



## UK short code pricing & revenue share

19 April 2011

## 1. Overview

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Clickatell offers standard and premium rated messaging on MO,, and standard rated messaging on MT, with MO being supported through the use of short codes. Premium MO is when a user is charged a premium fee for sending a SMS from a handset to a premium rated short code. Standard MT refers to a mobile subscriber being billed at a standard rate for receiving a MT SMS on their handset.

Five network operators are supported by Clickatell in the UK. These are:

- Vodafone UK
- Orange
- O2
- T-Mobile
- Virgin
- Hutchison 3G UK

## 2. Available short code types

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The following number types are offered in the UK:

### Dedicated short code

- An exclusive cross-network compatible 5-digit number.
- Examples: 61000, 62007, 85001.
- A short code of your choice may be available.
- A minimum of 500 inbound (MO) messages are required per month.

## 3. Available short code ranges

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Available short codes can be registered on [www.short-codes.com](http://www.short-codes.com). Please see our “Clickatell UK short code getting started guide” document for more information.

Short code	Designation
60000 – 68999	
69000 – 69999	Open-ended fixed fee per message adult services including sexual entertainment services
80000 – 88999	Open-ended fixed fee per message
89000 – 89999	Open-ended fixed fee per message adult services including sexual entertainment services

Note: In recognition that many UK or ROI based services are advertised in publications and visual media that are available to consumers in both countries, the SCMG are opening up selected numbers in the 5xxxx range of short codes to allow advertisers to use a single short code for their services (with Sterling and Euro pricing clarity). The precondition of connectivity to the UK networks will be that relevant licences from ROI regulators for that short code (ComReg and RegTel) must be provided with the connection application. Full details will be available from the Codes of Practice on [www.short-codes.com](http://www.short-codes.com).

## 4. Pricing

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Clickatell charges a setup fee and a monthly rental fee. A small switching fee (1/3 of a credit) is charged for all inbound (MO) messages that you receive. Fees are available on our website at [http://www.clickatell.com/pricing/message\\_cost.php](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	£720.00	£630

- These prices exclude UK VAT and are per allocated number.
- Rental is paid 3 months in advance.
- Rental is back-dated to the date of application and NOT the date on which the service commences.
- Setup is paid in advance.

## 5. Revenue share payouts

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Each network pays out varying amounts according to their own revenue share models detailed below. These are subject to the operators and may change from time to time. Clickatell will pass the full portion of the revenue share received from the networks to you, the customer. Clickatell only charges a switching fee of 1/3 of a credit for each message handled. MO & MT payouts are the same with the exception of O<sub>2</sub> as indicated.

A minimum monthly volume of 500 messages per short code per month will be required before Clickatell will be obligated to pass on premium SMS revenue to you. If fewer than the above number of messages are received, the revenue for that month will be forfeit to Clickatell. Prolonged periods of volumes below the indicated thresholds or no activity may result in re-allocation of your short code - if owned by Clickatell. Revenues will be paid to you after 90 days, depending on when the operator pays Clickatell.

## 6. Vodafone

Per Message		Payout	
incl VAT	excl VAT	Percentage	GBP
£0.10	£0.09	NA	NA
£0.12	£0.10	0%	£0.00
£0.20	£0.17	44.09%	£0.075
£0.25	£0.21	49.12%	£0.105
£0.35	£0.30	57.41%	£0.171
£0.50	£0.43	64.07%	£0.273
£0.75	£0.64	68.46%	£0.437
£1.00	£0.85	70.77%	£0.602
£1.50	£1.28	73.45%	£0.938
£2.00	£1.70	74.06%	£1.261
£2.50	£2.13	74.43%	£1.584
£3.00	£2.55	74.71%	£1.908
£3.50	£2.98	74.88%	£2.231
£4.00	£3.40	74.91%	£2.550
£4.50	£3.83	75.14%	£2.878
£5.00	£4.26	75.21%	£3.201
£10.00	£8.51	75.92%	£6.461

