



## 10 DLC Program Fees and Requirements

To assist with your 10 DLC implementation and put the information you need in a single location, this document includes the latest 10 DLC program fees and requirements communicated by the major U.S. carriers including:

- Start date of when pass through fee charges apply and to which message classes
- Per message price
- Messaging throughput, based on message class and risk factors
- Non-compliance fees

The pricing structure applies to messaging customers who already have relationships with NetNumber and who handle their customers' registrations through The Campaign Registry (TCR).

**Note:** For Enterprise customers, if you do not plan to register your campaigns via TCR and acquire your own phone numbers, please contact your Account Team.

Please consider this message and its contents to be written notice under your agreement with TSG for SMS and/or MMS Services of both (i) additional "Participating Carrier Requirements" forming part of TSG's updated Acceptable Use Policy for A2P messages sent to the relevant carrier; and (ii) updated "Additional Messaging Charges" payable under the terms of your agreement for A2P messages sent to the relevant carrier. All fees stated below are incremental fees, chargeable in addition to TSG's fees included in your agreement.

The carriers have announced pass-through fees and they control when the fees go into effect. As 10 DLC rolls out, TSG is committed to successfully guiding you through each step along the way.

### The Campaign Registry

As we know, The Campaign Registry (TCR) is managing the registry for 10-digit long codes. For messaging customers, please make sure your campaigns are submitted into TCR this month (March 2021).

**Note:** Verizon also plans to begin leveraging this tool.

Please register all campaigns via The Campaign Registry.

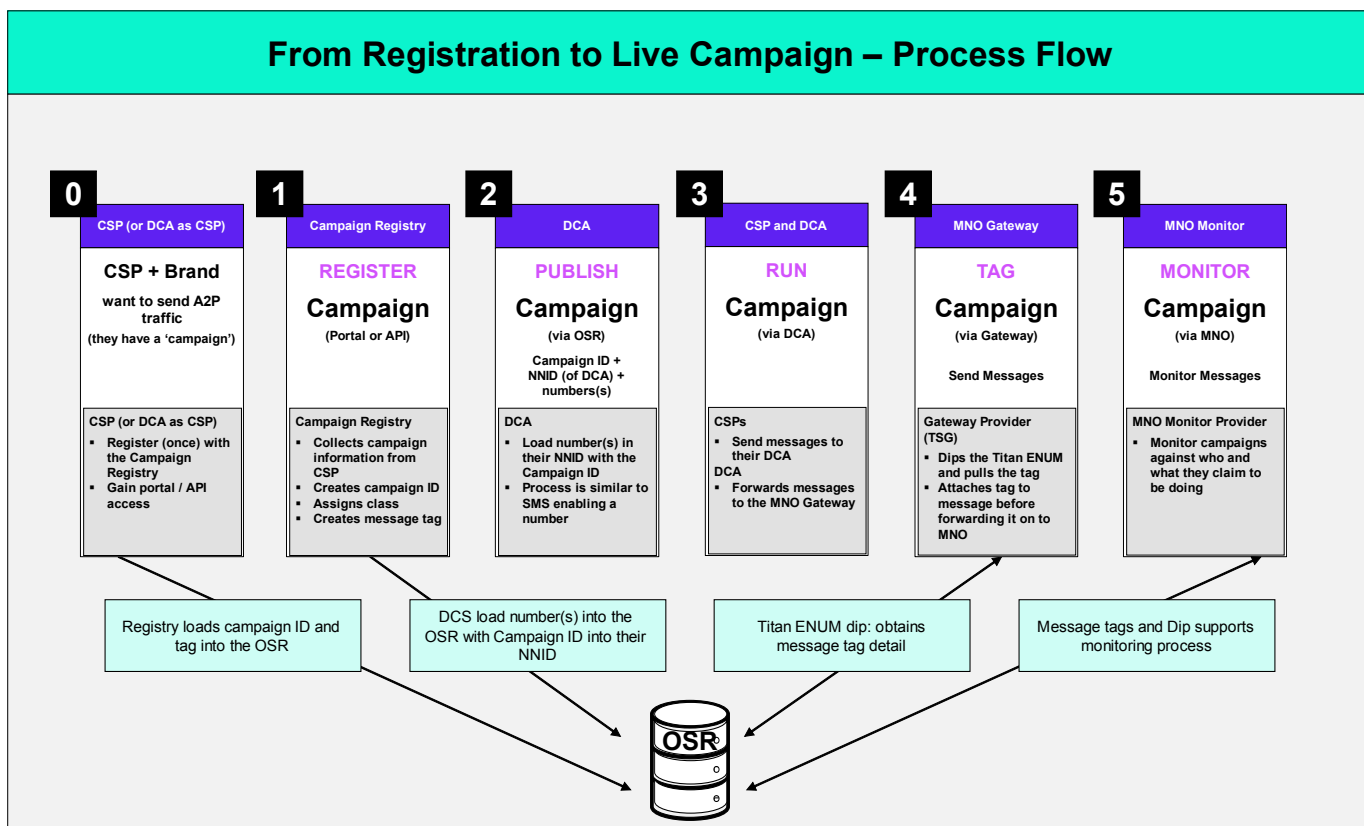
- The carriers and TCR have jointly defined terms such as campaign, message class and more; message class is fed into NetNumber
- The carriers and TCR have defined campaign registry costs and any associated campaign costs.
- Please see contact details below for The Campaign Registry should you have additional questions.



