

REPUBLIC OF RWANDA



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**BOARD DECISION N°011/ICT.SCRE- RURA/2011 OF THE 09<sup>TH</sup> AUGUST  
2011 INTRODUCING SHORT CODE FEE AND DETERMINING SHORT  
CODE ALLOCATION PROCEDURE**

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## **PREAMBLE**

The Regulatory Board of the Rwanda Utilities Regulatory Agency, RURA,

Given the Law n° 39/2001 of 13 September 2001 establishing an agency for the regulation of certain public utilities, especially its articles 5;

Given the Law n° 44/2001 of 30/11/2001 governing telecommunications, especially its article 3,

Given the Presidential order n° 04/01 of 15/03/2004 determining the specific duties of the Regulatory Board in Telecommunications matters, especially its articles 3 and 8,

Considering that short codes are a finite resource;

Considering the high demand of short code for both emergency and general public services and the provision of Value added Services through various networks and applications;

The Regulatory Board after consideration and deliberation in its session of 9<sup>th</sup> August, 2011;

## **HEREBY DECIDES:**

### **ARTICLE 1: PURPOSE**

The present decision is aimed at introducing short code fee and it determines the procedure for short code allocation.

### **ARTICLE 2: THE SHORT CODE STRUCTURE AND CATEGORIES**

- 2.1 The Short codes shall have a minimum of 3 digits and maximum of 4 digits depending on the type of application or service.
- 2.2 The Short codes shall be categorized in three categories as follows:
  - (1) Emergency and General public services codes
  - (2) Internal operators network codes
  - (3) Cross-network codes
    - a. Commercial
    - b. Non-commercial

### **ARTICLE 3: EMERGENCY AND GENERAL PUBLIC SERVICES CODE**

3.1 The Short codes of 3 digits ranging between 100 – 199 and 900 – 999 shall be allocated to government institutions for Emergency and general public services.

3.2 These short codes shall be assigned and accessed free of charge and the same number must be used across all the networks for the same service.

### **ARTICLE 4: INTERNAL OPERATORS NETWORK CODES**

4.1 Block of short codes of 4 digits and USSD codes of 3 digits shall be allocated to the licensed telecom operators for the provision of various services, promotions and value added services.

4.2 The block of short code allocated therein shall be managed by the operators for their in-bound services.

4.3 The operators shall be free to choose the short codes within the allocated range but they shall not assign any of the short codes in the allocated range without a prior approval of the regulator.

### **ARTICLE 5: CROSS-NETWORK CODES**

5.1 For the purposes of this decision, the Cross-network codes refer to the short code that RURA allocates to individuals and legal entities upon successful submission of an application form.

5.2 A Cross-network code shall be uniquely assigned to each entity or application provider on condition of being accessible to the subscribers of all the licensed telecom operators.

5.3 The Cross-network code may be used for non-commercial services or commercial services.

(1) In non-commercial services, the short code will be used for the purposes of giving utility information or customer care services on public interest by government entities and subscribers and it shall be charged depending on the short code assignee agreement with the telecom operators. If the service (voice or data) through these short codes are charged beyond the normal charges, then the service shall be considered as commercial.

- (2) For all other commercial services, the Short codes shall be assigned to entities or individuals to provide Value Added Services, premium rate services or customer care.

## **ARTICLE 6: PROCEDURES FOR SHORT CODE ALLOCATION**

- 6.1 Any person or entity wishing to use a short code must make a formal application to the Director General of RURA in the form prescribed in Annex 1 and submit all necessary documents as indicated in the application form.
- 6.2 The applicants for Short codes must be a person or entity duly registered to operate the business for which he/she applies the short code in the Republic of Rwanda and shall be responsible for the service provided. No service provider shall provide any services other than those specified during the application using the assigned short code.
- 6.3 The Short code is uniquely assigned to each application or service approved by RURA and may be commonly used on the networks of the all licensed service providers.

## **ARTICLE 7: TERMS AND CONDITIONS FOR SHORT CODES USAGE**

- 7.1 The assignee of short code shall comply with the following terms and conditions in the usage of assigned short code.
  - (1) Short codes assigned to entities for cross-network services for both commercial and non-commercial purpose shall be for the duration of the program proposed to offer and for a maximum of twelve (12) months. Short code assignee wishing to renew the authorization to use the short code shall apply for renewal not later than 31<sup>st</sup> March of the following year.
  - (2) Services falling under other regulated sectors like Media content or Value Added Services like mobile money, internet banking etc. must comply with the related applicable laws.
  - (3) When promoting a Short code service, the assignee shall ensure that the advertising is clear and evident regarding all terms and conditions associated with participating in the service. At all times, the Short Code assignee must inform consumers of the cost of sending and/or receiving a text message to the Short Code.
  - (4) Short codes for Emergency and General Public interest shall be free of all charges.

- (5) The assigned short code is not transferable and any such transfer of the short code shall be void and the code so transferred shall stand cancelled.

