

# COMMON SHORT CODE APPLICATION FORM

Please return:

*By mail/fax:*

(at the address below)

Attn: Short Code Department

*OR*

*By email:*

[shortcodes@cwta.ca](mailto:shortcodes@cwta.ca)

**1.1 - APPLICANT INFORMATION**

Name of Applicant Model Citizen Mobile Media			Client Number	File Number	Application Date 7/23/2003
Name of Company Contact John Smith			Phone 613-555-5555	Email john@modelcitizen.ca	
Mailing Address					
Street 100 CWTA St.			City Ottawa		
Province ON	Postal Code K2L 1T1	Country CANADA	Phone 6135555555	Fax	
Billing Address			Is the billing address the same as the mailing address? <input checked="" type="checkbox"/>		
Street			City		
Province	Postal Code	Country	Phone	Fax	
Amount of Deposit:			Purchase Order Number:		
Is this a revised application? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, please mark in this area or indicate directly on the application form the sections that have been revised.					

**2.1 - SHORT CODE INFORMATION**

<b>Short Code(s) Requested:</b>	Specific <input checked="" type="checkbox"/>	Random <input type="checkbox"/>
- Identify specific codes requested (if any), or the number of codes required		
Three options:	Tradename: (i.e. – does the short code stand for anything?)	
1st – 78257	1st – PUCKS	
2nd - 246677	2nd – 2HOOPS	
3rd - 27529	3rd – 2PLAY	
Short Code Length:	<input checked="" type="checkbox"/> Five	<input checked="" type="checkbox"/> Six

**3.1 - PROGRAM INFORMATION**

Program Name: Text to score!	
Program Start Date: October 9, 2003	Program End Date: June 30, 2004
Number of Program Stages or Parts: 1	
Identify Carriers requested to participate in program:	
<input checked="" type="checkbox"/> Aliant Mobility	<input checked="" type="checkbox"/> Bell Mobility
<input checked="" type="checkbox"/> Rogers AT&T Wireless	<input checked="" type="checkbox"/> SaskTel Mobility
<input checked="" type="checkbox"/> Fido Solutions	<input checked="" type="checkbox"/> MTS Mobility
<input checked="" type="checkbox"/> Télébec Mobilité	<input checked="" type="checkbox"/> TELUS Mobility
<input checked="" type="checkbox"/> NorthernTel Mobility	<input checked="" type="checkbox"/> Virgin Mobile Canada
Program Type:	
<input type="checkbox"/> TV Voting	<input type="checkbox"/> Radio Voting
<input checked="" type="checkbox"/> Contests	<input type="checkbox"/> Mobile Marketing
<input type="checkbox"/> Alerts	<input type="checkbox"/> Chat (Adult)
<input type="checkbox"/> Enterprise	<input type="checkbox"/> B2B
<input checked="" type="checkbox"/> Interactive TV	<input type="checkbox"/> Interactive Radio
<input type="checkbox"/> Mobile Commerce	<input type="checkbox"/> Information Services
<input type="checkbox"/> Chat (Non-Adult)	<input type="checkbox"/> Games
<input type="checkbox"/> Other	
Language(s): <input checked="" type="checkbox"/> English <input checked="" type="checkbox"/> French <input type="checkbox"/> Other	Target Market: Sports enthusiasts, aged 13 - 45, approx. 70% male
Geographic reach of the program:	
<input checked="" type="checkbox"/> National	<input type="checkbox"/> Provincial
<input type="checkbox"/> Regional	<input type="checkbox"/> Local
<input type="checkbox"/> Micro	
Connectivity: <input checked="" type="checkbox"/> Direct <input type="checkbox"/> ICMG <input type="checkbox"/> Mixed	

**3.2 - Program Description:**

- Explain the user experience for the program. **(Please note: the provision of ringtones, images, graphics, and games via Short Codes is not supported).**

Viewers of hockey or basketball broadcasts on any major Canadian television network can earn points for correctly predicting what will happen during the game. Text to Score! allows viewers to interact with the game. Viewers will receive a series of questions about the hockey or basketball game that they choose to participate. Questions include "Who will be the next player to score?", "Who will score the most points this game", and so on. The questions will be multiple choice, and the viewer will reply with the the number that corresponds to their answer to the question. Each viewer will have selected a user name. A banner will appear on screen with the user name of the point leaders for that game. The banner will be updated real time as participants earn points.

