



A Guide to Short Code and Reverse Billing Services

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SECTION ONE – OVERVIEW

1.1 Introduction: what are Short Codes and what is Reverse Billing?

TextAnywhere™ provides a range of text-messaging services for organisations wishing to use five digit, mobile phone *Short Codes*. *Short Codes* are used for two purposes:

1. Where you would like to offer a short, memorable number for your clients to be able to contact your organisations and NOT be charged any more than their normal network rate for sending an SMS.
2. Where you would like to run an SMS service where you wish to charge mobile phone users for receiving text messages – this is known as *Reverse Billing*.

The TextAnywhere *Short Code* services are known as *TextPremium™*. With TextPremium you can easily and swiftly set up a *Short Code* service, and manage it online through one of four, free-to-use applications.

Short Codes are now commonly being used as a means for offering your clients an easy method of contacting your organisation by text message.

You could setup a service for your clients to contact your support desk, for example, and receive an automated “*Thank you for contacting us.*” response. You do not have to charge your clients a premium for using this service – just their standard network rate for sending an SMS.

Reverse Billing (or *Premium SMS*) is an appropriate means to charge a mobile phone user for sending a text message to, for example, enter a competition or receive content (perhaps football results, astrology information, or the latest news).

With *Reverse Billing*, the cost of receiving an SMS from your service is charged to the recipient’s handset, with a high proportion of the charge being passed to you as an *Outpayment*.

The value of the *Outpayment* is determined by the *Tariff* of the charge to the mobile phone user.

1.2 Tariffs: how much is a mobile phone user charged?

As the service provider of a *Short Code* service, you determine whether, and how much, a mobile phone user is charged for receiving your content.

The text message that is sent in to your service is charged at the user’s standard network rate. It is only any return text message that you wish to send back that can, if you wish, be charged to the recipient.

The tariffs available are: no charge, 25p, 50p, £1.00, £1.50, £3.00, £3.50 and £5.00. These tariffs are available across all UK network operators, through the consolidated *TextPremium* service.

These tariffs include VAT at the prevailing rate and are therefore the total amounts that the recipient’s handset is charged.

You can of course elect NOT to charge the mobile phone for any reply text message that you send, or, indeed, not to send back any return message at all.

It is possible to run a service whereby the sender of the message in to your service is not charged at all for sending the SMS message. This is a similar concept to the 0800 service for voice calls. As the service provider you pick up the cost of the message, rather than the sender. This service is confined to a *Dedicated Short Code* only, and is known as a *Toll-free Dedicated Short Code*.

1.3 Outpayments: how much do I earn?

The contribution of the tariff that you would receive back from TextAnywhere, known as the *Outpayment*, is outlined in Section Four and varies, approximately, between 35% and 60% of the charge made to the mobile phone user.

1.4 Short Codes and Keywords: how do I interact with a user?

All *TextPremium* services utilise *Short Codes*. These are five-digit mobile phone numbers that have been dedicated to *Reverse Billing* services.

Short Code numbers are in the range 60000 to 89999. All TextAnywhere *Short Code* numbers are supported by the six primary UK networks – Vodafone, O2, T-Mobile, Virgin Mobile, Orange and “3”.

A single *Short Code* supports a single *Tariff*. So, for example, if you wished to run two *Reverse Billing* services, one with a 25p tariff and one with a £1.50 tariff, you would need two *Short Codes* to support your two services.

Along with a *Short Code*, you will need a *Keyword* of your choice. A *Keyword*, combined with the *Short Code*, is the means by which the mobile phone user will interact with your service.

For example, if a user was entering a competition on a packet of crisps where they had to text in the answer to a multiple choice question, a user would text their answer along with the *Keyword* (for example *CAR*), to the designated *Short Code* (for example *81025*):

“WIN B” to 80039

1.5 Short Codes: Shared versus Dedicated

As *Short Codes* are relatively sparse, limited to the number range above, the costs for assigning a dedicated *Short Code* to your organisation may seem high. However, instead of using a *Dedicated Short Code*, you can elect to use a *Shared Short Code*.

With a *Shared Short Code*, you share the number with other parties, and identify your application by having a *Keyword* that the inbound mobile phone user’s text message starts with.

For example, if you shared the *Short Code* 86767 and the *Keyword* “VOTE” was assigned to you, any SMS that started with “VOTE” would be forwarded to you.

