

# US Shortcode Application Form

## 1 OVERVIEW

This document presents an application form for the request of a US Shortcode. The information you supply will be used to apply for the Shortcode. If the carriers/network operators require additional information we will contact you accordingly.

Additional information can be found in the following documents:

- US Shortcode Premium Rate Pricing
- US Shortcode Premium Rate Getting Started Guide
- US Shortcode Premium Rate Technical Specification

This application should be emailed to [sales@ClickSMS.info](mailto:sales@ClickSMS.info)

## 2 DEFINITIONS

**Program:** If you are running a interactive SMS application, such as "Idols" which is normally run for a fix period on a scheduled basis, then think in terms of "Program" when seeing the words "Campaign or Application"

**Application:** If you are running a service, such as an Astrology service, then think in terms of "Application" when referring to your Shortcode.

**Campaign:** If you are running a marketing type campaign that has a fixed duration, then think in terms of "Campaign" when seeing the words "Program or Application"

**Note:** "Program", "Application", "Campaign", and "Service" can be used interchangeably, depending on what you are using the Shortcode for.

## 3 QUESTION HELP

The numbers below correspond to the question numbers in the application form. It is intended to help you understand what information is required. Note all fields are required:

- 1) Enter the name of your company. This would generally also be the *Content Provider Name*.
- 2) This is person who may be contacted with regards to the application and subsequent enquiries. Please enter both First Name and Last Name.
- 3) Please provide at least one phone number in international format.
- 4) Please provide at least one e-mail address.
- 5) Please provide a full Billing Address for your company, including postal code and country. Please also provide your company registration number.
- 6) This is the name by which your Shortcode will be known by. A maximum of two words is allowed.
- 7) Please describe in **detail** what your Shortcode will be used for.
- 8) If you require a specific 5 digit number to be your Shortcode, enter it here.
- 9) Please indicate what type of applications will use this Shortcode.
- 10) Please indicate how long you intend to use the Shortcode for.

- 11) Please indicate what time of day and day of the week your services will be offered on this Shortcode.
- 12) If it is not a US National campaign, then please describe the region(s) for the campaign.
- 13) POS stands for Point of Sale.
- 14) Please also provide volumes that will be experienced for each of the categories stated. If it will be subject to spikes (i.e., high volumes for a short duration of time) please describe when and how this will occur.
- 15) Please describe in **detail** the step-by-step interaction with the user of your service/application/program.
- 16) Please indicate whether the Shortcode will be used for Premium Rate or Standard Rate messaging.
- 17) Please describe in **detail** how the user will opt in for a messaging service.
- 18) Please describe in **detail** how the user will opt out of a messaging service.
- 19) Provide a short description of your program/application/service that wireless carriers can use to inform their end users.
- 20) Describe in **detail** how users get help. For example, by telephone, e-mail, SMS or a website, etc
- 21) Indicate if you will be submitting any messages to the mobile users in future, or if it is just a once-off campaign.
- 22) Indicate how you will connect to ClickSMS for both sending and receiving messages. You may use a different connection method for each.

#### 4 SAMPLE ANSWERS

The numbers below correspond to the question numbers in the application form. They are intended to help you understand what information is required. Only important questions have sample answers.

##### Program Description (7)

*An application that will provide the latest sports results to users who request them. Sports covered will include Football, Soccer and Tennis. Various services such as Latest Results, Rankings, and Player statistics will be made available.*

##### Offered in a specific Time of Day/Day of Week? (11)

*Voting will be open from the last 15 minutes of each show on Wednesday nights until midnight the following Wednesday. For example: for the January 7th show, voting will be open from 9:45pm January 7 until 12:00am January 14.*

##### Traffic Forecast across all carriers (14-Description of spike)

*Peak traffic will occur immediately after on-air call to action during the last 15 minutes of every show on Wednesday. Numbers based on expected audience size and estimated participation rate. Assumes all carriers participate.*

##### Describe the Application Interface with the Subscriber (15)

1. *Common short code appears on screen during the television show "How to use CSC for Sports", a new series, which airs Wednesdays from 9 - 10 PM EST. Instructions for using the short code will be provided by on-air talent at the first commercial break.*
2. *Customer sends SMS to XXXXX with "MVP" "Scores" or "Stats" as the message text.*
3. *Customer receives confirmation SMS*

a. *If they respond positively, then they will receive another SMS after every commercial break to vote for their favorite commercial*

b. *If they respond negatively, they do not receive any more SMS messages*

4. *During the telecast, other short codes will appear. Customers will sent SMS to these numbers throughout the telecast*

5. *At the conclusion of the telecast, customers will receive an SMS asking if they want to receive Sports alerts in the future for (e.g.) Stanley Cup Finals.*

**How does a user opt in for a message? (17)**

*The user will SMS the name of the service to the Shortcode along with the termination date. For example Customer sends an SMS to XXXXX with "MVP" and "scores" and "01/05/2005"*

**How does the user opt out of a message (18)**

*The user sends the stop command to opt out of all services or the name of the service and the word stop. For example Customer sends SMS to XXXXX with "MVP" and "scores" and "STOP"*

**Provide a short description of the Program(19)**

*Make sure your voice is heard, send us your vote on the next "How to use CSC for Sports". It's easy. Send a text message on your SMS enabled phone to XXXXX to participate on the next show which airs every Wednesday from 9 - 10 PM EST.*

**How do Users get help? (20)**

*In addition to error/help messages shown in the message flows, text messaging help pages will be available on the website with instructions on how to vote, sign-up for alerts, and cancel alerts. Customer care e-mail and toll-free number will also be listed on the website.*

**5 APPLICATION FORM**

Content Provider Name: .....

