

TERRITORY SHEET: UK

PRODUCT AVAILABILITY

- PSMS: **Yes**
- Voice: **Yes**
- Video: **Yes**
- Bulk: **Yes**
- Long numbers: **Yes**
- PayForIt **Yes**
- WAP billing: **No**
- Location based services (LBS): **No**
- USSD: **No**

SHORTCODE PRICE POINTS

- MO billing available: **Yes**
- MT billing available: **Yes**
- Shared codes available: **Yes**
- Unique codes available: **Yes**

- What is the most common price point used:

Content Subscription: MT £3.00 or £4.50

(NOTE: Subscriptions cannot exceed £4.50 per week without special conditions being adhered to.)

(NOTE: Services must deliver charges via 1x PSMS MT not multiple MTs)

Chat: MT £1.50 per message

Micropayment services MT £1.50

NETWORK OPERATOR COMPLIANCE

- Where can we obtain operator specific codes of practice?

www.short-codes.com has an information repository pertaining to Shortcodes and operator specific regulations however Shortcodes can only be ordered by VE00. Operator specific regulations are also available in schedule 2 of the VE00 addenda relating to specific countries.

- Do Operators mandate a service review and approval prior to service launch / Average approval time?:

Service reviews are carried out by the VE00 compliance team prior to launch in-line with the operator and regulator codes of practice.

A list of services falling into the Regulator Special Conditions Category can be found on the PP+ website. The most common services in this category are:

- Subscriptions charging more than £4.50 in a 7 day period.
- Remote gambling services
- International call credit services.

Full list Available at: <https://www.phonepayplus.org.uk/for-business/setting-up-a-new-premium-rate-service/what-services-are-subject-to-special-conditions-under-the-13th-code-of-practice>

- Are there any Spend Limits imposed? Daily, weekly, monthly? If so what is the cost threshold?
Subscription services £4.50 per week (with special conditions)
- Are there any Spend reminders imposed on services?
Chat services at each £10 spent
Subscription services £20 or once a month (whichever occurs first)

NOTE: The PP+ CoP requires a reminder to be sent where any user is spending excessively on any service category.

- What are the Valid Opt-out methods:
STOP to shortcode
Call non-premium UK support line or Freephone number.
Contact email support (where possible)

SERVICES TYPES AVAILABLE

- Non-adult Chat: **Yes**
- Adult Chat (what is acceptable i.e.: flirty chat / soft chat or explicit chat?): **Yes**
- Adult content i.e.: video content: **Yes**
- Subscriptions: **Yes**
- One-Off purchases / micropayment: **Yes**
- Voting: **Yes**
- Alerts: **Yes**
- Lottery: **Yes (with appropriate licence)**
- Competition / Skill Game: **Yes**
- What is the most popular service offered in this region?:
Subscription (content, glamour)
Chat (adult / non-adult)
Micropayment (games access, game credits)

NOTE: Services discovered and consumed online must use PFI as per UK Operator mandates.

OPT-IN METHODS AVAILABLE

- WAP billing: **No**
- PayForIt: **Yes**
- MO opt-in confirmation: **Yes**
- WAP Browser Opt-in: **No**
- IVR: **No**
- APP opt-in: **Yes**

REGULATORY COMPLIANCE

- Is there any mandated wording for service advertising?

Subscription services:

Main Advert: Subscription service charged at £<X.XX> per week.

Terms and Conditions:

This is a subscription service charged at £<X.XX> per <period> until you send STOP to <shortcode>

- Are we required to send Free MT transaction receipts following a purchase:

Yes: e.g.: You have been charged £<X.XX> for <service> Help <Helpline>

- Which party is required to deal with customer service?

L2 Provider

Code and Service Guidance: <http://code.phonepayplus.org.uk/>

PhonePayPlus Registration: <https://www.phonepayplus.org.uk/for-business/register-or-renew-your-registration-with-phonepayplus>

NOTE: 3UK subscribers must receive a “receipt charge” for every MT or PFI charge to their handset.

NOTE: The UK Operators have a 120-day inactive subscriber removal policy in place whereby L2s are required to remove subscribers who have not actively engaged in a 120 day period. Failure to adhere to this could result in a Red Card (Mandatory 10 day service suspension)

- What is needed to fulfil customer care requirements? Non-premium local phone number? e-mail?
Non-premium UK phone number
Email support
Queries must be responded to within 24 working hours
- What reimbursement methods need to be available to refund end users?
Bank transfer, paypal, post office cheque

SANCTIONS / FINES

- How do operators / regulators deal with issues:
PP+ consider L2 providers as responsible for the live services and therefore will bear the brunt of fines should a breach of the code of practice occur. L1 providers have a responsibility to manage the risk of L2 provider services accordingly.
- Service suspension:

(MNO) Yellow Card: A network operator has found a minor fault with the service and requires an amendment within 24 hours if this is not carried out the service card maybe escalated to a red.

(MNO) Red Card: A network operator has found a fault with the service and an immediate suspension of the service must occur whilst the fault is fixed.

(PP+)Track 1 procedure: Minor change required with timeframe for change to be made.

(PP+) Track 2 procedure: Evidence of a breach and harm has been detected therefore an investigation has been initiated.

(PP+) Emergency Procedure (EP): An immediate service suspension is required pending full investigation into the service by the regulator.

OPERATOR OUT-PAYMENTS

- What is the out-payment period in this territory? i.e.: 30 / 60 /90 days?

3UK: 65 days

T-MobileUK: 65 days

OrangeUK: 65 days

VirginUK: 65 days

O2UK: 65 days

VFUK: 65 days

- What is the pay-out rate to client? (i.e.: 30% / 40% / 50%?)

Average 60-65%