



Fact Sheet Kosovo



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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 Kosovo 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. Kosovo as a mobile market

Population	1.8 million
Mobile Subscribers	1.6 million
Penetration rate	90%
ARPU*	
Prepaid-to-postpaid ratio	95%
Currency	EURO (EUR)
VAT rate	16%

*Average Revenue per User

4. Mobile Operators

	VALA	IPKO	ZMobile
Market share (%)	62%	28%	10%
Mobile Subscribers	1 million	0.45 million	0.18 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

	VALA	IPKO	ZMobile
MO billing	✓	✓	✓
MT billing	✗	✓	✗
Direct Billig	✗	✗	✗

5.1.1.2 Subscription Service

	VALA	IPKO	ZMobile
MO billing	✓	✓	✓
MT billing	✗	✓	✗
Direct Billig	✗	✗	✗

5.1.2 Service Authorization

5.1.2.1 One-Off Service

Opt-in Method	VALA	IPKO	ZMobile
SMS	✓	✓	✓
WAP	✗	✗	✗
WEB TAN	✗	✗	✗
WEB SMS	✗	✗	✗
MSISDN Identification	✗	✗	✗

5.1.2.2 Subscription Service

Opt-in Method	VALA	IPKO	ZMobile
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	0.10 – 0.50 EUR
Ringtones	
MP3 (Full Track)	0.50 EUR
Video	
Voting	0.10 - 0.50 EUR
Competitions	0.10 - 1.00 EUR
Chat	0.10 - 0.50 EUR

5.1.5 Tariff Range & Numbering

5.1.5.1 One-Off Service

All Available tariffs	0.10 – 2.0 EUR gross
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Non Adult, Low Tariff Services

Tariff range(net)	0.10 – 2.0 EUR (gross)
Numbering	5XXXX
Short Codes	5 digit Short Code 5XXXX
Long Codes	

Adult Services

Tariff range(net)	1.0 - 2.0 EUR gross
Numbering	5XXXX
Short Codes	5 digit Short Code 5XXXX
Long Codes	

5.1.5.2 Subscription Service

All Available tariffs	1.0 - 2.0 EUR gross
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Non Adult, Low Tariff Services

Tariff range(net)	1.0 - 2.0 EUR gross
Numbering	
Short Codes	5 digit Short Code 5XXXX
Long Codes	

Adult Services

Tariff range(net)	1.0 - 2.0 EUR gross
Numbering	
Short Codes	5 digit Short Code 5XXXX



5.1.6 Premium Number & Short Code

		VALA	IPKO	ZMobile
Dedicated Numbers		✓	✓	✓
Shared Numbers		✓	✓	✓
Multitariff Numbers	Dedicated	✗	✗	✗
	Shared	✗	✗	✗

5.1.7 Service Setup

Setup Duration

Premium Number (Short code)	<ul style="list-style-type: none"> Up to 1 month Precondition: below mentioned mandatory documents have to be finalized <p>Precondition: below mentioned mandatory documents have to be finalized</p>
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Mandatory Documents

Service Description	Detailed service description in Albanian / Serbian (and 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"> Information about content provider: <ul style="list-style-type: none"> Address of registered office Content provider's website Content provider's e-mail address 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

		VALA	IPKO	ZMobile
Age Verification	SMS	✗	✗	✗
	WAP/WEB	✓	✓	✓
Bill Warning		✗	✗	✗
Max. Charging Frequency		✗	✗	✗
Max. Charging Limit		✗	✗	✗
Retry Policy		✗	✗	✗
WAP Push Services		✓	✓	✓

5.2.1 Regulation Authority in Kosovo

- The regulation is done by TRA (Telecommunication Regulatory Authority in Kosovo; <http://www.art-ks.org>)
- Premium Services are also regulated by the operators



- Whole communication with the end-user has to be in Albanian language, Serbian language is also applicable.

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

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, but on condition that the winning mechanism is not founded on lotteries but time and knowledge based
- User has to have an impact upon winning possibilities
- The content provider being the organizer of the promotion has the duty of presenting the model of drawing the winner of the prizes in a readable and unambiguous way

5.2.3 Subscription Service

5.2.3.1 Opt-In Regulations

5.2.3.1.1 MT Billing – Opt-In via SMS



- There is no regulatory requirements for subscription services, but at this moment only IPKO has technical solution for offering the service.
- End-users have to activate subscription services when using them the first time; this process is handled by the provider.

5.2.3.2 Welcome SMS

- Welcome message has to be sent after the registration from the content provider to the end-user;
- Welcome message has to be free of charge for the end-user and has to include the following mandatory information:
 - Information that the premium service is a subscription service
 - Price incl. VAT
 - Charging frequency
 - STOP information
 - Helpline (phone number)
 - Link to content provider web page
- Wording of the welcome SMS:
 - “You subscribed to our premium rate subscription service. We send x SMS per month/day/week for xxx EUR per SMS. The SMS subscription service can be cancelled by sending STOP KEYWORD (standard rated SMS). Info: helpline phone number/www.content provider link
- 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

5.2.3.4 No confirmation message mandatory,

5.2.3.5 Content SMS

- The content provider has send content SMS after the welcome SMS.
- 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
 - STOP => opt-out from all services on the premium number/Short Code
 - STOP KEYWORD => opt-out from defined service

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, the content provider will send a notification message (error SMS) requesting a new message with accurate content by indicating the availability of the information- and customer service
 - “Ooops! Your request could not be matched. Please try again! Send KEYWORD to 5XXXXX

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

- Adult services are allowed
- 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 bill warning required

5.2.6 Charging Limits - No predefined charging limits

5.2.7 Retry Policy - No predefined retry policy

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 highly visible manner
- Name of company providing the service
- Helpline number (not premium rate)
- E-mail address for complaints
- Contact information where the end-user can receive information on the detailed conditions of providing the service
- 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

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 that the price for the premium service will be charged at the receipt of the SMS
- The information about either:
 - Frequency of the received SMS MT messages **OR**
 - The full fee payable for the given subscription period (in case of unlimited period the amount payable for one month) **OR**
 - The full fee payable for one month
- Price of service (incl. VAT) in a highly visible manner
- How to opt-out
- Name of company providing the service
- Helpline number (not premium rate)



- E-mail address for complaints
- Contact information where the end-user can receive information on the detailed conditions of providing the service
- 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
- 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

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