7.2 Short code can be surrendered to RURA, and in such case no allocation/annual fee would be refundable.

#### **ARTICLE 8: POWER TO CHANGE CODES**

RURA reserves exclusive right and authority to change the code and allocation procedures from time to time or apply additional conditions of use to an allocation if it is considered to be of national interest or for an efficient usage of numbering resources.

#### **ARTICLE 9: SHORT CODE FEE STRUCTURE**

9.1 The allocation and utilization of short codes shall be subject to the payment of application fee and annual fee.

9.2 However, the short codes for Emergency and General Public interest shall be free of both application and annual fee and strictly used on non-commercial basis.

#### **ARTICLE 10: SHORT CODE APPLICATION FEE**

10.1 Application for short code shall be subject to a one time application fee of FRW 25,000. A proof of payment of the application fee shall be submitted along with the documents mentioned in Article 6.1

10.2 An application for short code with preferred digits (4 identical digits or a combination of two identical digits) shall be subjected to an application fee of FRW 50,000 and shall submit in order of preference 4 short codes from which RURA can select the one to assign.

#### **ARTICLE 11: SHORT CODE ANNUAL FEE**

11.1 Short codes assigned to entities for cross-network commercial and non commercial purposes shall be charged annual fee as shown in the table below:

Category	Authorization Charges (USD)	Type of services
VAS	1000	e-applications
USSD	1000	Internet banking, e-business
Customer Information service	200	General information, customer care service, help line

11.2 A short code granted for a period less than one (1) year shall be subjected to the same application as mentioned in Article 10. The annual fee shall be computed on the base of the license duration rounded to the upper number of months with a minimum fee corresponding to two (2) months.

#### **ARTICLE 12: TERMS AND CONDITION FOR THE WITHDRAWAL OF SHORT CODES**

Numbers or codes allocated may be withdrawn due in any of the following situations:

- (1) In the case there is a serious or repeated breach of terms and conditions set forth for use of the codes,
- (2) If the Short code is not brought into services within three (03) months from the date of assignment.
- (3) When the withdrawal is necessary to ensure fair competition,
- (4) In the case regional or international harmonization necessitates such withdrawal,
- (5) If there is a need to effect a change in the National Numbering Plan,
- (6) When there is a violation of any of the provisions of the laws or regulations in force.

#### **ARTICLE 13: REPEALING PROVISION**

All previous provisions contrary to this order are hereby repealed.

#### **ARTICLE 14: COMING INTO FORCE**

This decision shall come into force on the date of its signature.

**Kigali, on 09<sup>th</sup> August 2011**

**Eugene KAZIGE  
CHAIRMAN OF THE REGULATORY BOARD**

**(Sé)**

ANNEX 1: APPLICATION FORM

REPUBLIC OF RWANDA



RWANDA UTILITIES REGULATORY AGENCY

**SHORT CODE APPLICATION FORM**

**1 GENERAL INFORMATION**

Applicant's Name \_\_\_\_\_

Legal Type:     Person                       Company                       Government  
                     Parastatal                       NGO

National ID/VAT No \_\_\_\_\_

User Address:

Physical Address:

Province \_\_\_\_\_ District \_\_\_\_\_ Sector \_\_\_\_\_

Postal Address: PO Box \_\_\_\_\_ Province \_\_\_\_\_ District \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Tel Landline \_\_\_\_\_ CellPhone \_\_\_\_\_ Fax \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

National ID/VAT No: \_\_\_\_\_

**3. SHORT CODE INFORMATION**

▪ Short Requested (in order of preference)

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

▪ Short Code Type:

Voice                       SMS                       USSD

4. PROGRAM INFORMATION

- Program Name: \_\_\_\_\_
- Program Period:

Other:

Program Start Date \_\_\_\_\_ Program End Date \_\_\_\_\_

▪ Program Type:

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> Alerts       | <input type="checkbox"/> Interactive media | <input type="checkbox"/> Information Services |
| <input type="checkbox"/> General use  | <input type="checkbox"/> Contest           | <input type="checkbox"/> Voting               |
| <input type="checkbox"/> Subscription | <input type="checkbox"/> Mobile marketing  | <input type="checkbox"/> Other _____          |

- Identify operators requested to participate in the program (Attach a copy of the contract):

MTN  TIGO

▪ Language:

English  French  Kinyarwanda

5. PROGRAM DESCRIPTION

Provide a detailed description of the program

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*SEEN TO BE ATTACHED TO THE BOARD DECISION N° 011/ICT.SCRC- RURA/2011 OF THE 09<sup>TH</sup> AUGUST 2011 INTRODUCING SHORT CODE FEE AND DETERMINING SHORT CODE ALLOCATION PROCEDURE*

Kigali, 09/08/2011

Eugene KAZIGE  
CHAIRMAN OF THE REGULATORY BOARD  
(Sé)