

This presentation represents a market snapshot and does not reflect any changes to WAP and mobile Web environments that may have occurred since the date of the presentation.

Compliance Webinar:

WAP Header-Enriched PSMS Advertisements

September 25, 2013

Agenda

- Define WAP-type advertisements
- Explain published CTIA requirements for WAP-type advertisements
- Share compliant WAP-type PSMS advertisement examples
- Discuss carrier-specific requirements for WAP-type advertisements
- Explain how to address an audit
- Answer questions

Definitions

- Wireless Application Protocol (WAP) is a method of configuring Web data for transmission over mobile devices
- Sometimes, WAP is used inaccurately to refer to any Webpage viewed on a mobile device
- In the CTIA Compliance Assurance Solution Mobile Commerce Compliance Handbook (The Handbook), any premium rate offer with opt-in buttons instead of cell-submit and PIN-submit fields qualifies as a WAP-type product (Note: Carrier specific opt-in requirements may vary)
- WAP-type advertisements may employ header enrichment to identify the phone number of the subscriber responding to the advertisement
- During monitoring, the call-to-action on the second screen of the two-screen opt-in flow is captured

CTIA Audit Standards

The Handbook lists several requirements for PSMS WAP-type programs using header enrichment

Requirement	Violation	Action Required
Use a double opt-in for all purchases	Failure to initiate double opt-in for WAP-type purchase flow	Require user to agree to offer conditions by selecting “Buy,” “Purchase,” or “Subscribe” on opt-in screen before displaying purchase confirmation screen
Use a standard format, placing the terms and conditions, privacy policy, and message and data rate links below the opt-in and purchase confirmation buttons	Failure to place or format disclosures in main offer on opt-in and purchase confirmation screens as prescribed	Display and arrange all disclosures in main offer using prescribed format
Ensure buttons imply purchase action clearly	Lack of explicit “Buy” or “Purchase” button on opt-in screen [one-off purchases]	Display explicit “Buy” or “Purchase” button on opt-in screen for one-off purchases
	Lack of explicit “Subscribe” button on opt-in screen [subscription services]	Display explicit “Subscribe” button on opt-in screen for subscription services
Include in the advertisement a method to cancel the transaction	No “Cancel” button on purchase confirmation screen	Implement facility to abort purchase with “Cancel” button directly below opt-in button
	No “Continue” button on purchase failure screen	Implement “Continue” button to enable customer to return to initial offer
Explain failed purchases on a purchase failure screen	Failure to describe failure reason clearly on purchase failure screen	Describe failure reason in clear terms (e.g., “Error 101” is unacceptable)
	No purchase failure screen	Implement purchase failure screen with program information, failure details, and “Continue” button

NOTE: Carrier-specific requirements may vary

Sample Compliant Purchase Flow

CTIA-Approved, WAP-Type Purchase Flow Example

 **RINGTONE FUN PLAN**

Click "Subscribe" to purchase 5 bonus ringtones plus 10 ringtones per month

\$9.99 per month

SUBSCRIBE

[Terms and Conditions](#)
[Privacy Policy](#)
[Msg & Data Rates May Apply](#)

All purchases must be authorized by the account holder. Charges will appear on your mobile bill. Text **STOP** to cancel or text **HELP** for help to 12345.

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Opt-In Screen

 **RINGTONE FUN PLAN**

STEP 2: Click "Pay On My Phone Bill" to purchase 5 bonus ringtones plus 10 ringtones per month

\$9.99 per month

Pay On My Phone Bill

CANCEL

[Terms and Conditions](#)
[Privacy Policy](#)
[Msg & Data Rates May Apply](#)

All purchases must be authorized by the account holder. Charges will appear on your mobile bill. Text **STOP** to cancel or text **HELP** for help to 12345.

Purchase Confirmation Screen

 **RINGTONE FUN PLAN**

We're sorry. Payment failed because there was insufficient credit on your account to complete the purchase. You have not been charged.

Call **1-800-123-4567** for help.

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Purchase Failure Screen

Carrier-Specific Requirements

Some carriers maintain additional requirements for WAP-type PSMS advertisements

Carrier	Allows Header Enrichment?	Enforces Additional Rules Beyond CTIA Guidelines?	Details
AT&T	Yes	Yes	Starting November 1, 2013, AT&T will no longer support header enrichment or programs with automated buttons (PIN and submit fields required).
Sprint	Yes	Yes	Sprint has additional requirements for WAP-type PSMS advertisements, but Sprint and CTIA's requirements do not conflict.
T-Mobile USA	Yes*	Yes	T-Mobile USA requires PIN-authentication for all transactions.
U.S. Cellular	Yes	No	
Verizon Wireless	Yes†	Yes†	Verizon Wireless allows header enrichment only for select content providers using a preapproved template. No other content providers may use the solution.

*Although soft buttons or links are allowed for opt-in screens, the purchase confirmation screen must include a PIN-entry field

†A small pool of preapproved content providers use an existing template for WAP-type advertisements

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