With a *Dedicated Short Code*, you can support an unlimited number of *Keywords* on your *Short Code*, without any additional per-*Keyword* cost.

A *Dedicated Short Code* is highly appropriate if you will be running multiple short code services, each requiring its own *Keyword*.

We always recommend that a client first considers a *Shared Short Code* to address their requirements, due to its reduced setup and monthly charges.

1.6 Using the TextPremium services

With *TextPremium*, you have two mechanisms to be able to host and manage your own *Short Code* service.

You can either use one of our four online, free-to-use *TextPremium* applications to run your service; or you can use our free-to-use *Developer Toolkit* to integrate your *Short Code* service within your application or website environment:

TextPremium hosted:

TextPremium has four simple to use, online applications to enable you to set-up and manage your own competition, vote or subscription service.

Whether you are running a *Text & Win* competition, a multiple choice quiz, a vote for candidates, or running a simple automatic response service, you can swiftly set your service up and manage it online.

Through your online account, you can download the phone numbers of each of the users of your service – or have them sent to you by email.

You can manage multiple *Short Code* services through your online *TextPremium* account, from any web-connected workstation.

With each of your services, you decide when setting the service up, whether to charge a user for a premium for sending a text to your service.

Details of the four online applications are provided in *Section Two*.

You host your service:

By utilising our *Developer Toolkit* you can integrate your *Short Code* service within your own application environment. You communicate with our SMS gateways through programming interfaces to receive inbound SMS and then, optionally, send back either charged-for or free-to-receive content, to your clients.

With our service, you can either manage the sign-ups to your service within your application, or use the TextAnywhere subscription functionality.

The setting-up and ongoing management of your *Short Code* is achieved through your online TextAnywhere account.

For more information on integrating a *Short Code* or *Reverse Billing* service within your own application environment, please refer to our online [Developer Centre](#).

SECTION TWO – TEXTPREMIUM APPLICATIONS

2.1 Introduction

The purpose of this section is to provide information that will assist you in deciding which *TextPremium* application is most appropriate to address the requirements of your *Short Code* service.

At the end of this section you will find details of the regulatory body that oversees the running of premium SMS services in the UK.

TextAnywhere offers two different solutions, aimed at different audiences:

1. An *End-user* who requires an easy to use, online application to set up and manage their *Short Code* service.
2. A *Developer* who will be integrating a *Short Code* service within their own application.

2.2 End-user service

Our *TextPremium* end-user service is a series of applications that enable you to swiftly and simply set up and manage your *Short Code* services online, from your TextAnywhere account.

You do not need any other application or software to start your service. In fact, with *TextPremium*, you can access and manage your service from anywhere in the world, from any internet-connected PC.

If, for example, you wanted players to text in an answer to your multiple choice competition to have a chance of winning a holiday, then you can set up your own service to send a premium text back to each entrant and have each entrant entered in to a database for you to download online, and select a winner.

Alternatively, you may not require a premium text to be sent back to each entrant. Perhaps you are running an information or charitable service whereby you require either a *free-to-receive* message, or no message at all, to be sent back to each entrant.

With our *TextPremium* applications you have complete freedom over how your service operates.

Our online *TextPremium* applications enable you to achieve the following:

- Setup and manage online your premium content service
- Make use of our online applications:
 - *TextBack*: send back a standard message to each sender
 - *TextQuiz*: run your own multiple choice competition
 - *TextVote*: host a vote
 - *TextList*: setup a subscription-based service
- Assign your registered *Short Code* and *Keyword* to the appropriate application
- Decide how you want to be notified of inbound messages: by email or held online for you to download at a convenient time
- Once your service has finished, set up a new service and re-assign your *Short Code* and *Keyword* to it

- Download a list of competition entrants, voters or users of your service

Examples of how your service can be set up include:

- A *Text & Win* competition where entrants text FOOTBALL followed by A, B or C to answer a multiple-choice question on a drink's can. Each entrant then receives a premium text back confirming their entry, and their entry is stored in a database to be used later to select the winner.
- A donation service for a charity where people text GIVE to 80039, receiving back a premium text thanking them for their donation.
- A voting service where voters text VOTE followed by the name of the candidate, receiving a premium text back confirming their vote, and their vote is stored in a database for later online access.
- An environmental service where a party is looking for support on an issue and requests supporters to text GREEN to 81022. Each supporter is entered in to a database and no text is sent back.
- A radio phone-in programme where listeners text REQUEST followed by their request, with the request relayed by email to the programme's DJ and no text is sent back.
- A customer service number where clients text HELP followed by their client number, with the request relayed by email to the customer support team and a free-to-receive text is sent back to each client.

