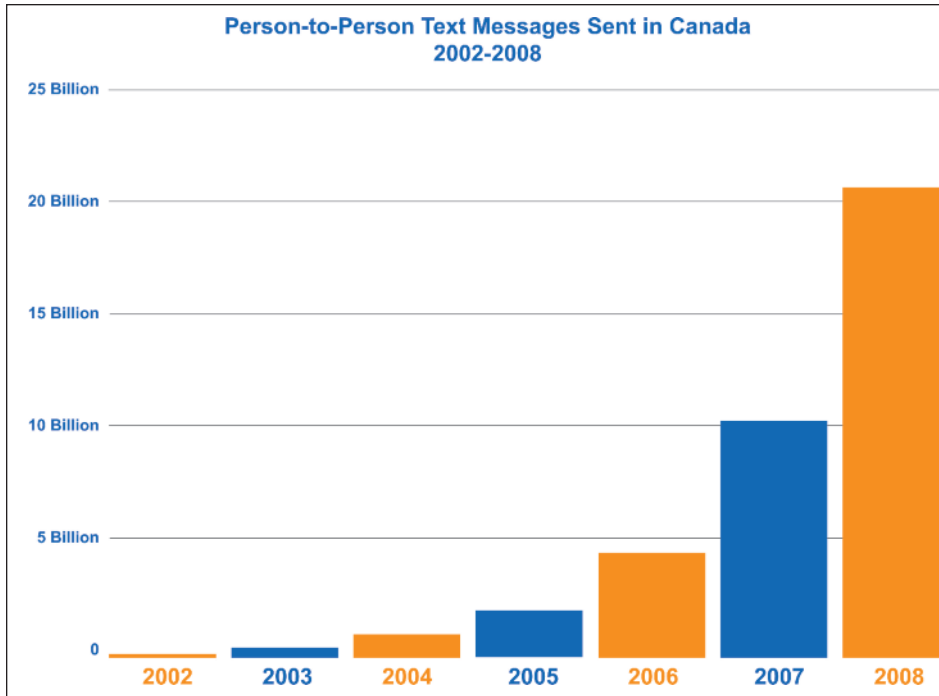


Great Text. Every Time.

Canadians sent 20.8 billion person-to-person text messages in 2008, more than doubling the 2007 total of 10.1 billion. In December 2008 alone, text messages totaled approximately 2.4 billion, or 77 million messages per day. Text message volumes have more than doubled each year since inter-carrier text messaging was introduced in 2002.



txt.ca
Text Messaging
in Canada



COMMON SHORT CODES

Short Codes, introduced in Canada in July 2003, are the foundation of mobile marketing. They allow users to interact with media outlets, brands, retailers, governments and all kinds of other organizations via text messaging. Instead of sending text messages to a 10-digit phone number, cell phone users send it to a Short Code – a five- or six-digit number that often spells a word or brand name.

A Short Code becomes a “Common Short Code” (CSC) when the same code is activated across multiple mobile phone networks, which greatly extends its reach to many more mobile phone customers. More than 1,400 CSCs have been activated in Canada since 2003.

How Do I Get a Canadian Common Short Code?

CSCs are administered by the Canadian Wireless Telecommunications Association (CWTA) in conjunction with the country’s wireless service providers. Standard lead times required to activate apply for and activate a CSC are as follows:

- > 4-6 weeks for new applications
- > 2-4 weeks for modifications to existing applications

Application details can be found at www.txt.ca, and any questions should be directed to shortcodes@cwta.ca.

TEXT MATTERS

Common Short Code (CSC) marketing campaigns are by their very nature more intrusive than virtually any other form of marketing. CSCs allow marketers to create a permission-based two-way communication channel. Therefore, always remember the following:

- > Respect the end user
- > Context matters
- > Integrate a call-to-action effectively into a cross-media campaign
- > Keep messages short and simple
- > Make the message relevant to the audience
- > Provide an easy opt-in and opt-out
- > Have fun, experiment

The Mobile Ecosystem:

- Content Providers
- Application Providers
- Connection Aggregators
- Wireless Service Providers
- CSC Administrator (CWTA)

Typical Campaigns:

- Contests and Promotions
- Subscription and On-Demand Content
- Mobile Coupons
- Mobile Commerce
- Social Community, Chat and Networking
- In Venue Text to Screen
- Interactive Voice Response