Remember to work with NetNumber directly as 10 DLC goes live:

- Please inquire with NetNumber as it relates to T’s and C’s, including number cost, which database fields to use, and specifications related to how these fields are populated.
- TSG pulls message class and campaign information from NetNumber’s OSR – so the data needs to be available in NetNumber’s OSR for TSG to pull.
- Please see contact details below for NetNumber should you have additional questions.

The following illustration outlines the process from registration to a live campaign.



### Helpful Contacts

The Campaign Registry/ TCR / Kaleyra – 10DLC Registration

- Stefan Heller – stefan.heller@campaignregistry.com / 206-399-3017
- Brandon Ramirez – brandon.ramirez@campaignregistry.com / 604-644-4984

Net Number / OSR

- Catalin Badea – [cbadea@netnumber.com](mailto:cbadea@netnumber.com)

WMC/ Vetting

- Karlton Ross - [karlton.ross@wmcglobal.com](mailto:karlton.ross@wmcglobal.com)



## T-MOBILE

The following commercial terms and carrier requirements apply for SMS and MMS A2P messaging (10DLC) services (as supported by U.S. carriers). The various fees and requirements by T-Mobile launching 10DLC programs are listed further down in this document.

T-Mobile carrier requirements communicated below are in addition to any previously communicated requirements for launched US carriers and the terms of TSG's standard Acceptable Use Policy.

T-Mobile requires compliance with the terms of its Messaging Code of Conduct.

- <https://www.tsgglobal.com/T-Mobile-Code-of-Conduct>

In addition, the following terms apply to T-Mobile 10DLC programs:

- Customers should be prepared to prove ownership of the 10DLC number(s) they intend to use for a given campaign, and that such numbers are enabled for both SMS and voice.
- A Letter of Authorization is required for those customers who use numbers assigned to a different NNID from TSG. The TSG team submits LOA and exception requests to T-Mobile on your behalf. <https://www.tsgglobal.com/T-Mobile-Letter-of-Authorization-Template>
- There are two exception processes that require you to submit an exception form:
  - **NNID and Number Pool Request** – This applies if your campaign / use case requires 50 or more phone numbers (10 DLC addresses) attached to a given brand.
  - **Special Business Review, Messaging Volumes** – This applies if you require a daily maximum volume that exceeds 200,000 messages or more, per brand.