There are four free and simple-to-use applications under the *TextPremium* brand, each accessible from a client's online TextAnywhere account.

2.2.1 TextBack

TextBack enables you to setup and manage a simple automated SMS response service that collates the inbound messages and, optionally, sends back a free-to-receive or chargeable text message.

TextBack has the following process for setting-up your service:

- Enter the optional response to be sent back to each sender
- Select whether you want to be notified of each inbound SMS by email or SMS
- Enter the start and finish date and time of the response service
- Run the response service
- View the results online or download each inbound SMS

2.2.2 TextQuiz

TextQuiz enables you to setup and manage a simple SMS competition, based on a single multiple choice competition question.

TextQuiz has the following process for setting-up your competition:

- Enter the correct answer, for example A, and the text that you would like to be sent back to successful and unsuccessful entries
- Select whether you want to be notified of each entry by email or SMS
- Enter the start and finish date and time of the competition
- Run the competition
- View the results online or download each competition entry

2.2.3 TextVote

TextVote enables you to setup and manage a simple SMS vote, with as many candidates to vote for as you wish.

TextVote has the following process for setting-up your vote:

- Enter the optional response to be sent back to each voter
- Select whether you want to be notified of each vote by email or SMS
- Enter the start and finish date and time of the vote
- Run the vote
- View the results online or download each vote cast

2.2.4 TextList

TextList is the simplest possible route to setting-up and managing your own subscription-oriented, premium content service.

If you are looking to run an astrology service where you will ask your clients to sign to your service and receive weekly premium texts, then *TextList* is appropriate for you.

Consumers signing up or unsubscribing to your service are automatically managed for you. All you need to do is to promote your service and login to your TextAnywhere online account to send your premium content (or free-to-receive) messages to your subscriber group.

With this approach, you leave the customer management to TextAnywhere and your focus is on promoting your service and sending the premium content messages.

An example of this service is a client running a subscription-based weather service. A client subscribes to the service, receives welcome information and then regular (as appropriate) premium messages about their local weather. At such time that the user no longer requires the service, they just unsubscribe, by sending a text with "STOP", followed by the *Keyword*, to the *Short Code*.

The process associated with setting-up and professionally running your *Subscription* service is documented in *Appendix One*.

2.4 Developer-oriented service

As a *Developer*, you are looking to integrate a *Short Code* and/or *Reverse Billing* capability in to your own application, and therefore need integration capabilities, rather than an end-user application.

The TextAnywhere *Developer Toolkit* provides you with the ability to engage directly with the *TextPremium* SMS Gateway to manage your own premium content service.

Our *Developer Toolkit* service offers the following capabilities to assist you in integrating a premium text service within your application:

- Receive inbound messages sent to your *Short Code* and *Keyword*, relayed to you by HTTP(S) or through a web service method
- Methods, accessed from either the *Web Service* or *HTTP(S) Receiver*, enable you to send premium content (or free-to-receive) text messages back to consumers
- Optionally use the in-built subscription function and send messages to groups of subscribers
- Receive each sender's phone number, message and date/time stamp

The process associated with setting-up and professionally running your service is documented in *Appendix Two*.

2.5 Premium content service legislation

There are strict regulations that govern the deployment and use of premium rate text messaging services. The regulatory body responsible for ensuring that the regulations are adhered to is PhonepayPlus.

The purpose of PhonepayPlus is to both protect consumers and ensure that premium rate SMS services are run professionally and ethically.

It is the responsibility of the service provider to ensure that their premium content service conforms to the appropriate TextAnywhere, PhonepayPlus and EU legislation, covering premium content services, anti-spamming and data protection.

The TextAnywhere terms and conditions associated with running a TextPremium reverse billing SMS service can be downloaded [here](#).

The PhonepayPlus website is www.phonepayplus.org.uk. The PhonepayPlus 12th *Code of Practice* can be downloaded [here](#).

From 1st September 2011, it is a legal requirement that any organisation running a premium rate SMS service MUST be registered with PhonepayPlus, before running their service.

Prior to hosting your premium rate service, TextAnywhere will require your PhonepayPlus Registration ID and a copy of the PhonepayPlus registration confirmation email.

