



Premium Rate / Reverse Billing SMS

Reverse billing SMS is available on four networks (Vodafone, O2, Orange, T-Mobile, Virgin and 3 Network) on the following tariffs:- 25p, 50p, £1.00, £1.50, £5.00 (£5 is MO Billed except on O2)

	Description	Setup cost per tariff	Monthly cost per tariff
1.	Dedicated five digit short code	£850	£950
2.	Shared shortcode with your choice of keyword	£100	£100
3.	Shared shortcode with your choice of keyword - Reduced Revenue payment (50%)	£50	£50

Options 1 requires an annual contracts with three months paid in advance plus a 3 month deposit.

Options 2 and 3 are rolling three month contracts paid in advance and are ideal for starting a service without having the annual commitment.

*** With option (3) , All operators and tariffs pay 50% of the revenue figures below.**

Revenue out payments for each operator and tariff (**Note option 3 above**) are as follows:-

Vodafone

Monthly Volume	£5.00	* 25p per msg	* 50p per msg	* £1 per msg	* £1.50 per msg
VAT is excluded in these revenues and included in msg charge to customer					
0 – 20,000	£3.00	5.0p	18.0p	51.5p	85.0p
20,001 – 25,000	£3.00	5.0p	19.5p	53.5p	86.5p
25,001 – 50,000	£3.00	5.0p	20.5p	54.0p	88.0p
50,001 – 100,000	£3.00	5.5p	21.0p	54.5p	88.5p
100,001 – 250,000	£3.00	6.0p	21.5p	55.0p	89.5p
250,001 – 500,000	£3.00	7.0p	22.5p	55.5p	90.5p
500,001 +	£3.00	7.5p	23.0p	56.0p	91.0p

O2

Monthly Volume	£5.00	25p per msg	50p per msg	£1 per msg	£1.50 per msg
VAT is excluded in these revenues and included in msg charge to customer					
0 – 4,999	£3.00	5.0p	18.0p	51.5p	85.0p
5,000 – 24,999	£3.00	5.0p	18.5p	52.5p	86.0p
25,000 – 49,999	£3.00	5.0p	20.5p	54.0p	87.0p
50,000 – 99,999	£3.00	5.0p	21.0p	54.5p	89.0p
100,000 – 249,999	£3.00	6.0p	21.5p	55.0p	89.5p
250,000 – 499,999	£3.00	6.5p	22.5p	55.5p	90.5p
500,000 +	£3.00	7.0p	23.0p	56.0p	91.0p



Orange

Monthly Volume	£5.00	25p per msg	50p per msg	£1 per msg	£1.50 per msg
VAT is excluded in these revenues and included in msg charge to customer					
0 – 5,000	£3.00	5.0p	15.0p	45.0p	78.0p
5,001 – 25,000	£3.00	5.0p	15.5p	45.5p	78.5p
25,001 – 50,000	£3.00	5.0p	16.0p	46.0p	79.0p
50,001 – 100,000	£3.00	5.0p	16.5p	46.5p	79.5p
100,001 – 250,000	£3.00	6.0p	17.0p	47.0p	80.0p
250,001 – 500,000	£3.00	6.5p	17.5p	47.5p	80.5p
500,001 +	£3.00	7.0p	18.0p	48.0p	81.0p

T-Mobile

Monthly Volume	£5	25p per msg	50p per msg	£1 per msg	£1.50 per msg
VAT is excluded in these revenues and included in msg charge to customer					
0 – 5,000	£3.00	5.0p	15.0p	45.0p	78.0p
5,001 – 25,000	£3.00	5.0p	15.5p	45.5p	78.5p
25,001 – 50,000	£3.00	5.0p	16.0p	46.0p	79.0p
50,001 – 100,000	£3.00	5.0p	16.5p	46.5p	79.5p
100,001 – 250,000	£3.00	6.0p	17.0p	47.0p	80.0p
250,001 – 500,000	£3.00	6.5p	17.5p	47.5p	80.5p
500,001 +	£3.00	7.0p	18.0p	48.0p	81.0p

Virgin

Monthly Volume	£5	25p per msg	50p per msg	£1 per msg	£1.50 per msg
VAT is excluded in these revenues and included in msg charge to customer					
0 – 5,000	£1.80	5.0p	12.0p	32.0p	55.0p
5,001 – 25,000	£1.80	5.0p	12.0p	32.5p	55.5p
25,001 – 50,000	£1.80	5.0p	12.0p	33.0p	56.0p
50,001 – 100,000	£1.80	5.0p	12.5p	33.5p	56.5p
100,001 – 250,000	£1.80	6.0p	13.0p	34.0p	57.0p
250,001 – 500,000	£1.80	6.5p	13.5p	34.5p	57.5p
500,001 +	£1.80	7.0p	14.0p	35.0p	58.0p

3 Network

Monthly Volume	£5	25p per msg	50p per msg	£1 per msg	£1.50 per msg
VAT is excluded in these revenues and included in msg charge to customer					
0 – 5,000	£3.00	3.0p	12.0p	51.5p	78.0p
5,001 – 25,000	£3.00	3.0p	12.0p	52.5p	78.5p
25,001 – 50,000	£3.00	3.0p	12.0p	54.0p	79.0p
50,001 – 100,000	£3.00	3.0p	12.5p	54.5p	79.5p
100,001 – 250,000	£3.00	3.5p	13.0p	55.0p	80.0p
250,001 – 500,000	£3.00	4.0p	13.5p	55.5p	80.5p
500,001 +	£3.00	4.5p	14.0p	56.0p	81.0p



Interfaces

We have an http interface so that you can incorporate premium SMS directly into your software applications see www.24x.com/interface.doc or we have a web interface (no programming required) that allows you to see all incoming messages and then reply to one or all of them. This can then be repeated for subscription based services – see www.24x.com/webbill.doc

Alternatively, 24X can handle all the responses for you and provide you with a web interface where you can see the activity on your account in real time.

Payment Cycle

Please note that the payment cycle for Premium SMS is long – approx 2.5 months after the end of the month in which the transaction occurred.

This is due to the fact that the operators do not pay out any revenues UNTIL they have been paid by the phone user and this elongates the whole process.

Also, there is a differential between what is billed and what is actually paid as phones may not have credit etc and so the revenue will be less than expected.