The top point earner for each game can win tickets to future games. Winners will receive a text message to their phone advising that they have won. The message will include a code to be entered at [www.texttoscore.ca](http://www.texttoscore.ca).

**3.3 - Preferred Consumer Pricing:**

- Explain what the end user price is and how it should be billed by the carriers

End user price of \$2.00 per game, for the 78257 (PUCKS) and 246677 (2HOOPS) codes. Price applies to both pre and post paid subscribers. This pricing covers all of the following messages:

- initial message
- selection of which game to partipate in
- registration
- answer to each question

The interactions on the code 27529 will be non-billable, as they are included in the price of participating.

Billed on:  MT  MO

Billing model:  Free  Standard Carrier Pricing  Premium

**3.4 - Customer Experience:**

- How does the customer opt-in/opt-out?

Opt-in takes place by responding to the on-air prompt and sending the message with the word 'PLAY' to either 78257 (PUCKS), or 246677 (2HOOPS) to participate.

The viewer can opt out in one of two ways. The first is by completing all of the questions. If a viewer wants to receive no further questions, they can send a message to either 78257 or 246677 with the message 'STOP'.

- How does the customer get program information (using text messaging)?

A URL will be communicated on air where consumers can go and get detailed information. The URL will be [www.texttoscore.ca](http://www.texttoscore.ca). Information will include links to wireless provider web sites, as well detailed instructions about how to participate in this program.

Instructions on the web site will include: phone screen shots of each of the steps to participate; what the common error messages mean.

- Provide scripts of questions, terminating messages, error messages, welcome messages, opt-in messages, opt-out messages. (Please note that text messages have a maximum message length of 136 characters).

Message following opt-in:

"Welcome to Text to Score! Select game to play:

1 NYR v Bos 8:00pm EST

2 Tor v Mtl 7:30pm EST

3 Det v Chi 8:30pm EST

Reply with game #"

(136 characters)

Username prompt:

"You have selected Toronto vs Montreal. Please reply with your requested username (3 - 8 characters)." (104 characters)

Username reply (successful):

"Thank you Superfan. You will begin receiving your questions at 7:30pm EST." (77 characters)

Username reply (unsuccessful):

"Sorry, that username is taken. Please reply with a different username." (72 characters)

Question:

Questions will vary, this is an example:

"Who will score the first goal of the game?"

- |   |                |
|---|----------------|
| 1 | Saku Koivu     |
| 2 | Yanic Perrault |
| 3 | Mats Sundin    |
| 4 | Owen Nolan     |

Reply with your answer #."

(120 characters)

Opt-out:

User sends the message 'STOP' to either 78257 or 246677. Message received in return is:

"You will receive no further questions. Participate another time by sending a text message to PUCKS or 2HOOPS with the message 'PLAY'." (136 characters)

No current game available for play:

"There are no games currently available. Visit [texttoscore.ca](http://texttoscore.ca) for schedules." (76 characters)

### 3.5 - Content:

- Explain the nature of the content identified and identify whether adult content is involved and/or whether the program is targeted at minors

This content includes nothing of an adult nature. There are no age restrictions for minors, although winners must have a parental consent form signed by their parents. None of the prizes are of a nature that require being 18 years of age.

### 3.6 - Roles of Parties Involved:

- Name and role of Program Aggregator

The aggregator is Model Citizen Mobile Media. We will be providing both the on-screen application which will show the top 5 scoring participants and which includes the instructions to participate; as well as the application that will generate the trivia questions and keep scores.

We will also look after the coordination of the program as well as the technical execution – implementation with the wireless providers and end-to-end program testing prior to launch. We will also provide technical support to both the brands and the wireless providers, and provide any maintenance following launch.

For any questions concerning the contest we will have an e-mail account set up [questions@texttoscore.ca](mailto:questions@texttoscore.ca) where users can ask any questions about their score.

We will also be assuming responsibility of fulfillment of the prizes and managing the [texttoscore.ca](http://texttoscore.ca) web site.

- Name Brand(s) and provide the Brand's background

There are 3 broadcasters who will be participating:

Can TV – Can TV has been broadcasting for 30 years, and has been broadcasting hockey for each of those 30 years and basketball for 15 years. It is well known for its Saturday night hockey broadcasts. Can TV broadcasts in all major markets of Canada in both English and French.