The forms and instruction for completing the forms are available via the links below:

<https://www.tsgglobal.com/T-Mobile-Special-Business-Review-Messaging-Volumes-Form>

<https://www.tsgglobal.com/T-Mobile-NNID-Number-Pool-Request>

<https://www.tsgglobal.com/FAQ-for-T-Mobile-Exception-Requests>

- **Functionality Limitation:** 10DLC will not support delivery receipts or Free to End User programs.

If one or both special exceptions apply to you or your customers, please complete the applicable forms ASAP and submit via email to: [support@tsgglobal.com](mailto:support@tsgglobal.com) and include "10DLC -" in the subject header



Effective March 25, 2021, T-Mobile will be extending the grace period for the \$50 campaign registration and \$5,000 special business review fees until further notice. T-Mobile will provide a 30-day notice before we resume assessing these fees in the future. In light of this extension, please be sure all special business reviews are completely and accurately completed before submission.

Please expect a minimum of two weeks turn-around time during this grace period. We hope you chose to leverage this grace period to submit your forms. The process may change in the future; if it does, we will notify you.

### Additional Messaging Charges

The following fees (provisioning and per message) will be charged by T-Mobile starting April 1st, 2021 and are subject to change prior to this date.

Messaging Fees	
<b>10 DLC Messaging Fees</b> – each SMS (MT and MO)	\$0.003
<b>10 DLC Messaging Fees</b> – each MMS (MT and MO)	\$0.01
<b>T-Mobile NNID Registration</b> This pass-through fee is charged where a customer requires creation and use of an NNID separate from TSG's default NNID to be used for new 10 DLC programs.	\$2,000

### Other Messaging Fees

The following fees will apply at the end of the grace period. T-Mobile has committed to providing a 30-day notice period prior to these fees being assessed. Additional charges may apply:

Other Fees	
<b>Campaign Service Activation Fee</b> This pass-through fee is charged by T-Mobile for each campaign provisioned through TSG as the direct aggregator during the implementation process. TSG will pass this fee through to you in your next billing cycle.	\$50
<b>Campaign Service Migration Fees</b> This pass-through fee is charged by T-Mobile for each campaign provisioned through TSG as the direct aggregator during the implementation process. TSG will pass this fee through to you in your next billing cycle.	\$50
<b>Special Business Review Request</b> This pass-through fee applies to 10 DLC edge cases that require special approval and configuration on the T-Mobile network outside of the regular 10 DLC provisioning process. Examples: the use of proxy numbers (rideshare example), approval for sharing a 10 DLC number or very high capacity required by a brand in excess of what is normally required.	\$5,000

**\*T-Mobile will start charging for 10 DLC traffic starting June 1st, 2021 for A2P traffic sent over the intercarrier connection.**

T-Mobile will not implement any changes to filtering, throttling of 10DLC messages sent over the intercarrier gateway at this time.



## New Non-Compliance Fees for Violation of Practices

The following non-compliance fees for violation of practices as spelled out in T-Mobile's Code of Conduct will be charged by T-Mobile on a date to be announced with at least 30 days' notice. TSG will pass through these fees in your next billing cycle and will provide any relevant details of the non-compliance.

FEES	
<b>Text Enablement</b> This pass-through fee applies if T-Mobile receives a complaint where traffic is being sent from a long code prior to the program being fully approved by T-Mobile.	\$10,000
<b>Grey Route</b> This pass-through fee applies if you attempt to route A2P messages as P2P messages after 10DLC is enabled.	\$10 for each 10DLC message sent through a grey route.
<b>10DLC Long Code Messaging Program Evasion</b> The pass-through fee applies if a program is found to use evasion techniques like snowshoeing, unauthorized number replacement, and dynamic routing.	\$1,000
<b>Content Violation</b> T-Mobile may charge this pass-through fee for each unique instance of the third or any subsequent notification of a content violation involving the same content provider. Content violation is defined as sending messages in violation of the rules in the Code of Conduct, and are usually SHAFT violations (Sex, Hate, Alcohol, Firearms, Tobacco) but would also include spam or phishing, or messaging that meets the threshold of a Severity 0 violation per the CTIA Short Code Monitoring Handbook.	\$10,000