## 7. Orange

Per message		Payout dependant on monthly volume							
Inc Vat	Excl Vat	0 - 5,000	5,001 - 25,000	25,001 - 50,000	50,001 - 100,000	100,001 - 250,000	250,001 - 500,000	500,001 - 1,000,000	>1,000,000
£0.20	£0.17	£0.0580	£0.0640	£0.0670	£0.0710	£0.0750	£0.0813	£0.0833	£0.0840
£0.25	£0.21	£0.0750	£0.0830	£0.0937	£0.0970	£0.1020	£0.1100	£0.1120	£0.1127
£0.35	£0.30	£0.1180	£0.1180	£0.1555	£0.1580	£0.1605	£0.1715	£0.1740	£0.1740
£0.50	£0.43	£0.2430	£0.2463	£0.2660	£0.2693	£0.2743	£0.2880	£0.2900	£0.2907
£0.75	£0.64	£0.3995	£0.3995	£0.4285	£0.4310	£0.4335	£0.4580	£0.4605	£0.4605
£1.00	£0.85	£0.5943	£0.5977	£0.6160	£0.6193	£0.6260	£0.6350	£0.6370	£0.4605
£1.20	£1.02	£0.7425	£0.7425	£0.7660	£0.7685	£0.7710	£0.7860	£0.7885	£0.7885
£1.50	£1.28	£0.9390	£0.9423	£0.9637	£0.9670	£0.9720	£0.9853	£0.9873	£0.9880
£2.00	£1.70	£1.2750	£1.2850	£1.2960	£1.3010	£1.3110	£1.3160	£1.3180	£1.3190
£2.50	£2.13	£1.6315	£1.6365	£1.6615	£1.6635	£1.6660	£1.6835	£1.6855	£1.6860
£3.00	£2.55	£1.9650	£1.9750	£1.9860	£1.9910	£2.0010	£2.0060	£2.0080	£2.0090
£3.50	£2.98	£2.3250	£2.3350	£2.3460	£2.3510	£2.3610	£2.3660	£2.3680	£2.3690
£4.00	£3.40	£2.6750	£2.6850	£2.6960	£2.7010	£2.7110	£2.7160	£2.7180	£2.7190
£4.50	£3.83	£3.0080	£3.0155	£3.0450	£3.0488	£3.0563	£3.0813	£3.0828	£3.0835
£5.00	£4.26	£3.3410	£3.3460	£3.3940	£3.3965	£3.4015	£3.4465	£3.4475	£3.4480

**8. O<sub>2</sub>**


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MT payout		
Per message		Payout
Inc Vat	Excl Vat	
£0.20	£0.17	£0.12
£0.25	£0.21	£0.15
£0.35	£0.30	£0.22
£0.50	£0.43	£0.32
£0.75	£0.64	£0.50
£1.00	£0.85	£0.67
£1.20	£1.02	£0.80
£1.50	£1.28	£1.01
£2.00	£1.70	£1.35
£2.50	£2.13	£1.70
£3.00	£2.55	£2.04
£3.50	£2.98	£2.40
£4.00	£3.40	£2.75
£4.50	£3.83	£3.12
£5.00	£4.26	£3.48

MO payout		
Per message		Payout
Inc Vat	Excl Vat	
£0.10	£0.09	£0.011
£0.15	£0.13	£0.041
£0.20	£0.17	£0.081
£0.25	£0.21	£0.111
£0.50	£0.43	£0.281
£1.00	£0.85	£0.631
£1.20	£1.02	£0.761
£1.50	£1.28	£0.971

## 9. T-Mobile

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Per message		Payout dependant on monthly volume		
Inc Vat	Excl Vat	0 - 25,000	25,001 - 250,000	> 250,000
£0.20	£0.17	£0.0893	£0.1269	£0.1363
£0.25	£0.21	£0.0809	£0.1149	£0.1234
£0.35	£0.30	£0.1132	£0.1609	£0.1728
£0.50	£0.43	£0.2638	£0.2851	£0.3106
£0.75	£0.64	£0.3957	£0.4277	£0.4660
£1.00	£0.85	£0.6213	£0.6383	£0.6553
£1.20	£1.02	£0.7455	£0.7660	£0.7864
£1.50	£1.28	£0.9319	£0.9574	£0.9830
£2.00	£1.70	£1.3106	£1.3447	£1.3787
£2.50	£2.13	£1.6383	£1.6809	£1.7234
£3.00	£2.55	£1.9660	£2.0170	£2.0681
£3.50	£2.98	£2.2936	£2.3532	£2.4128
£4.00	£3.40	£2.6213	£2.6894	£2.7574
£4.50	£3.83	£2.9489	£3.0255	£3.1021
£5.00	£4.26	£3.2766	£3.3617	£3.4468

## 10. Hutchison 3G UK

### **SCHEDULE 3** **SERVICE REVENUE TABLE UP TO £4.50**

Payment (excluding VAT) by H3G to Service Provider for rated (i.e. non-zero and out of any messaging bundle) Short Messages originated by Service Provider and terminated via the Messaging Facility and vice versa