Once you have registered with PhonepayPlus, and reviewed the relevant PhonepayPlus and TextAnywhere regulations, you can register for your short code service through the completion of a short form from within the TextPremium area of your TextAnywhere account.

SECTION THREE – SHORT CODE CHARGES

3.1 Charges

TextAnywhere operates a very straightforward, high value *Short Code* and *Reverse Billing* service.

Regardless of whether you are using our *TextPremium* online applications, or our *Developer Toolkit*, you will need to acquire a *Short Code* to support your choice of *Keyword*.

You have a choice of whether you wish to use a *Shared Short Code* or a *Dedicated Short Code*.

With a *Shared Short Code* you will receive only the text messages sent to the *Short Code* that start with your *Keyword*. With a *Dedicated Short Code* you can have an unlimited number of *Keywords* associated with your *Short Code*.

Charges for the *TextPremium* service fall in to two areas: a set-up fee and a monthly rental of your *Short Code*. The set-up fee is a single, one-off fee for registering your designated *Keyword* to an appropriate *Short Code* with the UK mobile phone operators.

The following table outlines all *TextPremium* charges:

Short Code Type	Set-up Charge	Monthly Charge	Inbound Message Charge
Shared , with one keyword	£29	£39	N/A
Dedicated , with unlimited keywords	£595	£795	N/A
Toll-free Dedicated , with unlimited keywords	£595	£795	7.5p

Once your *Keyword* has been allocated to a *Short Code* and registered with the UK networks, you can then use one of our free-to-use, online *TextPremium* applications, or our free-to-use *Developer Toolkit*.

3.2 Discounts

UK organisations belonging to the following industry sectors can take advantage of the TextAnywhere discount scheme:

- Academic organisations: schools, colleges and universities
- Armed Forces: Army, Navy, and RAF
- Charities
- Emergency Services: Ambulance, Fire, and Police
- Housing Associations
- NHS: including PCTs, hospitals, surgeries, and practices

A qualifying organisation is entitled to receive a **15%** discount on all TextAnywhere *Shared Short Code* services, including TextPremium set-up and monthly charges.

The discount is applicable to both credit account and pre-pay clients. To ensure this discount is applied to your account, please tick the appropriate box during registration, or contact us directly.

A discount of **2.5%** is also available on all TextAnywhere services for clients that settle their account by *Direct Debit*.

A qualifying organisation that settles its account by *Direct Debit* is entitled to both discount schemes.

3.3 Contract terms

The minimum contract period for a *Short Code* is as follows:

- *Shared Short Code*: one month, with one month's written notice
- *Dedicated Short Code*: three months, with one month's written notice

SECTION FOUR – OUTPAYMENTS

4.1 Introduction

Outpayments are payments made by the network operators to the content or service provider (your organisation), through TextAnywhere, for premium text messages sent by your *Reverse Billing* service.

Outpayments are only applicable to clients whose *Short Code* services are sending back premium text messages, charged to the recipients' handsets.

The proportion of the *Tariff* that you receive back from *Reverse Billing* service is based upon the following:

- The tariff that the content or service is being charged at
- The network to which the user is registered
- The volume of messages (or revenue, in Virgin Mobile's case) being generated on a monthly basis from your service, on each network

4.2 Outpayment tables

The following tables illustrate the value of the *Outpayments* (exclusive of VAT) payable to a client under this scheme from TextAnywhere.

4.2.1 Vodafone

Monthly Message Volume	Message Charge (inc. VAT)						
	£0.25	£0.50	£1.00	£1.50	£3.00	£3.50	£5.00
	Outpayment to client in pence (excl. VAT)						
1 - 5,000	6.78p	23.18p	55.48p	88.26p	184.40p	216.03p	311.03p
5,001 - 20,000	6.78p	23.18p	55.48p	88.26p	184.40p	216.03p	311.03p
20,001 - 25,000	8.36p	24.80p	57.10p	89.87p	184.87p	216.51p	311.51p
25,001 - 50,000	9.22p	25.65p	58.05p	90.82p	185.35p	216.98p	311.98p
50,001 - 100,000	9.69p	26.13p	58.43p	91.30p	186.30p	217.93p	312.93p
100,001 - 250,000	10.17p	26.60p	58.90p	91.77p	186.77p	218.31p	313.41p
250,001 - 500,000	11.12p	27.55p	59.85p	92.63p	186.87p	218.41p	313.50p
500,001 - 999,999	11.59p	28.03p	60.33p	93.10p	187.06p	218.60p	313.69p
1,000,000 +	11.59p	28.03p	60.33p	93.10p	187.06p	218.60p	313.69p

