



Fact Sheet Macedonia



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1. TERACOMM in a nutshell

With more than 10 years of experience in mobile service provisioning, TERACOMM maintains a unique position in the telecommunication industry focused on the commercial and technical provision of connectivity, business and entertainment. A market leader in Eastern Europe and South-Eastern Asia, we deliver mobile solutions and services to mobile operators, media companies, advertising agencies and service providers. Our international expertise makes us a first choice partner in establishing a beneficial relationship between our businesses clients and mobile subscribers. The core values of the company are dedication, responsibility and creativity, which translate into value creation and profitability for all of our clients and partners.

2. About this document

In this document you can find information about the Macedonian mobile and VAS market. This A to Z fact sheet will help service providers gain insights into the dos and don'ts on this lucrative market. Information regarding the full range of services available from all operators is listed. Regulations and best practices are also included.

3. Macedonia as a mobile market

Population	2.067 million
Mobile Subscribers	2.120 million
Penetration rate	102.56%
Prepaid-to-postpaid ratio	60%/40%
Currency	Macedonian Dinar(MKD)
VAT rate	18%

*Average Revenue per User

4. Mobile Operators

	T-Mobile	One	VIP
Market share (%)	57%	24%	19%
Mobile Subscribers	1.225 million	0.509 million	0.386 million
Teritorial overage	99%	99%	99%

5. Mobile & Web Content

5.1 Service Guidelines

5.1.1 Charging Methods

5.1.1.1 One-Off Service

	T-Mobile	One	VIP
MO billing	✓	✓	✓
MT billing	✓	✓	✓
Direct Billig	✗	✗	✗



5.1.1.2 Subscription Service

	T-Mobile	One	VIP
MO billing	✗	✗	✗
MT billing	✓	✓	✓
Direct Billig	✗	✗	✗

5.1.2 Service Authorization

5.1.2.1 One-Off Service

Opt-in Method	T-Mobile	One	VIP
SMS	✓	✓	✓
WAP	✓	✓	✓
WEB TAN	✓	✓	✓
WEB SMS	✗	✗	✗
MSISDN Identification	✗	✗	✗

5.1.2.2 Subscription Service

Opt-in Method	T-Mobile	One	VIP
SMS	✓	✓	✓
WAP	✓	✓	✓
WEB TAN	✗	✗	✗
WEB SMS	✗	✗	✗
MSISDN Identification	✗	✗	✗

5.1.3 Type of Services

5.1.4 Services & Average Tariffs

Type of service	Average Net Tariffs
Infotainment	20 – 35 MKD
Ringtones	35 – 50 MKD
MP3 (Full Track)	50 – 90 MKD
Video	50 – 90 MKD
Voting	50 – 90 MKD
Competitions	50 – 90 MKD
Chat	50 – 90 MKD

5.1.5 Tariff Range & Numbering

5.1.5.1 One-Off Service

All Available tariffs (net)	5 – 150 MKD
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All services and Tariffs

Tariff range(net)	5 – 150 MKD
Numbering	
Short Codes	4 to 6 digit premium number

5.1.5.2 Subscription Service

All Available tariffs (net)	5 – 150 MKD
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All services and Tariffs

Tariff range(net)	5 – 150 MKD
Numbering	
Short Codes	6 digit premium number

5.1.6 Premium Number & Short Code

		T-Mobile	One	VIP
Dedicated Numbers		✓	✓	✓
Shared Numbers		✓	✓	✓
Multitariff Numbers	Dedicated	✓	✓	✓
	Shared	✓	✓	✓

5.1.7 Service Setup

Setup Duration

Service	<ul style="list-style-type: none"> Up to 1 week (below mentioned mandatory documents have to be finalized)
Dedicated Short Code	<ul style="list-style-type: none"> Up to 4 weeks (below mentioned mandatory documents have to be finalized)

Mandatory Documents

Service Description	Detailed service description in English
T & C's (Regulations)	<ul style="list-style-type: none"> T&C's for all services have to be publicly accessible to end-users Content of regulations: <ul style="list-style-type: none"> Rules of using the service incl. service description Rules concerning customer complaints (incl. CC helpline number)
Landing Page	For all services (in the beginning test landing page is sufficient)



