

premium lite



premium rated sms solutions

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Our Premium Lite Package



Premium Lite offers you a smart, affordable and fast Premium Rated SMS solution.

As a registered client, you can create your own Premium Lite Service. This entitles you to:

1. Select a Premium Number (e.g: 32665)
2. Select a Premium Band (e.g: R1.50, R5.00, R10.00)
3. Select 3 Keywords of your choice
4. Set an automatic reply SMS

Please note that the Premium SMS number you choose is not exclusively yours.

However, the keywords you choose for that number are exclusively yours, and are what identify your campaign. (You can have up to 3 keywords.)

You will not 'share' revenue with anyone, and you will receive 100% of the Revenue allocated by the Networks for your Keywords.

You can then run a Competition or Survey such as:

SMS the word WIN to 32665
SMS the word WINNER to 32665
SMS the word WINN to 32665

or:

SMS the word RACING to 32665
SMS the word RACE to 32665
SMS the word RACER to 32665

** note the above are examples only*

Our recommendation is that you use variations in spellings of the keywords you choose as experience has shown us that words are at times spelled incorrectly and in this case you would lose potential revenue. Please note that the Keywords are NOT case sensitive.

The alternative option is to keep your keywords as short and as simple as possible.

Premium Lite services will be required to include a reply SMS to the consumer. e.g:

Thank you for your SMS, you have been entered into our competition.

Note that a reply SMS is compulsory, as experience has shown us that consumers expect a reply and are disgruntled when they do not receive a reply confirming their 'participation' in your service.

What about Reports on all SMS sent and received?

Full SMS Reports are available on-line, under username and password protection. This includes:

1. Reports on all SMS sent and received
2. A summary Report on all SMS sent and received per Keyword
3. A Report on your revenue share earned per month.
4. A Schedule facility, so you can receive Reports via e-mail on a daily, weekly or monthly basis.
5. All Reports are also available in Excel format, allowing for an easy Import into your current systems.

How does the Revenue Share work?

My Revenue Share

Our model is to only charge you a service fee for premium sms and pass 100% of the effective revenue offered by the Cellular Operators across to you.

Please note that we can only allocate your Revenue Share based on what we receive from the the Networks, and when we receive it.

Payment will be 90-120 days after the month in question, however, you can invoice us 2 months after the said month.

Please also note that as yet we are unable to offer discounts for Charities on the Revenue Share as these are determined by Networks.

	Premium Number	Premium Band	Your Share Vodacom	Your Share CellC	Your Share MTN
1.	32665	R1.00	R0.12	R0.10	R0.14
2.	33600	R1.50	R0.43	R0.40	R0.42
3.	34665	R2.00	R0.75	R0.70	R0.69
4.	35601	R3.00	R1.34	R1.29	R1.25
5.	36225	R5.00	R2.61	R2.49	R2.37
6.	37555	R7.50	R4.17	R3.98	R3.76
7.	38665	R10.00	R5.73	R5.47	R5.16
8.	39555	R15.00	R8.84	R8.45	R7.98
9.	41333	R25.00	R15.07	R14.42	R13.53
10.	42550	R30.00	R18.18	R17.40	R16.32

figures are shown EXCLUDING VAT

Note that figures for all Networks include the cost of the compulsory reply SMS.

* We reserve the right to only pay the revenue collected from the relevant Service Provider should there be a discrepancy in the logging of SMS.

* In cases where Revenue Share is less than R10.00 in a month, no Revenue Share will be paid out.

* As of May 2006, MTN have released a new Revenue Share Model, as displayed above.

* For the Pre May 2006 MTN figures, [please click here](#).

☞ MTN Revenue Share Detail: Pre May 2006

The MTN Revenue Share, Pre May 2006, was a bit more complicated. We have summarised the model in the below Table. Please note that we pass 100% of the effective revenue offered by the Cellular Operators across to you.

		Your MTN Revenue Share based on SMS Received (Pre May 2006)				
	Premium Band	100	2,000	5,000	50,000	100,000
1.	R1.00	R0.04	R0.13	R0.14	R0.17	R0.18
2.	R1.50	R0.21	R0.33	R0.35	R0.38	R0.39
3.	R2.00	R0.39	R0.54	R0.56	R0.60	R0.62
4.	R3.00	R0.76	R0.97	R1.01	R1.06	R1.08
5.	R5.00	R1.51	R1.86	R1.91	R2.00	R2.02
6.	R7.50	R2.46	R2.99	R3.07	R3.20	R3.23
7.	R10.00	R3.43	R4.13	R4.24	R4.41	R4.45
8.	R15.00	R5.38	R6.44	R6.60	R6.86	R6.91
9.	R25.00	R9.34	R11.12	R11.40	R11.83	R11.91
10.	R30.00	R11.34	R13.48	R13.82	R14.34	R14.44

figures are shown EXCLUDING VAT

Note that these figures are not set per volume of SMS, but operate on a sliding scale. We have included these figures as a guide.

If you receive less than 100 SMS from MTN subscribers in a month, your Revenue Share will be less than what is reflected in the '100' column above.

These figures are for Pre May 2006.

How do the Premium Bands work?

Premium Band refers to the actual Premium SMS number (5 digit number) and the related charge for the SMS.

We have the following Number Ranges available should you subscribe:

	Premium Number	Premium Band
1.	32665	R1.00
2.	33600	R1.50
3.	34665	R2.00
4.	35601	R3.00
5.	36225	R5.00
6.	37555	R7.50
7.	38665	R10.00
8.	39555	R15.00
9.	41333	R25.00
10.	42550	R30.00

Premium Lite Tariffs

Administration Costs

	Description	Cost
1.	Activation Fee (once off)	R500
2.	Monthly Subscription	R500
2.	Monthly Subscription (If using URL Caller)	R800

figures are shown excluding VAT

These charges are for each Premium Lite Service that you add to your Account.

Premium Lite Subscription Period

The Package comes with a 1 Month Notice Period. Please note that the Service is Pre-Paid - you need to pay for the month in advance.

Should you wish to de-activate your Service, you can:

1. Bring the 'End Date' of the Service forward to the next month.
2. Do not pay for the month in advance - in which case the Service is automatically de-activated.

Please note though that in the case of outstanding Invoices, no revenue share will be paid out until all outstanding Invoices are settled.