4.2.2 O2

Monthly Message Volume	Message Charge (inc. VAT)						
	£0.25	£0.50	£1.00	£1.50	£3.00	£3.50	£5.00
	Outpayment to client in pence (excl. VAT)						
1 - 5,000	7.13p	23.28p	56.53p	88.83p	186.68p	220.88p	323.19p
5,001 - 20,000	7.13p	23.28p	56.53p	88.83p	186.68p	220.88p	323.19p
20,001 - 25,000	8.08p	24.23p	57.48p	89.78p	187.63p	221.83p	323.29p
25,001 - 50,000	9.12p	25.27p	58.52p	90.82p	188.39p	222.68p	323.38p
50,001 - 100,000	9.60p	25.75p	59.00p	91.30p	188.48p	222.78p	323.48p
100,001 - 250,000	10.55p	26.70p	59.95p	92.25p	188.58p	222.87p	323.57p
250,001 - 500,000	11.02p	27.17p	60.42p	92.72p	188.67p	222.97p	323.67p
500,001 - 999,999	11.21p	27.36p	60.61p	92.91p	189.91p	223.16p	323.86p
1,000,000 +	11.31p	27.46p	60.71p	93.01p	190.00p	223.25p	323.95p

4.2.3 T-Mobile

Monthly Message Volume	Message Charge (inc. VAT)						
	£0.25	£0.50	£1.00	£1.50	£3.00	£3.50	£5.00
	Outpayment to client in pence (excl. VAT)						
1 - 5,000	7.51p	24.51p	57.76p	86.74p	182.88p	213.37p	340.39p
5,001 - 20,000	7.51p	24.51p	57.76p	86.74p	182.88p	213.37p	340.39p
20,001 - 25,000	7.51p	24.51p	57.76p	86.74p	182.88p	213.37p	340.39p
25,001 - 50,000	10.64p	26.51p	59.38p	89.11p	187.63p	218.88p	348.37p
50,001 - 100,000	10.64p	26.51p	59.38p	89.11p	187.63p	218.88p	348.37p
100,001 - 250,000	10.64p	26.51p	59.38p	89.11p	187.63p	218.88p	348.37p
250,001 - 500,000	11.50p	28.88p	60.99p	91.49p	192.38p	224.49p	356.25p
500,001 - 999,999	11.50p	28.88p	60.99p	91.49p	192.38p	224.49p	356.25p
1,000,000 +	11.50p	28.88p	60.99p	91.49p	192.38p	224.49p	356.25p

4.2.4 Orange

Monthly Message Volume	Message Charge (inc. VAT)						
	£0.25	£0.50	£1.00	£1.50	£3.00	£3.50	£5.00
	Outpayment to client in pence (excl. VAT)						
1 - 5,000	7.90p	23.47p	56.15p	87.31p	182.78p	216.22p	336.40p
5,001 - 20,000	8.65p	24.33p	56.53p	87.59p	183.64p	217.17p	340.39p
20,001 - 25,000	8.65p	24.33p	56.53p	87.59p	183.64p	217.17p	340.39p
25,001 - 50,000	9.60p	25.94p	58.24p	89.59p	184.68p	218.22p	344.38p
50,001 - 100,000	9.88p	25.94p	58.52p	89.87p	185.16p	218.69p	348.27p
100,001 - 250,000	10.36p	26.41p	59.09p	90.35p	186.11p	219.55p	350.27p
250,001 - 500,000	11.12p	27.65p	62.80p	91.58p	186.58p	220.02p	352.26p
500,001 - 999,999	11.31p	27.84p	60.14p	91.77p	186.77p	220.21p	354.26p
1,000,000 +	11.40p	27.93p	60.99p	91.87p	186.87p	220.31p	356.25p

4.2.5 "3"

