



Public Utilities
Regulatory Authority
Equity in development

GUIDELINES AND APPLICATION FORMS FOR NUMBER BLOCKS AND SHORT CODES

94, Kairaba Avenue, P. O. Box 4230 Bakau, The Gambia
Tel. (220) 4399601 / 4399606 Fax: (220) 4399905
E.mail: pura@pura.gm Website: www.pura.gm

Contents

1. PREAMBLE	3
2. SHORT TITLE, EXTENT AND COMMENCEMENT	3
3. OBJECTIVES OF THE GUIDELINES	3
4. GENERAL PRINCIPLES.....	3
5. SCOPE	4
6. GENERAL CONDITIONS	5
7. TERMS PERTAINING TO THE ASSIGNMENT.....	6
8. EVALUATION OF THE APPLICATION.....	6
9. APPLICATION FORMS.....	7
10. EFFECTIVENESS.....	7
SCHEDULE 1: NUMBER BLOCK ALLOCATION, GENERAL APPLICATION FORM.....	8
SCHEDULE 2: SHORT CODE ALLOCATION, GENERAL APPLICATION FORM.....	10

1. PREAMBLE

In exercise of the powers conferred upon the Authority under Section 14 (1) (g) of the PURA Act 2001, the Authority hereby makes the following Guidelines for Number block and Short Code applications.

All Telecommunication/ICT service providers requesting number resources should follow the procedures set out in these Guidelines. After filling the necessary application form (s) applicants for number resources are requested to submit it to the Authority.

2. SHORT TITLE, EXTENT AND COMMENCEMENT

These Guidelines shall:

- a. be referred to as the Guidelines for *Number Block and Short Code Application*
- b. be applicable to all communication service providers and stakeholders that require number resources to provide services
- c. come into force with effect from 31st July 2014

3. OBJECTIVES OF THE GUIDELINES

The objective of these Guidelines is to ensure that the number allocation process is fair and transparent so as to provide a level playing field regarding the availability of numbers for all operators and users. The objectives of these guidelines include the following:

- a. To ensure that as far as possible, there are sufficient numbers available to meet all reasonable demands that end users and operators might need.
- b. To ensure that the National Numbering Plan will, where applicable, be fully compatible with all relevant international agreements, standards and recommendations.
- c. The National Numbering Plan will, wherever possible, ensure that numbers of different types give a broad indication of the service and the tariff.
- d. To ensure that, where changes are made to the designated numbering plan, costs or inconvenience to consumers and operators are objectively justified, and are kept to the minimum consistent with meeting the demands for numbers and for sound management of the National Numbering Plan.
- e. To ensure that allocation or reservation of numbers is done in a fair and equitable and transparent manner.
- f. To ensure that allocation of numbers takes into account the anticipated growth and innovation in the demand for telecommunications services
- g. Assist in the development of related communications service deployment

4. GENERAL PRINCIPLES

The Guidelines for Number Block and Short Code Application have been prepared by the Authority in accordance with the following principles:

- a. Licensees providing telecommunications/ICT services and other Stakeholders shall notify the Authority of their intention to use number resources to provide services to customers
- b. the burden is upon the Licensee to demonstrate to the Authority's satisfaction the reason(s) and justification for the need of number resources.
- c. the Licensee or other Stakeholders should notify the Authority of their intention to use number resources at least six(6) months prior to intended date of utilisation.
- d. the Authority shall perform its evaluation of the application, in systematic, consultative, fair and transparent manner.
- e. Operators use the numbers for the purpose stipulated at the time of the application and must comply with the relevant terms and conditions of the allocation. Non compliance by an operator will be considered as a violation of these Guidelines.
- f. Operators provide any information to the Authority upon request regarding their use of numbers from the allocations received, and must submit an annual information return as specified in the National Numbering Plan
- g. Operators shall use their numbers judiciously and efficiently.
- h. Neither operators nor users have any ownership rights over any numbers allocated by the Authority.

5. SCOPE

In order for the Authority to deal with application of Number Block and Short code numbers, the Licensees or service provider must submit to the Authority complete information which should include but not limited to the following:

- a. a brief description of the applicant's technical and operational system configuration and architecture
- b. Financial and roll out plan
- c. Name and contact details of the applicant, specifying the full registered name and registered postal address of the business, business registration certificate, name of the contact person responsible, and his/her contact telephone and fax numbers, e-mail address and web site if available.
- d. Where a person submits an application form on behalf of the applicant, a signed and dated letter of authorisation shall accompany it from that applicant.
- e. Where relevant, details of the type of telecommunications service intended on the range (including qualitative and quantitative characteristics of the service), and the proposed tariff rate of the service.
- f. Expected starting date of the service.
- g. A preferred numbering code and/or block and, where appropriate, second and third preferences should be indicated.
- h. An estimated need for numbers and number series, supported by forecast plans for the telecommunications services in question for a 5-year period. Note: This information is not required in the case of individual numbers

- i. Details of the relevant telecommunications license or authorisation under which the applicant intends to operate the requested numbers and of the system being operated with these numbers.
- j. Details of the operator's interconnection and/or number portability arrangements.
- k. Details of any existing ranges held that are relevant to that application.
- l. Details of the applicant's utilisation of existing number allocations. For example:
 - Numbers in service allocated to users
 - Capacity not currently in use
 - Numbers set aside for geographic growth or customer orders,
 - A forecast of expected utilisation over a specified period and anticipated exhaustion date of current allocation

Any other information that the applicant considers necessary or appropriate to justify his application.

