

### CWTA Pre-launch Testing Process

1. This process will apply to all new Common Short Code programs that have been granted a provisioning date of October 28, 2013 or later.
2. The CWTA and the Short Code Council (SCC) will be implementing a Pre-launch Testing Process in order to strengthen the current Common Short Code monitoring efforts.
3. Aggregators are responsible for submitting the Pre-Launch Testing document to the CWTA no later than 10 business days prior to when a Common Short Code is ready for commercial launch. In some cases, the date for commercial launch may occur after the provisioning date stated in the Letter of Approval.
4. Content Providers must complete the Pre-launch Testing document, available at [txt.ca](http://txt.ca), and provide to their Aggregator with enough time for the Aggregator to review the document for completeness and submit to CWTA ([shortcodes@cwta.ca](mailto:shortcodes@cwta.ca)) at least 10 business days prior to the commercial launch date. Content Providers should note that the document requires disclosure of all MO opt-in keywords and all calls-to-action (including, but not limited to websites, online registrations with a MIN entry box, print material, TV commercials, radio advertisements, etc.) that will be promoting the Short Code.
5. CWTA will test the five mandatory keywords, opt-in keywords and websites/advertisements associated with the Common Short Code, as identified in the Pre-Launch Testing document. All of these elements must be in compliance with the applicable sections of the Canadian Common Short Code Application Guidelines.
6. CWTA will notify the Aggregator of any compliance issues noted when testing the Common Short Code, and all non-compliances must be corrected prior to commercial launch.
7. Should the Short Code not be compliant prior to the commercial launch date, CWTA will notify the SCC and the Aggregator will be advised to delay commercial launch. Content Providers are encouraged to submit the Pre-Launch Testing document well in advance of the deadline of 10 business days prior to commercial launch. This will ensure that there is sufficient time for CWTA to complete testing and any corrections to the calls-to-action made so as not to delay commercial launch.
8. In the event that a Common Short Code has commercially launched but has not passed the Pre-launch Testing Process with CWTA, the SCC will be notified and penalties against the Common Short Code/Content Provider may apply.

Last Updated: October 2, 2013