5.2 Service Regulations

		T-Mobile	One	VIP
Age Verification	SMS	✗	✗	✗
	WAP/WEB	✓	✓	✓
Bill Warning		✗	✗	✗
Max. Charging Frequency		✗	✗	✗
Max. Charging Limit		✗	✓	✗
Retry Policy		✓	✓	✓
WAP Push Services		✓	✓	✓

5.2.1 Regulation Authority in Macedonia

- The regulation is done by AEK (Agency for Electronic Communications; <http://www.aek.mk/>)
- Premium Services are also regulated by the operators
- Whole communication with the end-user has to be in local language (Macedonian)

5.2.2 One-Off Service

5.2.2.1 Opt-In Regulations

5.2.2.1.1 MO Billing – Opt-In via SMS

- Each MO service has to start with one MO message from the end-user
- Single opt-in for all MO services possible; no handshake mandatory
- End-user has to receive the content MT message within two minutes after sending the MO message

5.2.2.2 Welcome SMS

- No welcome message mandatory

5.2.2.3 Confirmation SMS

- No confirmation message mandatory

5.2.2.4 Reactivation SMS

- It is not allowed to send reactivation messages

5.2.2.5 Opt-Out Regulations

- No opt-out regulation for one-off services necessary



5.2.2.6 Mandatory Keywords

- For MO services no mandatory keywords

5.2.2.7 Special One-Off Services

5.2.2.7.1 Competitions/Quizzes

- Competitions/Quizzes are allowed, only under the condition of acquired license from the Ministry of Finance. Such license must be issued for each separate Competition/Quiz service
- TERACOMM can aid in the application process for such license

5.2.3 Subscription Service

5.2.3.1 Opt-In Regulations

5.2.3.1.1 MT Billing – Opt-In via SMS

- Subscription service starts with one MO message from the end-user, OR
- Subscription service starts through WEB registration (opt-in) by :
 - Filling the end-user MSISDN
 - Choosing network Operator from a list
- Handshake message (only for Web Opt-in) – user receives message to which he must reply with the opt-in key word (e.g. YES/DA):
- End-user receives mandatory confirmation message with information regarding the subscription. This is the billing message:
 - Information that the premium service is a subscription service
 - Price incl. VAT
 - Charging frequency
 - STOP information
 - Helpline (phone number&e-mail)
- End-user receives an optional free content message according to the service description.

5.2.3.2 Welcome SMS

- End-user receives mandatory confirmation message with information regarding the subscription. This is the billing message:
 - Information that the premium service is a subscription service
 - Price incl. VAT
 - Charging frequency
 - STOP information
 - Helpline (phone number&e-mail)
- Wording of the welcome SMS:



- “You subscribed to our premium rate subscription service. We send x SMS per month/day/week for EUR xxx gross/per SMS. The SMS subscription service can be cancelled by sending STOP KEYWORD (standard rated SMS). Info: helpline phone number.
- Welcome SMS may not contain actual content related to the premium service or advertisements concerning the service, but can contain references to the service or its nature (decision of the content provider)

5.2.3.3 Confirmation SMS

- No confirmation message mandatory, as the three minutes mandatory delay between welcome SMS and the 1st content MT message is declared as the closure of the opt-in process. If the end-user does not respond within the three minutes; the service is activated

5.2.3.4 Handshake SMS

- The Handshake message is applicable only for services with web opt-in. It confirms the willingness of the end-user to purchase the service. The text of the message is the following: “You are about to pay XX EUR gross to purchase the service. Please confirm by replying {Key Word} to this message. This cost of your reply is XXEUR gross.”