## AT&T

Participating Carrier Requirements: AT&T requires compliance with the terms of its Messaging Code of Conduct:

- [https://www.tsgglobal.com/att\\_code\\_of\\_conduct\\_102020](https://www.tsgglobal.com/att_code_of_conduct_102020)

Any Additional Messaging Charges will be invoiced by TSG on behalf of AT&T and payable directly to AT&T in accordance with instructions stated on the relevant invoice.



Additional Messaging Charges: The following discounted rates apply for 60 days and will be applied to 10 DLC messages delivered to AT&T, beginning on March 1<sup>st</sup> 2021:

- SMS is flat rated for all classes at \$0.002 per MT
- MMS is flat rated for all classes at \$0.0035 per MT

After the 60-day grace/registration period and starting May 1<sup>st</sup>, 2021, the fees in the table below will be applied to 10 DLC messages delivered to AT&T:

A2P 10DLC Message Class	Use Case (Risk Level)	Campaign Type	SMS 10DLC Pass Through Fee Per Class	MMS 10DLC Pass Through Fee Per Class
A	Standard	Declared Use Case	\$0.0020	\$0.0035
B	(Low risk provider)	Mixed / Marketing	\$0.0030	\$0.0035
C	Standard	Declared Use Case	\$0.0020	\$0.0035
D	(Medium Risk Provider)	Mixed / Marketing	\$0.0030	\$0.0035
E	Standard	Declared Use Case	\$0.0020	\$0.0035
F	(Higher Risk Provider)	Mixed / Marketing	\$0.0030	\$0.0035
T	Basic / Unregistered	Low Volume Mixed	\$0.0040	\$0.0050
	(Highest Risk Provider)			

In addition to pass-through fees, additional charges may apply.

G	Group Messaging (Pools) (incl Bridge Services or Anonymization)	Special	\$0.0020	\$0.0035
N	Agents; Franchise; local branches	Special	\$0.0030	\$0.0035
P	Charity	Special	\$0.0000	\$0.0000
S	Social Engagement	Special	Restricted	Restricted
Q	Political Messaging	Special	\$0.0020	\$0.0035
X	Emergency Services / Public Safety	Special	\$0.0000	\$0.0000
Z	Large CSP Free Trial Offers with strict controls	Special	\$0.0020	\$0.0035
Y	(Trusted) Carrier Exemptions	Special (Trusted)	TBD	TBD
W	(Less Trusted) Carrier Exemptions	Special	TBD	TBD



The following constitutes a logistical update on the launch of the AT&T 10DLC programs:

- AT&T has completed the migration of aggregators to the AT&T class based 10DLC as of March 3<sup>rd</sup>, 2021.
- AT&T does not plan to initially block traffic simply because it is un-registered. Class “T” allows for un-registered traffic to continue to be delivered. This is to allow additional time for scaling of the registration process to handle the number of brands to be registered. As of June 1, 2021, the grace period for unregistered traffic ends and unregistered traffic as of June 1, 2021 is subject to being blocked.
- There are no fines associated with the AT&T 10DLC product offering associated with the February product launch or March rating dates.

