



***France MO-billing  
Workflow & FAQ v1.2.1***

***04/08/2010***

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The present document explains the workflows and parameters specific to Premium MO Short Codes in France (also known as Premium Transaction or SMS+ Classic). You must combine this document with one of Mpulse connection protocol documents (HTTP GET, XML, SOAP or SMPP), for you to understand the implementation required on your behalf.

## 1. Revisions

Rev	Date	Remark
1.0	01-05-2009	Initial version
1.1	09-11-2009	Adding new parameter definitions
1.2	17-12-2009	Removing protocol dependencies
1.2.1	04-08-2010	Adding new alias format for Orange mobile numbers starting with 07

## 2. Important notes

- URL normalization
  - On Bouygues, you must enter all URL delivering content into their white list system
  - On Orange, your URL must start with:
    - http://ofrtps. (example: http://ofrtps.mpulse.eu) for +12 content
    - http://ofr12s. (example: http://ofr12s.mpulse.eu) for all audience content
- JAVA applications: you must keep a log containing number of downloads, alias that downloaded, timestamp of downloads, content (JAR and JAD/JAM), timestamp of any change to your systems (upload, update, maintenance)
- TAC ID (IMEI) is provided to you in SMS MO. You must send content that is compatible with the user's handset, based on this information
- imode handsets support Push Mail instead of Push-WAP. Mpulse automatically converts your Push-WAP into Push Mail where necessary
- If you have a dedicated Short Code, you must reply with a zero-rated SMS MT to the following keywords: CONTACT, AIDE (Help), and any error made by the User (keyword not recognized). Suggested texts:
  - CONTACT: "< your service's commercial name > édité par <your company name + Registration number + address>. Support: < your end-user support email/telephone>"
  - AIDE: "<your service's commercial name > : <short instructions on how to use the service>. Support: < your end-user support email/telephone >. SMS non surtaxé"
  - Error message : "< your service's commercial name > : mot clé inconnu. Merci de saisir de manière exacte le mot clé. Support : <your end-user support email/telephone>. SMS non surtaxé"

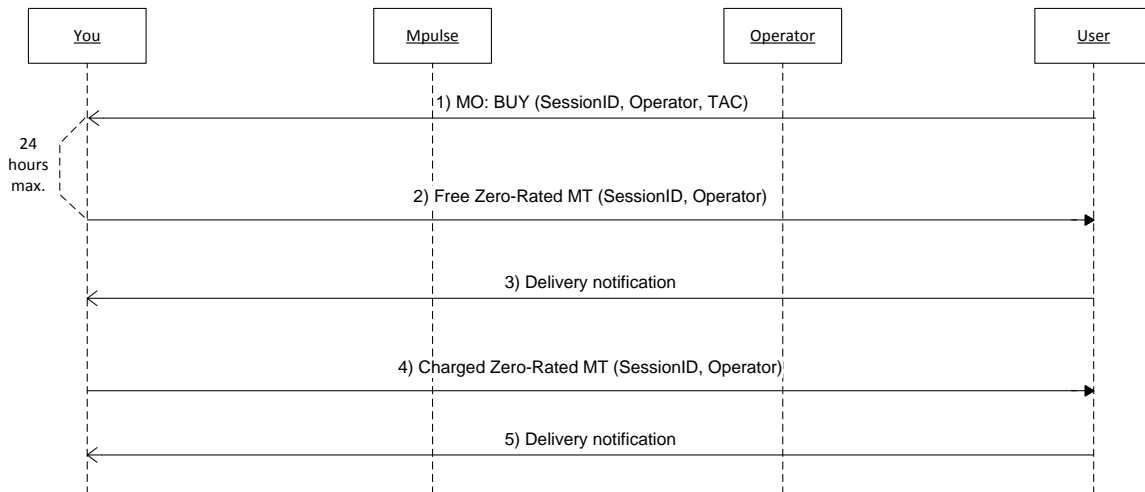
## 3. Additional protocol parameters

Additional protocol parameters required for workflows in France:

- Operator – MCC/MNC operator identification for the message

- SessionID – defines an identifier used for a particular interaction session between the end-user and the service provider.
- TAC – mobile terminal identification (a part of the handheld’s IMEI number)

