

Premium Rate SMS

Channel Mobile offers a wide price band of **Premium Rate SMS (PRSMS)** numbers across South African mobile phone networks.

A **Premium Rate SMS** is a 5 digit shortcode (e.g. 31941) that carries a standard or premium rate charged to the sender of the SMS. Using a shortcode allows businesses the functionality to generate sales leads, compile databases and create revenue.

There are two types of shortcodes:

1. Dedicated
 - A dedicated shortcode is a unique number that belongs to one business only. E.g. Channel Mobile own the shortcode 31941
2. Shared
 - A shared shortcode is a number that is shared between several businesses that use a specific and unique keyword to identify which business/campaign each **PRSMS** belongs to. E.g. Channel Mobile use the keyword “info” and PhoneFuel use the keyword “prepaid airtime”, both keywords operate on the shortcode 33369.

After your client/lead sends a premium rate SMS to the shortcode, a reply or Message Terminating (M.T) SMS is immediately pushed back to the sender confirming that his/her mobile originating (M.O.) SMS was successful and received.

The revenue generated by the SMS is shared between the Network Operator (Cell C, MTN and Vodacom) and the WASP (Channel Mobile in this case). In turn we pass on a majority of the revenue share we receive, back to our customers after the MT message deductions.

It must be noted that the M.T. SMS can include additional product information or advertising for your business or service.

PRSMS can be used in the following ways:

- Premium SMS competitions
- Create sales leads: The shortcode can be appended to marketing material, thereby allowing customers to send SMS requests for more info creating a two way communication channel
- Polls and Surveys: customers respond or opt in to polls and surveys with their comments
- Voting: most common are TV or radio campaigns where voters can respond by SMS'ing their choice to the shortcode
- Creating an opt in database

The Short Code rate bands are as follows:

- 0.50c
- 0.90c
- R1
- R1.20
- R1.50
- R2.00

2002/13364/07

021 487 1447 - LANDLINE | 0860 104 671 - HELPLINE | 021 487 1061 - FAX NUMBER
35 ON ROSE, OFFICE 3, ROSE STREET, BO KAAP, P.O. BOX 21561, KLOOF STREET, 8008
INFO@CHANNELMOBILE.CO.ZA

www.channelmobile.co.za

- R3.00
- R5.00
- R7.50
- R10.00
- R15.00
- R20.00
- R25.00
- R30.00

Once a campaign has been launched Channel Mobile will provide a monthly billing schedule with the following information:

- Summary report on total entries received, segmented by Network Operator.
- Mobile number of M.O. SMS.
- Date and time SMS was sent.
- Response date and time of the M.T. SMS.
- Text contained in the SMS.

Pricing Schedule:

Set up: Interface application set up, collating, reporting	Once off Cost per short code	Monthly Line Rental on short code	Agreement
Dedicated Short code	R 2,995	R 995	Min 3 months with 30 days notice
Shared Short Code	R 995	R 499	Month to month with 30 days notice

MESSAGING	DESCRIPTION	COST PER MESSAGE
Messaging Costs. Mtn/Vodacom/Cell C	MT message sent to the entrant for each entry submitted. Whether it be "successful" or "error, try again"	25c per MT SMS sent to MTN, Vodacom and Cell C users
Premium rated number revenues	Channel Mobile will pass on the majority share (as negotiated between Channel Mobile and the client) of the revenue received back from the networks.	

* All prices are excluding Vat

2002/13364/07

021 487 1447 - LANDLINE | 0860 104 671 - HELPLINE | 021 487 1061 - FAX NUMBER
 35 ON ROSE, OFFICE 3, ROSE STREET, BO KAAP, P.O. BOX 21561, KLOOF STREET, 8008
 INFO@CHANNELMOBILE.CO.ZA