Client ID: .....

1. Company Name	
2. Contacts:	
3. Phone Numbers:	
4. E-mails:	
5. Billing Detail:	
6. Program Name:	
7. Program Description:	
8. Requested Short Codes:	
9. Application type:	<input type="checkbox"/> iTV <input type="checkbox"/> iRadio <input type="checkbox"/> In venue <input type="checkbox"/> Contest <input type="checkbox"/> Consumer packaging <input type="checkbox"/> Movie promo <input type="checkbox"/> Chat <input type="checkbox"/> Print/Outdoor <input type="checkbox"/> mCommerce <input type="checkbox"/> Other <input type="checkbox"/> Ring tones/graphics <input type="checkbox"/> Info alerts <input type="checkbox"/> Coupons/Advertising
10. Program Duration	Proposed Start Date: <input type="text"/> Proposed End Date: <input type="text"/> <input type="checkbox"/> Ongoing
11. Offered during a specific Time of Day/ Week?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <div style="border: 1px solid black; width: 500px; height: 50px; margin-left: 10px;"></div>

<p>12. Is this a U.S. national campaign?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>																																
<p>13. How will application(s) be promoted?</p>	<table border="0"> <tr> <td><input type="checkbox"/> TV</td> <td>Air dates and times: <input type="text"/></td> <td><input type="checkbox"/> National</td> <td><input type="checkbox"/> Local</td> </tr> <tr> <td><input type="checkbox"/> Radio</td> <td>Air dates and times: <input type="text"/></td> <td><input type="checkbox"/> National</td> <td><input type="checkbox"/> Local</td> </tr> <tr> <td><input type="checkbox"/> Print</td> <td>Date live: <input type="text"/></td> <td><input type="checkbox"/> National</td> <td><input type="checkbox"/> Local</td> </tr> <tr> <td><input type="checkbox"/> Outdoor</td> <td>Date live: <input type="text"/></td> <td><input type="checkbox"/> National</td> <td><input type="checkbox"/> Local</td> </tr> <tr> <td><input type="checkbox"/> POS</td> <td>Date live: <input type="text"/></td> <td><input type="checkbox"/> National</td> <td><input type="checkbox"/> Local</td> </tr> <tr> <td><input type="checkbox"/> Web</td> <td>Date live: <input type="text"/></td> <td><input type="checkbox"/> National</td> <td><input type="checkbox"/> Local</td> </tr> <tr> <td colspan="4"><b>If print:</b></td> </tr> <tr> <td colspan="4"> <input type="checkbox"/> Newspaper                   <input type="checkbox"/> Magazine                   <input type="checkbox"/> Collateral                   <input type="checkbox"/> Packaging                   <input type="checkbox"/> Other:             </td> </tr> </table>	<input type="checkbox"/> TV	Air dates and times: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local	<input type="checkbox"/> Radio	Air dates and times: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local	<input type="checkbox"/> Print	Date live: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local	<input type="checkbox"/> Outdoor	Date live: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local	<input type="checkbox"/> POS	Date live: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local	<input type="checkbox"/> Web	Date live: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local	<b>If print:</b>				<input type="checkbox"/> Newspaper <input type="checkbox"/> Magazine <input type="checkbox"/> Collateral <input type="checkbox"/> Packaging <input type="checkbox"/> Other:			
<input type="checkbox"/> TV	Air dates and times: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local																														
<input type="checkbox"/> Radio	Air dates and times: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local																														
<input type="checkbox"/> Print	Date live: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local																														
<input type="checkbox"/> Outdoor	Date live: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local																														
<input type="checkbox"/> POS	Date live: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local																														
<input type="checkbox"/> Web	Date live: <input type="text"/>	<input type="checkbox"/> National	<input type="checkbox"/> Local																														
<b>If print:</b>																																	
<input type="checkbox"/> Newspaper <input type="checkbox"/> Magazine <input type="checkbox"/> Collateral <input type="checkbox"/> Packaging <input type="checkbox"/> Other:																																	
<p>14. Traffic Forecast across all carriers</p>	<table border="1"> <tr> <td>Subject to spikes (as a % of total monthly volume)</td> <td></td> </tr> <tr> <td>Total monthly inbound (MO) Messages</td> <td></td> </tr> <tr> <td>Total monthly outbound (MT) messages:</td> <td></td> </tr> <tr> <td>Expected message sent to Subscriber per Month:</td> <td></td> </tr> </table>	Subject to spikes (as a % of total monthly volume)		Total monthly inbound (MO) Messages		Total monthly outbound (MT) messages:		Expected message sent to Subscriber per Month:																									
Subject to spikes (as a % of total monthly volume)																																	
Total monthly inbound (MO) Messages																																	
Total monthly outbound (MT) messages:																																	
Expected message sent to Subscriber per Month:																																	
<p>15. Describe the Application Interface with the Subscriber</p>	<p></p>																																

16. Premium or basic message rates.	<input checked="" type="checkbox"/> Standard Rate <input checked="" type="checkbox"/> Premium Rate
17. How does a user opt in for a message?	
18. How does a user opt out for a message?	
19. Provide a short description of the program	
20. How do consumers get help?	
21. Once-off campaign ?	<input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> No
22. How will you be connecting to ?	<input type="checkbox"/> HTTP <input type="checkbox"/> SMPP <input type="checkbox"/> SMTP <input type="checkbox"/> FTP <input type="checkbox"/> COMObject <input type="checkbox"/> XML