Monthly Message Volume	Message Charge (inc. VAT)						
	£0.25	£0.50	£1.00	£1.50	£3.00	£3.50	£5.00
	Outpayment to client in pence (excl. VAT)						
1 - 5,000	9.30p	26.03p	62.32p	87.88p	186.01p	218.60p	348.37p
5,001 - 20,000	9.30p	26.03p	62.32p	87.88p	186.01p	218.60p	348.37p
20,001 - 25,000	9.30p	26.03p	62.32p	87.88p	186.01p	218.60p	348.37p
25,001 - 50,000	9.30p	26.03p	62.32p	87.88p	186.01p	218.60p	348.37p
50,001 - 100,000	9.30p	26.03p	62.32p	87.88p	186.01p	218.60p	348.37p
100,001 - 250,000	9.30p	26.03p	62.32p	87.88p	186.01p	218.60p	348.37p
250,001 - 500,000	9.30p	26.03p	62.32p	87.88p	186.01p	218.60p	348.37p
500,001 - 999,999	9.30p	26.03p	62.32p	87.88p	186.01p	218.60p	348.37p
1,000,000 +	9.30p	26.03p	62.32p	87.88p	186.01p	218.60p	348.37p

4.2.6 Virgin Mobile

Monthly Message Volume	Message Charge (inc. VAT)						
	£0.25	£0.50	£1.00	£1.50	£3.00	£3.50	£5.00
	Outpayment to client in pence (excl. VAT)						
1 - 5,000	8.90p	17.81p	35.63p	53.43p	106.88p	124.68p	178.13p
5,001 - 20,000	8.90p	17.81p	35.63p	53.43p	118.75p	138.54p	197.92p
20,001 - 25,000	8.90p	17.81p	39.58p	59.38p	130.63p	166.25p	257.29p
25,001 - 50,000	8.90p	17.81p	39.58p	59.38p	142.50p	180.10p	257.29p
50,001 - 100,000	8.90p	19.79p	43.54p	71.25p	154.38p	180.10p	257.29p
100,001 - 250,000	9.89p	21.77p	51.46p	77.18p	154.38p	180.10p	257.29p
250,001 - 500,000	11.88p	25.73p	51.46p	77.18p	154.38p	180.10p	257.29p
500,001 - 999,999	11.88p	25.73p	51.46p	77.18p	154.38p	180.10p	257.29p
1,000,000 +	12.86p	25.73p	51.46p	77.18p	154.38p	180.10p	257.29p

SECTION FIVE – SETTING-UP YOUR PREMIUM SERVICE

5.1 Opening an account

To set up your *Short Code* service, you must have an account with TextAnywhere. To open an account with us, just revisit our website, select the “*Open Account*” tab and complete the two-minute registration form.

When selecting your “*Primary application*”, please select “*TextPremium*”. You will then receive your account and access details by return, with your account activated shortly after.

5.2 Accessing your account

Once you have an account with us, you can access the *Short Code* services area by clicking on the “*TextPremium*” tab. This area can only be accessed by a user with appropriate rights.

5.3 Registering your Short Code and Keyword

Before using either the *TextPremium* applications or the *Developer Toolkit*, you will need to first register and purchase your *Short Code* and *Keyword*.

From the *TextPremium* screen you select the “*New Short Code Service*” option from the left-hand menu and follow the steps to create and register your *Short Code* service.

You will be prompted for information about your service, including the following:

<i>Name</i>	The name that you wish to give the service
<i>Shared/Dedicated</i>	The type of <i>Short Code</i> you require
<i>Keyword(s)</i>	The <i>Keyword(s)</i> you wish to use
<i>Tariff</i>	The <i>Tariff</i> for your service: No charge, 25p, 50p, £1.00, £1.50, £3.00, £3.50, or £5.00
<i>Application</i>	Which of our services you wish to use: <ul style="list-style-type: none">○ One of our four online <i>TextPremium</i> applications○ <i>Developer Toolkit</i>
<i>Details</i>	Details of the service that you will be hosting. It is a requirement of PhonepayPlus and OFCOM that we hold such information on the use of your <i>Short Code</i> service.

Once you have completed the details of your service, your request will be processed swiftly by TextAnywhere. We need to submit your registration on your behalf to the network operators. Therefore your *Short Code* service will not be live and available immediately.

The registration of your service will take a maximum of one working day. Once registered, we will activate your *Short Code* and *Keyword* combination, and complete the purchase of your service, with your setup fee and first month’s charge being applied to your account.

Confirmation of your service being setup and available will be provided to you.

5.4 Setting-up your Short Code service

Once you have received confirmation back from us that your *Keyword* has been allocated to a *Short Code*, you are then in a position to set your service up.