The following Campaign Types and Scores and Velocity/TPS information has been provided courtesy of AT&T:

Third Party Vetting and Special Class Policies							
Message Class	Campaign Type	Third Party Vetting Required or Optional	Required Score from WMC Global*	Required Score from Aegis*	Verification / Vetting Type	AT&T Pre/Post Approval Required	AT&T Approved CSPs
A	Declared Use Case	N/A	76 - 100	76 - 100	Standard	No	All
B	Mixed / Marketing	N/A	86 - 100	86 - 100	Standard	No	All
C	Declared Use Case	Optional*	51 - 75	51 - 75	Standard	No	All
D	Mixed / Marketing	Optional*	66 - 85	66 - 85	Standard	No	All
E	Declared Use Case	Optional*	16 - 50	16 - 50	Standard	No	All
F	Mixed / Marketing	Optional*	26 - 65	26 - 65	Standard	No	All
T	Low Volume - Mixed	Optional*	15 - 25	15 - 25	Standard	No	All
G	Group Messaging (Pools)	N/A	TBD	TBD	N/A	Approval post registration	All
P	Charity	Required	TBD	TBD	Standard	No	All
S	Social Engagement	Required	TBD	TBD	Standard	Pre-approved CSPs	Community
Q	Political Messaging	Required	N/A	N/A	Political	No	All
X	Emergency Services / Public Safety	N/A	N/A	N/A	N/A	Pre-approved CSPs	All
Z	Large CSP Free Trial / Developer Platforms	N/A	N/A	N/A	N/A	Pre-approved CSPs	All
Y	Carrier Exemptions (Trusted)	N/A	N/A	N/A	N/A	Approval post registration	All
W	Carrier Exemptions (Less Trusted)	N/A	N/A	N/A	N/A	Approval post registration	All
N**	Agents; Franchise; local branches; CSP's by vertical	N/A	N/A	N/A	N/A	Approval post registration	All

AT&T 10DLC Classes								
Message Class	Use Case (Examples)	Campaign Type	Max # of TN's	TPM*	TPS*	SLS 10 DLC Pass Through Free MT Only	MMS 10 DLC Pass Through Fee MT Only	Default Spam Policy (subject to change without notice)
A	2FA / Authentication	Declared Use Case	2	3,600	60	\$0.0020	\$0.0035	Log only - carrier approval to block - notify AT&T
B	Customer Care	Mixed / Marketing	2	3,600	60	\$0.0030	\$0.0035	Log only - carrier approval to block - notify AT&T
C	Marketing	Declared Use Case	2	800	10	\$0.0020	\$0.0035	Content filtered
D	Mixed / Marketing	Mixed / Marketing	2	800	10	\$0.0030	\$0.0035	Content filtered
E	Operations	Declared Use Case	2	60	1	\$0.0020	\$0.0035	Content filtered, throttle or block when spam threshold exceeded
F	Higher Education	Mixed / Marketing	2	60	1	\$0.0030	\$0.0035	Content filtered
T	Low Volume Mixed	Low Volume - Mixed	1	12	0.2	\$0.0040	\$0.0050	Content filtered, automatic throttle or block when spam threshold exceeded
G	Group Messaging (Pools)	Special		800	10	\$0.0020	\$0.0035	Content filtered, throttle or block when spam threshold exceeded
P	Charity	Special: Non-commercial	2	60	1	\$0.0000	\$0.0000	Light content filtering
S	Social Engagement	Special	1 / per influencer	60,000	1000	Restricted	Restricted	Log only - carrier approval to block - notify AT&T
Q	Political Messaging	Special	2	3,000	50	\$0.0020	\$0.0035	Content may be filtered
X	Emergency Services / Public Safety	Special	2	3,000	50	\$0.0000	\$0.0000	Log only - carrier approval to block - notify AT&T
Z	Large CSP Free Trial / Developer Platforms	Special	TBD	60	1	\$0.0020	\$0.0035	Heavy enforcement - A single violation (e.g., use of a public shortener) may automatically block campaign. Only unblock with AT&T approval
Y	Carrier Exemptions (Trusted)	Special	TBD	3,600	60	TBD	TBD	Log only - carrier approval to block - notify AT&T
W	Carrier Exemptions (Less Trusted)	Special	TBD	3,600	60	TBD	TBD	Content filtered
N**	Agents; Franchise; local branches; CSP's by vertical	Special	Min 10 / Max 5000	3,600	60	\$0.0030	\$0.0035	Content filtered, Rate limits and blocks may be applied at a per-line basis

\* TPM Transactions per Minute  
 \* TPS Transactions per Second  
 \*\* "N" New class of service

All A2P campaigns must be administrated on a separate SNID / TSG ID from any P2P Traffic.



