



## 1. Overview

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Short codes are available in Namibia and may be used for premium and standard rate MO (mobile originated) messaging.

Mobile originated messaging is when the mobile user is billed at a premium rate every time they send a message to a short code. This is available on CellOne, MTC and Telecom Namibia.

Clickatell clients will be required to agree to the WASPA rules and regulations. These may be found at <http://www.waspa.org.za>.

## 2. Number types

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The following number types are offered in the Namibia:

### **Dedicated shortcodes:**

- An exclusive five (5) digit shortcode is available for MTC.
- An exclusive three (3), four (4) or five (5) digit shortcode is available for CellOne and Telecom Namibia.
- Any available shortcode may be chosen.
- Examples: 123, 555, 5556, 4321, 12345, 77777.
- A minimum of 500 mobile originated messages is required per month.

**Note:** Shared short codes are not available.

**Note:** When you submit your short code application, please provide a list of three numbers you would like allocated to you. In the event that your first choice is not available, the second choice will be allocated to you (if available), and so on.

## 3. Price bands

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If you select MTC your short code may be linked to any price band of your choice. For example, you could charge any amount from N\$1.50 or N\$30.

If you are using CellOne you need to select a price band from the table listed in Section 5.

Should you wish to use all the networks the price band selected must be the same, so that the same charge in N\$ will apply, no matter who uses the code. The price band is thus limited to the highest price band that CellOne can provide (N\$20.00).

## 4. Pricing

Clickatell charges a setup fee and a monthly rental fee. A small switching fee (1/3 of a credit) is charged for all mobile originated messages that you receive.

Please refer to the table below for pricing.

Number type	Setup fee	Monthly rental
MTC	N\$2000	N\$675
CellOne	N\$2000	N\$675
<b>MTC, CellOne and Telecom Namibia</b>	N\$2500	N\$1300

- These prices exclude VAT and, where applicable, are per allocated number.
- Once off setup fee is paid in advance.
- Rental is paid 3 months in advance

Note: If you choose to have your short code work on all networks, you will pay a monthly rental which is reduced for the use of all networks.

## 5. Revenue Share – CellOne

Clickatell will pass the full portion of the revenue share received from the network operator to you. A minimum monthly volume of 500 mobile originated messages per short code, per month will be required before Clickatell will pass on this revenue. Revenues will be paid to you after ninety (90) days. Please note that this is dependent on when the network operator pays Clickatell.

Below is a table showing the revenue share from CellOne:

Price/rate class (incl. VAT)	Prices excl. VAT	Payout to content provider	Percentage to content provider
N\$ 0.40	N\$ 0.348	N\$ 0.07	20%
N\$ 1.00	N\$ 0.870	N\$ 0.565	65%
N\$ 2.00	N\$ 1.739	N\$ 1.130	65%
N\$ 3.00	N\$ 2.609	N\$ 1.696	65%
N\$ 4.00	N\$ 3.478	N\$ 2.261	65%

## Namibia short code pricing and revenue share

N\$ 5.00	N\$ 4.348	N\$ 3.043	70%
N\$ 6.00	N\$ 5.217	N\$ 3.652	70%
N\$ 7.00	N\$ 6.087	N\$ 4.261	70%
N\$ 8.00	N\$ 6.957	N\$ 4.870	70%
N\$ 9.00	N\$ 7.826	N\$ 5.478	70%
N\$ 10.00	N\$ 8.696	N\$ 6.087	70%
N\$ 11.00	N\$ 9.565	N\$ 6.696	70%
N\$ 12.00	N\$ 10.435	N\$ 7.304	70%
N\$ 13.00	N\$ 11.304	N\$ 7.913	70%
N\$ 14.00	N\$ 12.174	N\$ 8.522	70%
N\$ 15.00	N\$ 13.043	N\$ 9.130	70%
N\$ 16.00	N\$ 13.913	N\$ 9.739	70%
N\$ 17.00	N\$ 14.783	N\$ 10.348	70%
N\$ 18.00	N\$ 15.652	N\$ 10.957	70%
N\$ 19.00	N\$ 16.522	N\$ 11.565	70%
N\$ 20.00	N\$ 17.391	N\$ 12.174	70%

## 6. Revenue Share – MTC

Clickatell will pass the full portion of the revenue share received from the network operator to you. A minimum monthly volume of 500 mobile originated messages per short code, per month will be required before Clickatell will pass on this revenue. Revenues will be paid to you after ninety (90) days. Please note that this is dependent on when the network operator pays Clickatell.

MTC will deduct a **Service fee** of **20%** on the premium rated SMS charge, irrespective of the price band selected.

Of the **80%** remaining, the revenue is split **60%** for you and **40%** for the network operator (MTC).

Example: If each message sent to your chosen short code is charged at N\$10, then the operator will deduct the 20% service fee (N\$2). Of the N\$8 left, you will receive 60% of the revenue (i.e. N\$4.80) and they will receive 40%.

## 7. Revenue Share – Telecom Namibia

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Clickatell will pass the full portion of the revenue share received from the network operator to you. A minimum monthly volume of 500 mobile originated messages per short code, per month will be required before Clickatell will pass on this revenue. Revenues will be paid to you after ninety (90) days. Please note that this is dependent on when the network operator pays Clickatell.

Telecom Namibia will deduct **30%** of the total revenue and the remaining **70%** of the revenue will be passed on to you.

## 8. Outbound SMS charges

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Please refer to the Standard Coverage fees as per the Clickatell Pricing and Coverage page ([http://www.clickatell.com/pricing/message\\_cost.php](http://www.clickatell.com/pricing/message_cost.php))

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