthly fees & Out-Payment rates are shown exclusive of VAT.

### **Bulk Premium Rates**

You can expect to receive higher revenue rates per message when sending more than 250,000 messages to any particular Network in a month.

### **Vodafone Bad Debt Levy**

All revenue generated on the Vodafone Network is subject to a bad debt levy of 0.907%.

Vodafone review the levy amount quarterly and we will inform clients of changes with 1 months notice. The levy is deducted and shown clearly on all monthly Premium SMS Statements.

### **Lead Times**

Dedicated Shortcode: 4 - 8 weeks

Shared Shortcode: 2 - 5 working days

Please inform your Account Manager if you will need the service live for a specific date.

### **Minimum Term**

Dedicated Shortcode – 8 months

Shared Shortcode – 1 month

### **Cancellation**

The cancellation period for all incoming services is 1 full months notice.

### **Sending Premium SMS**

Once you have set-up a Premium Service we will enable your account for sending Premium SMS via the appropriate Shortcode/s. Premium SMS can be sent via HTTP. To send Premium (billed) messages you simply need to add the 'route=' parameter followed by your Shortcode e.g. "route=84010". Full details to be found in the Kapow HTTP API document, available from your Account Manager. Premium SMS can also be sent via our easy to use online Web Form.

N.B. As well as sending Premium SMS only as outlined in the terms agreed by the mobile recipient, industry regulations must be adhered to at all times (see 'PhonepayPlus' below).

### **Availability**

Shortcodes are directly connected to each Network in a Country (so UK Shortcodes can only be accessed by mobile users on a UK Network). If you require a Shortcode for a Country other than the UK please ask your Account Manager for details and pricing.

### Revenue Payment

The first payment of revenue will be issued within 8 weeks. We will send you a statement (on or around the 15th of the month) for the previous month, and you may then invoice us for the amount. Invoices will be paid within 30 days by BACS or cheque.

### PhonepayPlus

This is the industry-funded regulatory body for all Premium Rate telecommunications services and all services must meet their requirements. Please visit [www.phonepayplus.org.uk](http://www.phonepayplus.org.uk) for details. You must be fully aware of all regulations applicable to your service/s before proceeding with an order application. Since September 2011 all organisations involved in the Revenue chain MUST be registered with PhonepayPlus. We reserve the right to refuse service if we feel that regulations are not being met.

Out-Payment rates, set-up and monthly charges may be amended with prior notification.

## GLOSSARY

**BACS:** Is an acronym for the **Bankers' Automated Clearing Services**, taking up to three working days.

**Bulk Premium Rates:** Refer to higher 'Out-payment' charges when sending higher monthly volumes of SMS.

**Dedicated Shortcode:** Is a unique *shortcode* for your organisation with which you can use your Premium SMS service.

**HTTP:** Is a protocol and acronym that stands for **Hypertext Transfer Protocol**.

**Invoices:** Refer to your *payment of revenue*, for which you can invoice Kapow once you have received your statement.

**Keyword:** Is a unique identifier, (chosen by the individual or company) within a **Shared** Shortcode or Virtual Long Number.

**Lead time:** Is a term used to indicate the set-up time for one's Kapow Premium SMS Service.

**Minimum term:** Is the minimum length of time needed to commit oneself to the Kapow Premium SMS service.

**Network Provider:** Refers to the different Network Providers that you and the mobile users may use with the Kapow Premium SMS service.

**Out-Payment:** Refers to the remaining amount of revenue which you will receive per message.

**Parameter/s:** In a '*HTTP request*' context refers to the '*key=value*' pairs submitted when sending form data using GET or POST.

**PhonepayPlus:** Is the regulatory body responsible for all premium rate telecommunication services.

**Premium SMS:** Is a service offered by Kapow enabling a Company to generate revenue by charging the recipients of SMS messages sent through the Kapow SMS Gateway.

**Route Parameter:** Is added to the end of the normal HTTP request when using Premium SMS.

Please check our *Kapow SMS Gateway Interfaces User Guide* for further information or contact your Account Manager.

**Shared Shortcode:** Describes a Shared shortcode with which you can use your Premium SMS service.