



Guidelines for Complimentary Promotional Content

These guidelines are intended to provide applicants who wish to provide Canadian wireless subscribers with content, with general assistance during the application process. These guidelines are not meant to be binding in any way and the Short Code Council members may reject the content at their own discretion.

Types of Content

All content to be offered under this complimentary model will require a statement to confirm that the content rights have been cleared and that any fees or levies will be paid by the applicant. It is the applicant's responsibility to ensure compliance with respect to content distribution rights.

- Content should be one of the following a) ringtone including Truetones, b) wallpaper, or c) downloadable Java application.
- There will be two types of content promotions considered for approval:
 - 1) Where there is no comparable product for sale on any carrier storefront, this would be typical if a brand's logo or jingle were to be made available as a download. This may also be used for promotion during a concert or new CD release where a wallpaper or Trutone is available only with purchase of concert tickets or the CD.
 - 2) Where comparable content may be available for sale on a carrier storefront; this would be typical if a brand were to use popular content as prizes or incentives for participation in a promotion. For example, winners in a promotion may be awarded a PIN to redeem for a top ten Trutone as a prize.

Communication of Complimentary Content

- All communication should refer to content as "COMPLIMENTARY" and not "FREE."
- All communications should include "download fees may apply".
- If only certain handsets are able to download the content, this should be communicated to end users PRIOR to attempted download of the content through some process where the user includes their handset make and model to determine if it is supported.

Discovery of Content

There are three methods by which content may be discovered:

- SMS Discovery: users may text into a Short Code approved for promotional content and receive a download link (either embedded in the SMS or via a WAP push) directly to the content or to a catalogue of available content.
- WAP/Mobile Internet Discovery: users may visit a mobile internet site and be offered a catalogue of complimentary content for download.
- Web Discovery: users may visit a website online where a catalogue of downloadable mobile content is available. Users may enter their mobile number in the site and receive a text message from the approved promotional content Short Code with a link to the content

Short Code Rules

- Short code may be used for more than one promotion at a time managed through separate keywords.
- Content should not be deemed age restricted or lewd in nature.
- The end user interaction in conjunction with the promotional content delivery may also incorporate mobile applications that are previously approved via the CWTA short code lease. For example, if consistent with the approved application, the confirmation SMS message may include a thank you with an invitation to opt in to future communication from the advertiser over the same Short Code, and/or, a PIN to be entered on a Web/WAP site either as a contest entry or to opt in for future mobile communication.