## Frequently Asked Questions

Questions	Answers
<p>{AT&amp;T}</p> <p>What is TPM and how is TPM calculated? Is it averaged over a minute?</p>	<p>TPM is defined as transactions per minute (text messages per minute).</p> <p>Many customers ask us how the AT&amp;T filters work. In general, it depends on when your messages are sent. If 60 messages are sent within first second, wait until the next minute to avoid being blocked by AT&amp;T's velocity filters.</p> <p>Note that AT&amp;T has built in some tolerance because of latency, etc. Once more specifics are available, we will be sure to share them.</p>
<p>{AT&amp;T}</p> <p>How is TPM handled for Class N?</p>	<p>Generally, velocity filters and TPM are managed at CAMPAIGN ID level for AT&amp;T. Depending on campaign ID, a published TPM is capped.</p> <p><b>Special Exception:</b> Class N (Franchise) will be monitored at TN/phone number level (instead of TPM) but all other messaging classes are managed at a campaign level.</p>





<p>{AT&amp;T}</p> <p>Does AT&amp;T view number pooling in the same way as T-Mobile (50+ TN's = Number Pool)</p>	<p>Yes. Number Pools are defined as 50 or more TN's. Anything with 49 TN's or fewer is considered standard.</p> <p>TCR has recently defined a number pool flag, which is applicable for both T-Mobile and AT&amp;T.</p> <p>Note: Class N and Class G is set up as a Number Pool by default.</p>
<p>(AT&amp;T}</p> <p>What is the maximum throughput for MMS traffic?</p>	<p>The current MMS setting is 50 TPM, which is currently measured at a per sender (TN) level. This setting is subject to change in the future.</p>
<p>Where can I find more information on the vetting process, should we wish to challenge our score?</p>	<p>The TCR score is kind of like a credit score. It hits public databases for verification.</p> <p>For \$40 per campaign, companies can opt for an initial vet via TCR/ Aegis. More information can be found on <a href="http://www.campaignregistry.com">www.campaignregistry.com</a></p> <p>In addition, a secondary vet is possible with WMC (charges apply), where companies can learn the basis of their score and appeal it.</p>
<p>Where can I find more information on P2P exceptions?</p>	<p>The campaign registry (TCR) will be managing this process going forward.</p> <p>P2P / Use-case exceptions should be sent to: <a href="mailto:Usecasereview@campaignregistry.com">Usecasereview@campaignregistry.com</a></p>



## **Other U.S. Carriers**

### **Verizon**

Participating Carrier Requirements: As previously communicated and incorporated into your written agreement for SMS and/or MMS Services.

Additional Messaging Charges: The following fees are applicable to 10 DLC messages sent to Verizon, which are inclusive of the incremental transit fee (charged by TSG) and the termination fee (passed through to Verizon):

- SMS: \$0.00255
- MMS: \$0.0052

No charge for return messages.

### **US Cellular:**

Additional Messaging Charges: The following fees are applicable to 10 DLC messages sent to US Cellular:

- SMS: \$0.005
- MMS: \$0.01

No charge for return messages.



**About TSG** gives its customers greater control over their vendor ecosystem, enabling them to manage multiple carriers by leveraging one of the most flexible and powerful settlement engines in the market today. But, we didn't stop there. We're igniting a whole new generation of products that can revolutionize communications in nearly every market vertical. Today, our unique solutions are being used by global companies and major brands for quality voice delivery and text messaging, helping drive new revenues and improve business communications. [www.tsgglobal.com](http://www.tsgglobal.com)