If you wish to use the *TextPremium* applications, you will be able to set up your competition, vote, auto-responder or subscription service, from your online account.

If, however, you wish to integrate your service in to your own application or website, then you would take the confirmation information provided by TextAnywhere and use the methods documented within our *Developer Toolkit* to build your application. The integration with our SMS gateways is discussed in *Appendix Three*.

SECTION SIX – TERMS AND CONDITIONS

6.1 Short Code Service Contractual Highlights

The following list provides a summary of the terms and conditions associated with our *Short Code* services. For a copy of our full *Terms and Conditions of Service*, please click [here](#):

- The minimum contract period for a *Short Code* is as follows:
 - o *Shared Short Code*: one month
 - o *Dedicated Short Code*: three months
- The set-up and monthly *Short Code* fees are charged in advance.
- *Outpayments* are only paid for messages successfully delivered and then paid for by the mobile phone user, subject to any bad debt terms imposed by the mobile network operator.
- *Outpayments* will be made inclusive of VAT, once you have submitted an appropriate VAT invoice. Please send your invoices to our Poole address, for the attention of Maureen Williams.
- *Outpayments* will appear on your online account at the end of the month in which the transactions took place. Payment will be made against your invoice when payment has been received by us, from the mobile network operators. This will be on a monthly basis, between six and eight weeks after the end of the month in which the transactions have taken place.
- You must agree to conform to the relevant legislation associated with the provision of premium rate telecommunications services. For more information we recommend that you review the *Code of Practice* from PhonepayPlus, the regulatory body for premium rate telecommunication services. The PhonepayPlus 12th Code of Practice can be downloaded [here](#). The TextAnywhere terms and conditions can be downloaded [here](#).
- All *Reverse Billing* services outlined in this document cover the six primary UK networks only – Vodafone, O2, Orange, T-Mobile, “3” and Virgin Mobile.
- The *Outpayment* schedules shown are the current *Outpayment* schedules and are only an indication of future *Outpayment* schedules. TextAnywhere reserves the right to change the schedule without notice in response to mobile network operator changes.
- Any automated, free-to-receive messages sent in response to inbound messages, will be charged to your TextAnywhere account at your agreed or prevailing monthly rate.

6.2 Contacting TextAnywhere

If at any time you have any questions or would like any advice on setting-up your *Short Code* service, please do contact us at CustomerCare@TextAnywhere.net or by phone on +44 (0) 8451 221 302.

APPENDIX ONE – MANAGING A SUBSCRIPTION-BASED SERVICE

The process by which a typical *Subscription* service is setup, subscribers gained and managed, is outlined below.

This is applicable to services run through *TextList* and created by developers using the *Developer Toolkit*.

1. The service is advertised, clearly stating what the service is, how the service operates and the cost of any received messages. Additionally, contact, telephone number (charged at no more than UK national rate) and address details of your organisation (as the service provider) must be provided in all promotional material, regardless of the medium.
2. A new subscriber sends a text message, with the appropriate content to the advertised *Short Code* and *Keyword*. This message is charged at the subscriber's prevailing text-messaging rate.
3. If you are a Developer, then details of the subscriber's inbound text message are passed on to you by *HTTP(S)*, email, or through the *Web Service*. These details include the message body, any keywords used, the mobile number and the date/time of the message.
4. TextAnywhere will maintain and update the subscriber list for you. You can gain access to your current list of subscribers from the *TextPremium* online application. If you are a Developer, you can also gain access to the subscriber list through the *Web Service and HTTP(S) Receiver*.

You will only be able to send premium text messages to those mobile phones on your subscriber list, maintained by TextAnywhere.

5. TextAnywhere will then automatically confirm the subscription details back to the subscriber, with the following information:
 - a. Confirmation of their subscription
 - b. Charges for future text messages received, i.e. the *Tariff*
 - c. Details of how to unsubscribe. A subscriber must be able to unsubscribe at any time by sending a non-premium text back to the service *Short Code* (as a reply to a received message or a newly created message), with the word "STOP" followed by the relevant keyword.

The actual message sent will be as follows:

Thank you for subscribing to our service. All future messages sent will be charged at <TARIFF>. To unsubscribe, please text STOP followed by <KEYWORD>.

Welcome to My Service. This is a subscription service. All received messages are charged at <TARIFF>. To leave, text STOP <KEYWORD> to <SHORTCODE>. Help-02065554444.

