



Mobile Messaging Services Code

Public Consultation Workshops

June-July 2010

Introduction

- Purpose of today's workshop
- Who's who
- Workshop format
- Reference papers



Working Party Members



Representatives from Telecommunication Industry



Jackie Clark, Forum Administrator



Katherine Rodriguez, Maria Noon



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Working Party Members



Representation from Content Service Providers



William Clarke



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Workshop Outline

- Background
- Purpose & Scope
- Code Review Process
 - Overview
 - Definitions & Concepts
 - Advertising & Promotion section walkthrough
- Questions, Comments & Discussion
- Next Steps

Background



- | | |
|------------------|--|
| 2006 | Premium SMS services launched in NZ. |
| 2008 | TCF endorsed self-regulated, Mobile Premium Messaging Services Code. |
| 2008-2009 | NZ Mobile Market continues to grow.
Increase in development of non-Premium Messaging Services. |
| 2009 | TCF annual review of Mobile Premium Messaging Services Code.
TCF Members agreed to extend Code to provide guidelines for Non-Premium Messaging Services.
Working Party formed.
New Code drafting commences. |
| 2010 | Draft Code for Mobile Messaging Services released for public consultation, June 2010. |

Other Codes & Acts



Still apply when running Mobile TXT promotions:

- Advertising Standards Authority Code of Practice
- UEMA (Unsolicited Electronic Messages Act, 2007)
- Sales Promotion scheme under the DIA Gambling Act 2003

Rationale



- Review guidelines for Premium Messaging Services to ensure still relevant in changing market
- Establish guidelines for the industry on non-Premium Messaging Services.
- Consistency - one set of guidelines to cover all types of Messaging Services.

Code Purpose



- Provide principles for best practice management
- Promote informed, fair, responsible and safe use
- Increase customer confidence
- Specify minimum obligations
- Compliance monitoring

Code Scope



- Requirements for 'Premium' messages now apply to any message that is charged to the handset.
- Non-chargeable messaging services now included.
- Scope covers
 - Commercial Solicited messages as per UEMA
 - Non-Commercial Solicited messages that are not covered in the UEMA

What does this mean for Service Delivery & Ops?



- Existing TXT Messaging Services running at “non-Premium” price points need to comply with the new Code requirements.
- Free phone number for all Chargeable Messaging Services
- Customer consent must be stored for 2 years
- Express consent required for all Chargeable
- Response times for actioning un-Subscribes changed

Code Structure



- Introduction of core categories of Messaging Service
- General Requirements apply to all types of Messaging Services
- Additional Requirements specified for four main categories of Messaging Services
- And additional requirements for Specific Services

New Code Terminology



- **Messaging Service:** A series of related SMS Messages of predefined type which together provide a single service to a Customer. A Messaging Service can be delivered across multiple Shortcodes and multiple Messaging Services can be delivered from a single Shortcode
- **Standard Charge:** Any Messaging Service provided via a mobile handset where the Customer is charged a rate between and including, one to twenty NZ cents (NZD \$0.01-\$0.20 cents) per message
- **Chargeable:** Any message that is charged to the End Customer via the mobile handset including any Standard Charge message
- **Non-Chargeable:** Any Messaging service provided via a mobile handset where the Customer is not charged for the message. i.e. zero cents

Code Terminology



WAS	NOW
Premium Messaging Service	Messaging Service
Premium Charge	Chargeable
'basic Carriage charge'	Standard Charge & Chargeable
n/a	Non-Chargeable

Messaging Category Examples



Subscription - Chargeable

Adult, age restricted
Chat | Daily Horoscope
WAP services | Social networking

Non-Subscription Chargeable

Txt to Win | Txt Voting | Txt for Info
Charity | Mobile Payments
Mobile ringtones

Subscription - Non-Chargeable

Business to Business Service
Bank alerts | Train alerts
Utility company - billing reminders

Non-Subscription, Non-Chargeable

Transport timetable info
Bank balance request
Marketing Messages
Hair dresser appt reminders

Examples only. Review the Code to see what specific conditions apply according to the type of Messaging Service being offered.

Example Scenarios



Scenario 1: Daily local weather report subscription service charged to the customer at 50c per TXT msg.

Scenario 2: Txt2Win non-subscription service charged to a Customer at 20c per competition entry.

Scenario 3: Banking alert service. Zero charge (free) on Customer's mobile bill. Banking charges may apply.

Code Review



- Code Walkthrough
 - A. Introduction
 - B. Industry Code Compliance & Admin
 - C. Advertising & Promotion
 - D. Customer Authorisation, Initiation and Termination
 - E. Service Operation
 - F. Customer Service & Complaints
- Key Changes
- Questions

Next Steps - 2010



- **Friday 16 July.** Consultation Closes. Please send submissions to jackie.clark@tcf.org.nz
- **July-August.** Working Party completes evaluation of consultation, and releases a Final Draft Code.
- **October.** Code endorsed. Signatories invited.
- **January 2011.** Code comes into effect

Any Other Questions?



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