



Office of the Director of
**Telecommunications
Regulation**

MEDIA RELEASE

Wednesday 27th February 2002

Value-added SMS Messaging Era Begins

The ODTR today (Wednesday 27th February 2002) announced that it has allocated individual codes to the 58 applicants who propose to start up new value added SMS services by end April 2002. Some are ready to start immediately. The codes have been allocated to this first group of applicants using a lottery process to ensure “golden numbers” e.g. (55555, 54321) are allocated fairly. Provisional allocations have been published on the ODTR website (www.odtr.ie/docs/5000_code_allocations.xls). Final allocations will be made on Thursday 28th February , which again will be published on the web.

Some of the value added services will be offered at a premium rate. Such services are regulated by RegTel –(the Independent Premium Rate Services Regulator). Service Providers are must sign up to RegTel’s code of practice and their services will only be accessible via a pin number which will be administered by them.

This new SMS framework has proved very popular. This augers well for the future of SMS services in Ireland, with knock-on advantages for 2.5G and 3G services as service providers gain valuable market experience.

The new services will include:

- Event-driven content - e.g. goal-by-goal football alerts, personalised stock information, industry sector news alerts;
- Travel Information – e.g. localised real time traffic news, flight/ferry information;
- Business and commerce applications;
- Ringtone Downloads;
- Gaming;
- Competitions;
- Location Information

These new services will be accessible by dialling a short 5-digit code appropriate to the selected service. Greater service differentiation can be achieved by the customer including a selected keyword at the start of the text message. (For example 5XXXX is for weather information, this can be supplemented by sending the word *Cork* to this five digit code to receive weather information for the Cork region). There are a number of categories including free text services , text services charged at standard SMS rates and Premium Rated Services . These are priced at different rates (see table). In order to distinguish “Adult type” number ranges, they will be reserved to codes commencing with the digits “59” and are subject to compliance with Regtel’s code of practice and pin number allocation.

Range	Category	Price Range €	Codes Available
50 000 to 50 499	Free Text Rate	Free of Charge	500
50 500 to 50 899	Reserved Free Text		400
51 000 to 51 899	Standard Rate	Up to 0.16€ vat inc	900
52 000 to 52 899	Reserved Std Rate		900
53 000 to 53 899	Basic Premium	Up to 0.80 € vat inc	900
54 000 to 56 899	Reserved Premium		2700
57 000 to 57 899	High Premium	0.80 € or above, vat inc	900
58 000 to 58 899	Reserved High Premium		900
59 000 to 59 899	Adult	Variable Price	900
5X 9XXX...	All Ranges	Reserved for Expansion	As Required

ENDS

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