Sporting Network – Sporting network has been broadcasting for 5 years. Its content includes all types of sports. It has the rights to any games not broadcast by Can TV or the local broadcasters. Sporting network broadcasts in English only, but is available nationally.

Home town TV – Home town TV owns and operates a national network of TV stations broadcasting to their respective local markets. These stations own the local rights to the teams in their respective centres. They typically broadcast one game per week.

### 3.7 - Message Forecasts:

- Number of subscribers x number of messages sent / received on a monthly basis. (Please also include forecast methodology)
  - Expect 100 – 200 viewers of each telecast to participate in first 6 months
  - Number should increase to 1,000 – 2,000 per telecast after 6 months
  - 5 available telecasts per week, or 500 to 1,000 (during first 6 months) or 5,000 to 10,000 participants per week (afterwards)
  - 8 – 10 messages per telecast per user (depending on hockey or basketball)
  - First 6 months: 4,000 to 10,000 messages per week
  - After 1 year: 40,000 to 100,000 messages per week

- Estimated ratio of message origination (MO) from customers to message termination (MT) to customers from the short code

MO:

Opt-in – 1

Registration – 1

Question replies – 6 (minimum)

MT:

Welcome message – 1

Registration confirmation – 1

Questions – 6 (minimum)

MO:MT is 1:1

- Anticipated busy hours associated with program (for example 8-9pm on Tuesdays)  
During telecasts, so beginning at 7:00pm EST and ending approximately 11:00pm PST.

### 3.8 - Marketing / Promotion of Program and Short Code(s):

- Identify agencies involved

Model Citizen Mobile Media has teamed with Reach Advertising Inc to create the advertising campaigns around Text to Score! Reach will also be creating the copy for the on-screen banners, as well as the text of the questions that will be used within the Text to Score! contests.

Our Model Citizen Fulfillment group will be providing fulfillment of the contest and management of the web site [texttoscore.ca](http://texttoscore.ca).

- Identify mediums to be used for promotion and how the short code will be promoted.

The contests will be promoted by the broadcasters in a variety of ways. This includes on-screen banners, 30 second on-air promo spots, and broadcaster web sites. Reach Advertising will also be placing advertising on several portal web sites such as Sympatico, MSN, and Yahoo, as well as on the web sites of the sports leagues.

On-screen banners will appear every 5 minutes during the telecasts. The 30 second promo spots will run 3 times on each telecast, once at the opening of the show, and during intermissions. These will air throughout October, December, and April. Web advertising will take place throughout October, December, and April as well.

- If the short code is promoted in the form of a brand name or trademark (for example "CWTA" instead of "2982"), provide attestation that you have the right to use that brand or trademark<sup>1</sup>

The names 'PUCKS' and '2HOOPS' have both been registered as trademarks by Model Citizen Mobile Media.

- Will customers be informed of how to send a text message to the short code and, if so, provide details?

Yes, complete details will be provided on the web site, [texttoscore.ca](http://texttoscore.ca). Information will include links to wireless provider web sites, as well detailed instructions about how to participate in this program.

Instructions on the web site will include: phone screen shots of each of the steps to participate; what the common error messages mean.

Users can also send question to [questions@texttoscore.ca](mailto:questions@texttoscore.ca).

<sup>1</sup> Another sheet for attestation for trademark use.

### 3.9 - Timing:

- Provide a complete timeline that includes all key milestones from date of application to completion of program
- Consider: When should short code be provisioned?; When should program/application be tested?; How long will testing take?; When does advertising/promotion begin/end?; When will the short code be highlighted during promotion; Identify all dates when information will be provided to, or is to be received from, the Carriers and the Administrator; Identify all key dates associated with all of the program dependencies
- Wireless providers identify technical requirements documentation for connection – August 4<sup>th</sup>
- Connection established with all wireless providers – August 18<sup>th</sup>
- Application readiness - August 23<sup>rd</sup>
- Confirmation from all wireless providers regarding billing capabilities at \$2.00 – August 25<sup>th</sup>
- Short code provisioned on wireless provider networks – September 8<sup>th</sup>
- ATP test plan prepared and distributed to wireless providers – September 18<sup>th</sup>
- Customer Care scripts prepared and distributed to wireless providers – September 25<sup>th</sup>
- Testing in lab environment – September 22<sup>nd</sup> to October 5<sup>th</sup>
- Teaser advertising begins – October 2<sup>nd</sup>
- Production migration and testing - October 6<sup>th</sup> to 8<sup>th</sup>
- Program Launch - October 9<sup>th</sup>

