

## WORKING PAPER

SUBJECT:                   **CONVERSION OF 3-DIGIT SHORT CODE INTO 4-DIGIT  
SHORT CODES WITH SPECIFIC RECOMMENDATION  
FOR '123X'**

Division:                 ID

Directorate:             Engineering

### 1.     INTRODUCTION:

PTA has exclusive power under section 5(2)(k) of the Pakistan Telecommunication (Re-organization) Act, 1996 to develop and allocate numbering series for telecom services. Number Allocation and Administration Regulations 2005 has been developed to provide numbering resources to licensed service providers.

### 2.     EXISTING ARRANGEMENT FOR SHORT CODES

As per regulations "Short code" means a 3-digit or 4-digit number giving access to various services. In Number Allocation and Administration Regulations 2005 two levels are reserved for short codes i.e. "0" & "1". Level '0' contains the various NDC or area codes for nation wide dialing, access codes for cellular mobile operators, toll free & premium rate numbers. Level '1' contains short codes for different services, which are as follows:

- Emergency services.
- Helpline Services
- Carrier selection
- Calling card services

Short codes are a limited resource, which needs to be utilized in an efficient manner. After deregulation various license telecommunication service providers have started to provide value added services through their respective networks. PTA has allocated 3- digit short code 123 to all CMT operators for card recharge and balance inquiry service. There is a need to convert this code into 4-digits that can used by all operators within their own network exclusively. The proposed services against each 4-digit code from level 123x are given at Annex A.

### 3.     WORLD SCENARIO

Short codes are being used by operators and content providers for a variety of applications such as downloading ring-tones, contests, polls, information and inquiry service, entertainment, SMS games, astrology and cricket updates. The length of the short code varies from country to country depending upon the requirement and usage of the short codes. The following are some examples of short codes being used by all operators for different services around the world:

Country	Services	Short Code
USA	Used to select use of an alternative long distance provider Directory Information Tourist Information	10x xxxx 411 511
Japan	Carrier Selection Weather forecast Speaking clock	00xx 177 117
Germany	Directory assistance services Public transportation information	118xx 19449
India	For all Operators for allocation of short codes to different services within their network.	5xxxx

Recently in USA the common short code administration announces the extension of 5-digit codes into 6-digit common short codes. The addition of the 6-digit format represents a 10-fold increase in available codes. These codes are used for consumer voting, marketing campaigns, direct downloads of ring tones and wallpaper, text alerts, and bill paying etc.

#### 4. NEED FOR PERMISSION

PTA has received requests for allocation of short codes for various value added services offered by cellular mobile operators, long distance and local loop providers. Most of the mobile operators are using their own short codes for different services. These different codes create confusion among general public and will also create problems after MNP implementation. In order to harmonize various services there is need to allocate short codes from a common level i.e. 123x (x = 0 to 9) to all operators for providing different services. This will really facilitate customers once they started porting their numbers on different service providers network.

#### 5. RECOMMENDATIONS

- The Authority may allow to convert the 3-digit code into 4-5 digit short codes.
- The short code level 123x may be used for all licensed operators to provide various services through their network.

- *Response may please be submitted to Director (Engineering) with details of identity at [talibdogar@pta.gov.pk](mailto:talibdogar@pta.gov.pk) by 9<sup>th</sup> February 2007.*
- *Those operators that are already using PTA approved three digit codes may continue for next 6 months period starting from 2<sup>nd</sup> February 2007.*

## Annex-A

S.No	Short Code	Service
1	1230	Card Recharge
2	1231	Balance Check
3	1232	International Roaming activation
4	1233	Package Change
5	1234	Customer Support Services
6	1235	SMS center number
7	1236	Missed Call Alert
8	1237	Open for suggestions
9	1238	Open for suggestions
10	1239	Reserved for Future (conversion into 5-digits)
11	1212	Number portability services
12	1200	Black berry & equivalent service
13	1201	Open for suggestions
14	1202	Open for suggestions
15	1203	Open for suggestions
16	1204	Open for suggestions
17	1205	Open for suggestions
18	1206	Open for suggestions
19	1207	Open for suggestions
20	1208	Open for suggestions
21	1209	Reserved for Future (conversion into 5-digits)

- All local loop as well as cellular mobile operators will use these short codes exclusively on their own network.