Rate incl. VAT	£0.10	£0.12	£0.15	£0.20	£0.25	£0.30	£0.35	£0.50	£0.60	£0.75	£1.00	£1.20	£1.50	£2.00	£2.50	£3.00	£3.50	£4.00	£4.50
Net after VAT	£0.085	£0.102	£0.128	£0.170	£0.213	£0.255	£0.298	£0.426	£0.511	£0.638	£0.851	£1.021	£1.277	£1.702	£2.128	£2.553	£2.979	£3.404	£3.830
Tariff Code	436 PRM: 010	436 PRM: 012	436 PRM: 015	436 PRM: 020	436 PRM: 025	436 PRM: 030	436 PRM: 035	436 PRM: 050	436 PRM: 060	436 PRM: 075	436 PRM: 100	436 PRM: 120	436 PRM: 150	436 PRM: 200	436 PRM: 250	436 PRM: 300	436 PRM: 350	436 PRM: 400	436 PRM: 450
Combined Monthly Messages																			
0 - 4999		£0.015	£0.025	£0.049	£0.080	£0.120	£0.130	£0.230	£0.310	£0.425	£0.650	£0.710	£0.910	£1.270	£1.630	£1.960	£2.330	£2.650	£3.050
5,000 - 24,999	£0.010	£0.020	£0.030	£0.050	£0.084	£0.130	£0.140	£0.240	£0.320	£0.430	£0.655	£0.720	£0.930	£1.280	£1.640	£1.970	£2.340	£2.660	£3.060
25,000 - 49,999	£0.015	£0.025	£0.040	£0.064	£0.096	£0.136	£0.150	£0.260	£0.340	£0.440	£0.660	£0.730	£0.940	£1.290	£1.650	£1.990	£2.350	£2.670	£3.070
50,000 - 99,999	£0.020	£0.030	£0.044	£0.067	£0.100	£0.140	£0.160	£0.280	£0.350	£0.450	£0.670	£0.740	£0.945	£1.300	£1.660	£2.000	£2.350	£2.680	£3.075
100,000 - 249,999	£0.025	£0.035	£0.050	£0.074	£0.107	£0.150	£0.170	£0.290	£0.355	£0.460	£0.680	£0.745	£0.950	£1.310	£1.665	£2.010	£2.360	£2.700	£3.080
250,000 - 499,999	£0.035	£0.040	£0.059	£0.083	£0.110	£0.156	£0.175	£0.310	£0.360	£0.465	£0.700	£0.750	£0.960	£1.320	£1.670	£2.020	£2.370	£2.720	£3.090
500,000 -1M	£0.035	£0.045	£0.061	£0.087	£0.120	£0.158	£0.187	£0.325	£0.365	£0.470	£0.725	£0.760	£0.970	£1.330	£1.680	£2.030	£2.380	£2.730	£3.100
1M plus	£0.040	£0.050	£0.065	£0.090	£0.125	£0.160	£0.190	£0.340	£0.370	£0.480	£0.740	£0.780	£0.980	£1.340	£1.700	£2.040	£2.390	£2.740	£3.110

## 10.1 Hutchison 3G

### **SCHEDULE 3** **SERVICE REVENUE TABLE FOR ABOVE £5**

Payment (excluding VAT) by H3G to Service Provider for rated (i.e. non-zero and out of any messaging bundle) Short Messages originated by Service Provider and terminated via the Messaging Facility and vice versa

Rate incl. VAT	£ 5.00	£ 5.50	£ 6.00	£ 6.50	£ 7.00	£ 7.50	£ 8.00	£ 8.50	£ 9.00	£ 9.50	£ 10.00
Net after VAT	£ 4.255	£ 4.681	£ 5.106	£ 5.532	£ 5.957	£ 6.383	£ 6.809	£ 7.234	£ 7.660	£ 8.085	£ 8.511
Tariff Code	436PRM:500	436PRM:550	436PRM:600	436PRM:650	436PRM:700	436PRM:750	436PRM:800	436PRM:850	436PRM:900	436PRM:950	436PRM:1000
Combined Monthly Messages											
0 - 4999	3.489	3.838	4.187	4.536	4.885	5.234	5.583	5.932	6.281	6.63	6.979
5,000 - 24,999	3.574	3.932	4.289	4.647	5.004	5.362	5.719	6.077	6.434	6.791	7.149
25,000 - 49,999	3.660	4.026	4.391	4.757	5.123	5.489	5.855	6.221	6.587	6.953	7.319
<b>50,000 - 99,999</b>	3.745	4.119	4.494	4.868	5.243	5.617	5.991	6.366	6.740	7.115	7.489
100,000 - 249,999	3.830	4.213	4.596	4.979	5.362	5.745	6.128	6.511	6.894	7.277	7.660
250,000 - 499,999	3.830	4.213	4.596	4.979	5.362	5.745	6.128	6.511	6.894	7.277	7.660
500,000 - 1,000,000	3.830	4.213	4.596	4.979	5.362	5.745	6.128	6.511	6.894	7.277	7.660
1M plus	3.830	4.213	4.596	4.979	5.362	5.745	6.128	6.511	6.894	7.277	7.660

## 11. Virgin

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Virgin Mobile does not payout on number of messages, but rather on revenue generated. The more revenue you generate, the higher the percentage of the revenue share.

Level	Virgin Mobile Monthly Revenue (exc. VAT)	Virgin Mobile Share	Service Provider Share
1	£0.01 to £15,000	55%	45%
2	£15,000.01 to £40,000	50%	50%
3	£40,000.01 to £60,000	45%	55%
4	£60,000.01 to £80,000	40%	60%
5	£80,000.01 and above	35%	65%

Example: If Virgin Mobile's monthly revenue excluding VAT is:

£100,000 then the amount payable to the service provider will be calculated as follows:

£15,000 x 45% = £6,750  
£25,000 x 50% = £12,500  
£20,000 x 55% = £11,000  
£20,000 x 60% = £12,000  
£20,000 x 65% = £13,000

Total payable to service provider = £55,250

Visit [http://www.clickatell.com/downloads/Clickatell\\_UK\\_Shortcode\\_pricing\\_&\\_revenue\\_share.pdf](http://www.clickatell.com/downloads/Clickatell_UK_Shortcode_pricing_&_revenue_share.pdf) to check for updates to this document.

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