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## **Non-Premium Mobile Terminated Messaging to The Americas**

US networks have now introduced restrictions on Mobile Terminated messaging. This is a move to allow the networks to have control over the type of content injected into their networks and make all content providers and senders responsible for their actions.

From 1/1/05, a DEDICATED US shortcode will be required in order to send SMS to the US. This means that all senders can be identified easily and be held accountable for content.

This is not a pan-american initiative governed by any one regulatory body, but an initiative taken up by several of the prominent US networks.

Setting up a shortcode is quite straightforward, but does involve some time delays (due to the networks needing to check that your proposed use is acceptable). There are also setup and maintenance costs associated with the process.

### **The Process :**

- Firstly, identify an available shortcode via <http://www.usshortcodes.com> Alternatively, aqi.com can lease a shortcode on your behalf, subject to a 3 month minimum contract.
- Contact your account manager for a customer presales diligence form (This is the form that we use to advise the networks on the nature of your proposed service).
- Identify which networks you need to message to. Depending on which networks you require to go "live" on, there may be additional requirements and costs for those networks.
- aqi will then submit your application to the networks and inform you regarding the status of your application on a regular basis.

### **The Costs :**

#### **Network Related Costs :**

- 1 **Short code pricing:**
  - (a) Carrier short code setup fee (per short code):
    - (i) Tmobile: £100
    - (ii) Cingular: £340
  - (b) Neustar pass through monthly short code fees (per short code) if sourced by aqi.com:
    - (i) Random: £330
    - (ii) Vanity: £675

#### **aqi.com Related Costs :**

- 2 **Fixed charges**
  - (a) **Setup fee:** £645
  - (b) **Monthly service fee:** £165



**Operator specific specifications:**

Feature support	Short code originator*	Binary SMS	Delivery Receipts	Message length**
Alltel	No	No	No	100
AT&T (GSM & TDMA)	Yes	Yes***	No	160
Cellular One	No	No	No	140
Cingular (GSM & TDMA)	Yes	Yes***	No	160
Edge Wireless	No	No	No	140
Nextel	No	No	No	500
Prime Co	No	No	No	140
Qwest	No	No	No	140
Rural Cellular	No	No	No	100
Sprint	Yes	No	No	160
T-Mobile	Yes	No	No	160
US Cellular	No	No	No	140
Verizon	Yes	Yes	Yes	160
BellMobility	No	No	No	140
Microcell	No	Yes	Yes	160
Rogers AT&T (GSM & TDMA)	No	No	No	140
Telus	No	No	No	140

- \* Certain US carriers require all MT SMS to have a short code originator. aqi.com requires all clients to use a short code regardless of where messages are sent. For those carriers that do not support short code originators aqi.com will discard the short code.
- \*\* Maximum message length supported by aqi.com may be shorter than which is supported by the Carrier.
- \*\*\* Binary messages are only supported on the GSM portions of AT&T and Cingular. Binary messages are not supported on TDMA.

**Message costs (exc vat) :**

Country	Operator	0-100k	100k-250k	250k-500k	500k-1m	1m-3m	3m-5m	5m+
USA	All	£0.035	£0.029	£0.029	£0.026	£0.024	£0.024	£0.024
Canada	All	£0.035	£0.029	£0.029	£0.026	£0.024	£0.024	£0.024

Note : because this is a US product, prices may fluctuate with the £/\$ exchange rate.