

1. Overview

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

Mobile originated messaging is when the mobile user is billed at a standard rate or premium rate every time they send a message to a short code. This is available on Vodacom, MTN, Cell C and Virgin.

There are four network operators in South Africa:



All four operators are supported. Virgin is a virtual mobile network operator utilizing Cell C's infrastructure. Each operator offers slightly different payouts and revenue share models.

2. Number types

The following number types are offered in South Africa:

Dedicated Short code

- An exclusive cross-network compatible 5-digit number.
- Examples: 31000, 32007, 35001.
- Each number range is related to a specific price. This is predetermined by the operators.
- A minimum of 500 inbound (MO) messages is required per month. This will be effective after 90 days

Shared Short code-Keyword Service

- A cross-network compatible 5-digit number that you share with other Clickatell clients.
- All messages received by Clickatell with your chosen keyword at the start of the message are sent to your account. Example: Number 32506, keyword = house.
- Each number range is related to a specific price. This is predetermined by the operators.
- A minimum of 500 inbound (MO) messages is required per month. This will be effective after 90 days

3. Pricing

Clickatell charges a setup fee and a monthly rental fee. A small switching fee is charged for all inbound (MO) messages that you receive. Normal fees are charged for outbound (MT) messaging. For a detailed list of MT message costs, please visit: http://www.clickatell.com/pricing/message_cost.php.

Please refer to the table below for pricing:

Number Type	Once-off Setup Fee		Monthly Rental
Dedicated short code	R2000.00		R500
Shared short code-keyword service	1st	R1000	R300
	2 nd -4 th	R500	R300
	5 th +	R500	R200
	Spelling	R100	R300

- These prices exclude VAT and, where applicable, are per allocated number.
- Setup is paid in advance.
- Rental is paid 3 months in advance.
- The keyword pricing is based on the number of keywords per price band. If a client requests 5 keywords on various price bands, then it will not be discounted as explained above.
- When a client reaches their 5th keyword on the same price band, then all 5 keywords will have a rental of R200 each; not only the 5th one.
- Spelling variance refers to additional keywords that are seen as incorrectly spelt versions of an existing keyword. For example, the word “Mommy” would be considered a spelling variance of “Mummy”. This will be considered on a case by case basis.

4. Revenue share

Each network pays out varied amounts according to their own revenue share models detailed below. Clickatell will pass the full portion of the revenue share received from the networks to you, the client.

A minimum monthly volume of 500 MO messages per network will be required before Clickatell will pass on revenue to its clients. Revenues will be paid to you around 90 days or earlier. Please note that this is dependant on when the operator pays Clickatell.

Table below is effective 25th November 2009:

SA short code MO pricing & revenue share

Price Bands		Payment in Rands (excl. VAT)		
Incl. VAT	Excl. VAT	MTN	Vodacom	Cell C
R 1.00	R 0.88	R 0.33	R 0.33	R 0.29
R 1.50	R 1.32	R 0.61	R 0.66	R 0.59
R 2.00	R 1.75	R 0.88	R 0.99	R 0.89
R 3.00	R 2.63	R 1.44	R 1.66	R 1.48
R 5.00	R 4.39	R 2.56	R 2.98	R 2.68
R 7.50	R 6.58	R 3.95	R 4.64	R 4.17
R 10.00	R 8.77	R 5.35	R 6.29	R 5.66
R 15.00	R 13.16	R 8.14	R 9.60	R 8.64
R 20.00	R 17.54	R 10.93	R 12.91	R 11.62
R 25.00	R 21.93	R 13.72	R 16.23	R 14.61
R 30.00	R 26.32	R 16.51	R 19.51	R 17.59

Visit http://www.clickatell.com/downloads/Clickatell_SA_shortcode_MO_pricing_&_revenue_share.pdf to check for updates to this document.