### 3.10 - Customer Care (support line for consumer):

- Please note that it is the expectation of the Carriers that the Applicant will provide a detailed 'Customer Service Script' at least 14 days prior to launch of the Short Code. The Customer Service Script will enable the participating Carriers to provide a mechanism for advising its customers on how to contact the Applicant for any issues or service queries relating to the Short Code Program
- As a minimum, an Email Address or a Web Address will be provided for End Users to report their query/issue.
- Customer Service Script will be Provided in both English and French.
- Where Toll Free Phone numbers, a clear expectation of availability.
- For any unique requirements for Customer Care, this should be highlighted in this application.

Service from the [questions@texttoscore.ca](mailto:questions@texttoscore.ca) e-mail address will be available from 12:00 noon EST to 12:00 midnight PST, 7 days a week. Support will be provided in both English and French. The application will be hosted by Fast Net Inc, Toronto.

#### Customer Care Scripts

Q. How will I be charged for participating?

A. When you send a message to 78257 (PUCKS) or 256677 (2HOOPS) in order to initiate the game, you will be charged \$2.00. Messages sent as received as part of interacting with the selected game do not incur additional charges.

Q. Where is more information available about what games are available and about the contest?

A. You can get information at [www.texttoscore.ca](http://www.texttoscore.ca). There are also FAQs provided.

Q. Is there any way I can get help using text messaging?

A. Participants can send a text message to either 78257 or 246677 with the message 'Help'. Detailed step-by-step instructions will be provided. These instructions will include common error messages, acceptable formats for answering questions, and the current days available games.

Q. What other methods are available to get help?

A. For specific questions about the contest and how it works, clients can send an e-mail to [questions@texttoscore.ca](mailto:questions@texttoscore.ca). Service is available from 12:00 noon EST to 12:00 midnight PST, 7 days a week in both English and French.

Q. What are the start and end dates of the contest?

A. The contests start October 9<sup>th</sup>, 2003 and will be available until June 30<sup>th</sup>, 2004. However, for each game available to play, there will be a contest.

#### Contacts

For all problems, carriers should contact our VP of Operations, at 613-555-0101 or [vpops@modelcitizen.ca](mailto:vpops@modelcitizen.ca).

**3.11 - Testing:**

- Explain how the application or program will be tested. **(Please note: The Acceptance Test Plan and test results need to be circulated to each participating carrier at least 21 days prior to the launch date).**

An ATP test plan will be made available by September 18<sup>th</sup>. This plan will include testing of:

- opt-in, for times both when games are available for participation, and when there are no games available
  - sending of message to correct short codes, and incorrect short codes
  - sending a message with the word 'PLAY'
  - sending a message with variations on the word 'PLAY'
  - sending a blank message
- successful registration and unsuccessful registration
- replying to the questions
  - with a number between 1 and 4 (ie. within the number of choices available)
  - with a number greater than 4
  - with a letter
  - with a blank message field
- opt-out
  - send a message to 78257 or 256677 with the message 'STOP'
  - send a message to 78257 or 256677 with a variation on the word 'STOP'
  - send a message to any other number with the word 'STOP'
- Request for help
  - send a message to 78257 or 256677 with the message 'HELP'
  - send a message to 78257 or 256677 with a variation on the word 'HELP'
- send a message to any other number with the word 'HELP'

**4.1 - Technical Contact Information:**

- Include contact information for technical prime(s)

Name Dave Einstein	Phone 613-555-0101	Fax 613-555-0202
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Email dave@modelcitizen.ca
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- Identify the contact to be notified if technical problems are encountered during the program (Same contact information as above )

Name	Phone	Fax
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Email @
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- Explain the escalation procedure should technical problems be encountered  
If technical problems are encountered, please contact the VP Operations at 613-555-0101 or vpops@modelcitizen.ca.

**4.2 - Additional Contact Information:**

- Include contact information for a Marketing contact

Name Steve Smart	Phone 613-555-5555	Fax 613-555-0202
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Email steve@modelcitizen.ca
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- Include contact information for a Business Development contact

Name John Smith	Phone 613-555-5555	Fax 613-555-0202
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Email john@modelcitizen.ca
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Signature

Name: John Smith

Date and Place: July 23, 2003 at Ottawa

**OFFICE USE ONLY**

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