

## PREMIUM SMS

Monetizing mobile subscribers for micropayments

Premium SMS is a product that allows you can charge consumers by SMS for digital goods and services by means of an SMS sent to a short code . The service is generally used for micropayments where tariffs are small. For example in Canada the maximum allowed end user price point is generally \$4.99.

Premium SMS allows a company to monetize mobile subscribers for content, participation and interaction or premium rated services and transactions. Since the advent of American Idol, which resulted in unprecedented audience participation, digital media companies recognize the advantages of employing premium SMS as an audience monetization tool with recurring revenue opportunities.

This has prompted companies to recognize that if an audience or customer base believes that you have something unique or cannot live without, they will pay. Therefore offering a mobile phone-compatible and mobile optimized service makes strong business sense. Premium SMS offers that optimization and convenience.

Mobile consumers want products and services that are accessible instantly on their phones such as music, books, applications etc. PSMS is an ideal method of payment for such content and such micropayment purchases.

Use premium SMS to gather information on consumer responses to different questions, generate buzz about a new product or service, you can use chat for customer support, you can also update your customers with the latest news or information.

PSMS can be used for different applications including:

- Contests
- Promotions
- Subscriptions
- On demand content
- Voting
- Polling

