



# **Why Premium Rate Services?**

V1.0



## Document Control

Version	Date	Changes Made	Author
1.0	01/02/10	Initial version	Synergize IT

## Related Documents

Reference	Date	Version	Title
[1]	Latest	Latest	Code of Practice – PhonepayPlus

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# 1 What are Premium Rate Services?

## 1.1 Overview

Premium rate services offer some form of content, product or service that is charged to a users' phone bill.

Premium rate services typically offer information and entertainment services via fixed or mobile phone, fax, PC (e-mail, internet, bulletin board), or interactive digital TV. There are many sorts of services, examples include:

- Text-in competitions
- TV voting
- Subscription alert services
- Ringtones
- Directory services
- Phone in competitions

Premium rate services vary in cost and charging may vary depending on the type of service used.

Premium rate services are regulated and each country has its own rules and codes of practice which must be adhered to. For the UK it is PhonepayPlus (see section 1.2) which was formally known as ICSTIS.

Revenue generated from premium rate services are typically split between operator, provider and end customer. Payouts are made following revenue traffic reports and may be subject to a threshold of revenue being met.

**Premium rate services are a great way to engage and interact with users and open up new revenue streams.**

## 1.2 PhonepayPlus

PhonepayPlus is responsible for regulating premium rate services in the UK. Through the code, which is approved by Ofcom, PhonepayPlus regulates services in their entirety – their content, promotion and overall operation.

PhonepayPlus is funded by a levy on the industry and is committed to ensuring wherever possible that funding is supplemented by other sources of income from those who from time to time breach the Code, thus reducing the financial burden on the vast majority of legitimate providers of premium rate services. For further details, see [1] and [www.phonepayplus.org.uk](http://www.phonepayplus.org.uk).



## **2 Benefits of Premium Rate Services**

### **2.1 Overview**

Premium rate services make money. When a product or service is created that customers want in volume it has the potential to generate significant revenue. General benefits are listed below:

- Great way of generating income
- Generate new revenue streams by addressing a mobile market
- Increase customer satisfaction through engagement and interaction
- Increase customer loyalty
- Increase brand awareness
- Enhance sponsor/partner relationships by offering joint promotions
- Low cost – no hardware or special equipment needed
- CAPEX and OPEX costs paid for by generated revenue
- Develop marketing databases
- Differentiate against competition



## **3 Why Synergize IT?**

### **3.1 Overview**

Synergize IT exists with one major objective – to make your business truly mobile and establish it at the forefront in trend and innovation for 21<sup>st</sup> century communication and services.

With our range of products, industry knowledge and track record we can make premium rate services work for you. Key reasons to choose Synergize IT include:

- Extensive range of user-friendly products and services available
- Extensive range of price points available
- Extensive range of channels (SMS, dedicated or shared shortcode, voice)
- Prompt payouts
- Regulatory, technical and commercial support
- Real-time transaction tracking and reporting tools
- We are not a reseller
- Dedicated account management
- Dedicated operator relations management
- 24x7x365 support
- Managed service options
- Rapid deployment options
- Global coverage