## 4. Workflows



Step	SMS type	You pay SMS transport?	Premium billed to User?	Comments
[1]	MO	No	No	The MO message contains a SessionID that uniquely identifies the interaction with this user for this transaction. Additional protocol parameters: <ul style="list-style-type: none"> <li>• SessionID</li> <li>• Operator</li> <li>• TAC</li> </ul>
[2]	MT	No	Yes	Within 24 after receiving the MO message (1), an MT has to be sent to the user in order to charge the premium amount. The MT message must contain the SessionID previously received in the MO message. Additional protocol parameters: <ul style="list-style-type: none"> <li>• SessionID</li> <li>• Operator</li> </ul>
[3]	DN	No	No	
[4]	MT	Yes	No	Additional promotional MT message. SessionID parameters not required. Additional protocol parameters: <ul style="list-style-type: none"> <li>• Operator</li> </ul>
[5]	DN	No	No	

Notes:

- A zero-rated MT message [2] is required and free of charge for the content provider and must fulfill the following requirements in order for billing to occur:
  - be sent within 24 hours after receiving the MO
  - contain the correct SessionID (received in the MO message)
- If the MT message sent in response to the MO does not contain the correct SessionID or is not sent within 24 hours after receiving the MO:
  - The MT will be charged at normal zero-rated MT message rate to the content provider
  - End-user premium billing does not occur (-> no premium payout)
- The following maximum daily premium MO messages per end-user are applied. After those limits are reached, there will be no more payout for subsequent messages.
  - P6 (max 0,35€): 140 messages / day
  - P7 (max 0,50€): 100 messages / day
  - P8 (max 3,00€): 30 messages / day
- Zero-rated messages (MT) can be sent to the end-user during the alias validity time of 60 days. After that, the alias will become invalid and the messages will fail. Each received MO message will reset the validity time of the alias.

## 5. Status messages

### 5.1. Delivery report

Table 8. Step [13] Delivery Report

MT/DN	Response Code	Description	Action				
			Success	Failed (can retry)	Failed (cannot retry)	Failed (optout)	Other action
DN	DELIVERED	message has been delivered to the handset	✓				
DN	EXPIRED	the time to live for the message has expired		✓			
DN	NOTDELIVERED	message has not been delivered to the handset			✓		
DN	REJECTED	message has not been accepted by the mobile operator			✓		
DN	BILLING_ERROR	the premium MT message could not be billed because			✓		

		of lack of credit					
DN	BLACKLISTED	the user has previously unsubscribed from the service				✓	
DN	DELETED	the message has been removed from the queue by the mobile operator			✓		
DN	UNKNOWN	no further information has been provided by the operator			✓		

## 6. Alias

French operators use MSISDN aliasing to protect the privacy of their users. An alias is a representation of an MSISDN that is attached to a particular shortcode and session. Aliases can be used in the same way as MSISDNs for sending and receiving messages. When the session expires or becomes invalid, messages cannot be sent to this alias anymore.

### 6.1. Format

There is no official format specification for aliases, but from experience, the following schemes apply:

	Orange*	SFR	Bouygues
<b>Format</b>	333[0-9]{11} or 333[0-9]{14}	332[0-9]{14}	331[0-9]{15}
<b>Example</b>	3338956289463	33225876423697271	331000000597512379

\* On Orange, the mobile numbers starting with 06 will be translated into 14-digit aliases and the mobile numbers starting with 07 (introduced in 2010) will be translated into 17-digit aliases.

## 7. Additional protocol parameters

You must use several additional protocol parameters to manage France workflows.

### 7.1. Operator

The mobile operator field in MO and MT messages contains the mobile country code (MCC) and the mobile network code (MNC) of the operator in the following format:

### *MCC/MNC*

MT messages that are sent in response to an MO must contain the mobile operator value received with the MO message.

For France the following values apply:

- 208/01 – Orange France
- 208/10 – SFR
- 208/20 – Bouygues Telecom

## **7.2. Session ID**

The Session ID field in MO and MT messages is used to establish a communication transaction for an MO billing operation between the end-user and the content provider. It can be any string of characters. Please refer to section 4 for further information.

## **7.3. TAC**

In each SMS MO, the French mobile operators provide the first 6 or 8 digits of the mobile device's IMEI (International Mobile Equipment Identity) number. Content providers must log this information, and ensure that any content you deliver to that mobile device is compatible.