This message, sent to the subscriber, will be charged to you, as the content provider, at your prevailing tariff for outbound messages.

6. The content provider (your organisation) then sends the subscriber any number of text messages over a period of time containing the premium content. The subscriber is automatically billed for receipt of the text messages at the agreed *Tariff*. You are not charged for the sending of your premium content messages.

NB: You do not have to send premium content messages (i.e. content that is charged to the recipient at the *Tariff* of your *Short Code*) back to your subscribers. There is the option to send free-to-receive messages, charged to your organisation at your prevailing rate.

7. The subscriber receives the premium content until such time as either the service naturally finishes or the subscriber elects to unsubscribe. By replying to a received text message with the word "*STOP*" followed by the relevant keyword, the user will be automatically unsubscribed from your service's subscriber list and you will be unable to send any further premium content messages to their phone. This unsubscribe text message will be charged to the unsubscriber at their normal text-messaging rate.
8. TextAnywhere will then automatically confirm back to the unsubsubscriber that they have been unsubscribed from the premium content service, with the following message:

Thank you for using My Service - you have now been unsubscribed. You have not been charged for this text message. For more information, call us on 02065554444

This message, sent to the subscriber, will be charged to you, as the content provider, at your prevailing tariff for outbound messages.

APPENDIX TWO – DEVELOPERS: MANAGING A STANDARD SERVICE

The process by which a developer's typical *Standard* (i.e. non-subscription) service is setup and managed, is outlined below:

1. The service is advertised, clearly stating what the service is, how the service operates and the cost of any received messages. Additionally, contact, telephone number (charged at no more than UK national rate) and address details of your organisation (as the service provider) must be provided in all promotional material, regardless of the medium.
2. A consumer sends a text message, with the appropriate content to the advertised *Short Code* and *Keyword*. This message is charged at the subscriber's prevailing text-messaging rate.
3. The details of the subscriber's inbound text message are passed on to you by *HTTP(S)*, email, or through the *Web Service*. These details include the message body, any keywords used, the mobile number, the date/time of the message and the *Reverse Billing Identifier*, necessary for sending premium message(s) back, if appropriate.
4. Your organisation then sends the consumer any number of text messages over a period of time containing the premium content, by *Web Service* or *HTTP(S)* methods. The subscriber is automatically billed for receipt of the text messages at the agreed *Tariff*. You are not charged for the sending of your premium content messages.
5. The consumer receives the premium content until such time as either the service naturally finishes or they elect to stop receiving your content. If a consumer replies to one of your premium content messages with the word "*STOP*" followed by the relevant keyword, you must unsubscribe the consumer from your service. This unsubscribe text message will be charged to the consumer at their normal text-messaging rate.
6. It is then best practice for your application to confirm back to the consumer that they have been unsubscribed from your service. This text message should not be charged to the recipient.

For more information on how to send free-to-receive and premium messages, on how to receive messages sent to a short code service, please visit our [Developer Centre](#).

APPENDIX THREE – DEVELOPERS: RECEIVING INBOUND MESSAGES

TextAnywhere provides the tools for you to integrate the management of your *Short Code* service within your own application or website environment. Access to our SMS gateways to send and receive text messages as part of your service, is made through our *Web Service* or *HTTP(S) Service*.

As an integrator you will need to receive inbound messages on your *Short Code* and *Keyword* from consumers engaging with your service.

You have a choice of two mechanisms by which you can receive the messages that have been sent to your *Short Code* and *Keyword*:

<i>HTTP(S)</i>	We will post the message content to a web address specified by you
<i>Web Service Method</i>	The <i>GetPremiumSMSInbound</i> method enables your application to poll our <i>Web Service</i> running on our SMS Gateways to enquire as to whether a message has been received on your <i>Short Code</i> . For more information on this method, please refer to the TextAnywhere Developer Centre .

For each mechanism, the following content is provided to you:

<i>Date</i>	Date of the message being received by us
<i>Time</i>	Time of the message being received by us
<i>Mobile number</i>	The mobile phone number of the sender
<i>Network</i>	The network that the handset is associated with
<i>Short Code</i>	The <i>Short Code</i> number on which the message was received
<i>Keyword</i>	The <i>Keyword</i> used
<i>Message content</i>	The actual content of the message

For more information on how to receive messages sent to a short code service, please visit our [Developer Centre](#).