5.2.3.5 Content SMS

- The content MT contains the service the end-user has paid for according to the service description.
- The content provider can only send end-user content MT messages, which were advertised on the given premium number/Short Code and belongs to one type of service; no cross-marketing activities allowed
- The content provider is only entitled to send as many content SMS’s to end-users during a given time (day/week/month) as it was indicated in the communication provided during the service

5.2.3.6 Reactivation SMS

- It is not allowed to send reactivation messages

5.2.3.7 Opt-Out Regulations

- End-user can cancel a premium service at any time via sending STOP (standard rated SMS)



- STOP => opt-out from all services on the premium number/Short Code
- STOP KEYWORD => opt-out from defined service
- Opt-out due to unsuccessful billing:

No successful delivery within a month will automatically deactivate/opt-out the user

5.2.3.8 Error SMS

- In case that the end-user sends a SMS to a service number, where the content cannot be interpreted, Teracomm will send a notification message (error SMS) requesting a new message with accurate content by indicating the availability of the information- and customer service

5.2.3.9 Mandatory Keywords

- No mandatory keywords required

5.2.3.10 Special Subscription Services

5.2.3.11 Quizzes

- Quizzes via subscriptions are not allowed

5.2.4 Adult Services & Age Verification

- Advertisement of adult service is only allowed in a medium which is authorized to publish adult content to people older than 18 years

5.2.5 Bill Warning

No Billing Warning required

5.2.6 Charging Limits

Action

T-Mobile	<ul style="list-style-type: none"> • No predefined charging limits imposed by the regulator or MNOs
One	<ul style="list-style-type: none"> • No predefined charging limits imposed by the regulator or MNOs
VIP	<ul style="list-style-type: none"> • No predefined charging limits imposed by the regulator or MNOs

5.2.7 Retry Policy

- One-off services: Client can only retry all PMTs 2 times within 24 hours if the message is not successfully submitted to the MNO



- Subscription services: Client can only retry a PMT 2 times within 24 hours if the message is not successfully submitted to the MNO

5.2.8 WAP Push

- All operators support sending of WAP Push messages for MO and MT billed services

5.2.9 Advertising Guidelines

- Advertising materials shall not:
 - Failing to provide information to potential end-users relevant to the content or the price of the service or by misleading potential users
 - Violate the honor and dignity of religious and social groups independent of their race and sex
 - Contain language that affect the development of children via materials presenting violence, terror acts or brutality
 - Contain any words which are in common sense considered as insulting or vulgar
 - Contain invitations to consume alcohol, drugs, tobacco or other substances of narcotic effect

5.2.9.1 One-Off Service

- Premium number / Short Code in a visible manner
- Price of service (incl. VAT) in a visible manner
- Name of company providing the service
- Local helpline number (not premium rate)
- E-mail address for complaints
- Regulation of service (T&C's) is mandatory for all services; has to be publicly accessible to end-users via link on the landing page
- If the service is not provided at all networks, there should be a list of mobile network operators at which the service will be accessible. If the services is provided at all operators then this information is not necessary
- List of mobile phones that enable the service (optional)

5.2.9.2 Subscription Service

- Premium number / Short Code in a visible manner
- Information that the premium service is a subscription service
- The information about either:
 - Subscription period(e.g. week, month)
 - Total Price of service (incl. VAT) for one subscription period



- Frequency of the received SMS MT messages
- Price of service (incl. VAT) in a visible manner
- How to opt-out
- Name of company providing the service
- Local helpline number (not premium rate)
- E-mail address for complaints
- Regulation of service (T&C's) is mandatory for all services; has to be publicly accessible to end-users via link on the landing page
- If the service is not provided at all networks, there should be a list of mobile network operators at which the service will be accessible. If the services is provided at all operators then this information is not necessary
- List of mobile phones that enable the service (optional)
- Warning about the additional costs of WAP use (the incidental expenses of using the service)

5.2.10 Marketing Messages

- For marketing messages explicit opt-in mandatory (proof of order)
- The fact of ordering or activating a premium rate service cannot be identified/equated with end-user's consent to receive commercial information concerning the produces or services of the content provider , unless it is explicitly written so in the T&C

5.2.11 Customer Care Support Requirements

- Customer care e-mail and telephone number are mandatory.
- Online throughout the country general working hours
- Support must be in local language