



Government of the People's Republic of Bangladesh
Office of the Bangladesh Telecommunication Regulatory Commission
IEB Bhaban, Ramna, Dhaka-1000, Bangladesh.



BTRC/SS/SMS Tariff/2010- ৪৭২

Date: 05.08.2010

Subject: Amendment to Interim Directives on SMS based Premium Rate Services, Dated: 29th July, 2010

SMS is an essential service in communication at present. As the basic services, such as telephony, have already been deployed, SMS does provide a powerful vehicle for service differentiation. The benefits of SMS to subscribers' center around convenience, flexibility, and seamless integration of messaging services and various value added services like mobile banking, utility bill pay, news, information, weather updates, quiz contests etc. Since the adoption of mobile voice telephony, BTRC has taken necessary measures to reduce tariff for the basic service like voice. BTRC has realized that the tariff for premium rate services should be reduced to balance with the reduction of voice tariff. As SMS is one of the imperative way for communicating with others, BTRC has decided to develop a new tariff chart for SMS based premium rate services for Mobile Phone which shall ensure a healthy competition among the operators and affordable for the Mobile Phone users.

To meet the above objectives, BTRC issues the following directives for SMS based premium rate services for mobile phone. The following provisions are "interim" in nature and would remain effective until further order:

1. The tariff for On-net and Off-net interpersonal (private customer, peer to peer) SMS shall be maximum of Taka 0.50 for domestic and shall be maximum of Taka 2.50 for international.
2. The tariff for SMS based premium rate service/value added services shall be maximum of Taka 2.00 for one-off or a subscription based service.
3. Prior approval is required for any SMS based premium rate services as being charged beyond Taka 2.00 which includes the sign-up and periodic subscription. For introduction of new services/changes in existing packages with the circuit cited in clause 1 and 2 requires intimation to the Commission.
4. The telecom operators will ensure either themselves or in arrangement with the content provider the following:

(a) Wide publicity to be provided for the tariff of the premium rate service.



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(b) All costs must be clearly stated in any advertising (SMS, print, electronic etc.) along with the details of how often the subscriber will receive the content, its cost and how to stop the service.

5. The operators shall take prior approval for all unsolicited/campaign SMS.
6. No SMS charge will incur to the customer for the Subscription/Cancellation process [opt in/out] for premium rate service/migration from existing service plan to new packages through SMS/USSD.
7. No Campaign/Emergency SMS shall be sent to roaming subscribers and thereby must be turned off by default. The roaming agreement document for the customer should include the option to opt-in when specifically requested.
8. All advertisements, in any form must carry all cost related information; clauses like "conditions apply" should be avoided for better clarity on all cost incurred.
9. All advertisements in print and electronic media and all marketing/promotional display materials, campaigns, events etc. must conform to the culture, social value, norms, practices, beliefs and heritage of Bangladesh.
10. Standard keywords for SMS premium services which requires being uniformed [but not limited to] for all mobile operators are as follows:

START- keyword – A subscription for starting the relevant push services. The confirmation SMS should contain procedure of cancellation of service.

STOP- keyword - To cancel the relevant services.

VIEW- Overview of all active subscriptions to a particular short code.

INFO- Contact Information of the Service Provider

HELP- Support for service users (e.g. customer care number, website address)

INDEX- The end customer receives information from the Service Provider in the form of a description of using the service and the indication of how to use the service and the indication of where or how a detailed service description and price list may be obtained (e.g on the Internet, by email, on request etc.)

11. If the end customer sends an incorrect keyword by SMS or MMS, the Service Provider should reply with the following information:
 - a. Incorrect keyword used
 - b. Referral to standard keyword "INDEX"
12. Where an incorrect request is made by SMS, the end customer will be sent the answer by SMS and thereby will be billed no more than the price for a normal private customer SMS ("peer-to-peer").



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13. These directives [except clauses 10 to 12] are circulated for compliance with effect from 15th August, 2010.

14. Compliance to Clauses 10 to 12, including the migration of exiting premium rate services is required after three months from the date of issuance of these directives.


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