6. GENERAL CONDITIONS

The following general conditions, relating to the use and management of numbering capacity, apply to all allocations made by the Authority:

- a. The allocation shall be used for the purpose specified in the application (including any classification by type or tariff as set out in the National Numbering Plan)
- b. The operator originally allocated numbers shall be responsible for them
- c. Numbers and blocks of numbers must not be traded between operators or Stakeholders
- d. A number allocation is made to an operator "in perpetuity". However, neither operators nor users have any ownership rights over any numbers allocated by the
- e. Authority
- f. Numbers must, at all times, be used only for the purposes granted to the operator to whom the allocation was made
- g. The holder of the allocation shall maintain a record of the percentage of numbers in use
- h. Holders of numbering capacity shall not, unless the Authority consents otherwise, charge any person for a number allocated to him (other than a coveted number allocated to a user at the request of such a person)
- i. A operator shall not use numbers from the National Numbering Plan other than those allocated by the Authority
- j. All operators will simultaneously implement any numbering changes which are Required

7. TERMS PERTAINING TO THE ASSIGNMENT

In line with the National Numbering Standards, the Authority may lay down various terms regarding the use of any particular numbering allocation, including the following:

- a. that assigned numbering resources may exclusively be used for the type of service for which they have been allocated,(e.g. numbers specified for mobile may only be used for mobile service.)
- b. that the use shall be in accordance with the National Numbering Standards and any relevant international standards and agreements,
- c. that the resources shall be taken into use not later than 12 months from the date of assignment,
- d. that the use shall respect the need of ensuring efficient utilisation of the overall numbering plan.

In connection with any particular assignment, the Authority may lay down further individual terms, as it deems necessary and appropriate.

8. EVALUATION OF THE APPLICATION

Upon receipt of an application form a Licensee/stakeholder intending to use the number resources must pay an application fee of **D2,500.00** to the Authority. The Authority will perform the tasks listed below:

- a. Conduct an appropriate technical, financial and commercial evaluation of the application.
- b. In the course of the evaluation, the Authority may request the Licensee or Service Provider to clarify certain aspects of the notification and to provide supplementary information.
- c. Request the Licensee or Service Provider to provide access to facilities/sites both referred to and/or not referred to in the information provided to facilitate inspection.
- d. Request the Licensee to do a presentation on the services to be deployed with the number resources.
- e. Request for additional technical specification, financial and commercial documentation.

9. APPLICATION FORMS

The application forms for Number Blocks and Short Codes can be seen in **Schedule 1** and **Schedule 2** respectively.

10. EFFECTIVENESS

These guidelines shall become effective from the date of signature.

ISSUED BY

PUBLIC UTILITIES REGULATORY AUTHORITY

DATED THIS.....DAY OF.....

DIRECTOR GENERAL



SCHEDULE 1: NUMBER BLOCK ALLOCATION, GENERAL APPLICATION FORM

1. Requirements for Number Block Allocation Application

- a) Application letter explaining the purpose of Number Block Allocation
- b) Business Registration Certificate (for Companies)
- c) Technical plan
- d) Financial plan
- e) Roll out plan
- f) Completed application form

2. Licensee Identification

- a) Applicant's Name:
- b) Legal Type Company Government
 NGO Others:
- c) Business Registration Certificate Number (for company):
- d) Physical Address:.....
 PO Box:
- E-Mail:.....Website:.....
- Tel: Cell phone: Fax:

3. Contact Person

- First Name: Last Name:.....
- National ID/Passport No:
- Physical Address:
- Mailing Address
- Job description:
- E-Mail:
- Tel:Cell Phone:Fax:

4. Number Allocation Information

a) Block Code Requested (in order of preference) 1..... 2 3.....

5. Number Allocation Service

a) Service required:

b) Relationship with existing reservations or allocations:

c) Percentage (%) utilisation of existing number allocations for similar services:

Number of active subscribers:.....

Number of inactive subscribers waiting to be deleted within 6 months:

Percentage (%) of utilisation of issued number blocks:

MRSN reserved numbers:

Projection of customers within the next 6 months:

Provide soft copy of active numbers

d) Service Period: Permanent

Temporary: From/...../..... To: .../.../.....

Date and when allocation Required:

Date of launch of service:

Service type Voice Data Others.....

e) Provide a detailed description of number block allocation need:

.....
.....
.....
.....

f) Additional Information / Comments :

.....
.....
.....

6. Billing System

a) Billing Model Toll Free (free for the caller

Standard pricing⁸

Premium

Signature:..... **Name:** **Date:**



SCHEDULE 2: SHORT CODE NUMBER APPLICATION FORM

1. Requirements for Short Code Application

- a) Application letter explaining the purpose of Number Block Allocation
- b) Business Registration Certificate (for Companies)
- c) Technical plan
- d) Financial plan
- e) Roll out plan
- f) Completed application form

2. Licensee Identification

- a) Applicant's Name:
- b) Legal Type Company Government
 NGO Others:
- c) Business Registration Certificate Number (for company):
- d) Physical Address:
- e) Mailing Address:.....
- f) E-Mail:.....Website:.....
- g) Tel: Cell phone: Fax:

3. Contact Person

- a) First Name: Last Name:.....
- b) National ID/Passport No:
- c) Physical Address:
- d) P.O.Box:
- e) Job description:
- f) E-Mail:
- g) Tel: Cell Phone: Fax:

4. Short Code Information

- b) Short Code Type: Voice SMS USSD
- c) Short Code Requested (in order of preference) 1..... 2 3

5. Program Information

- a) Program Name:
- b) Program Period: Permanent Temporary: From/...../.....To: ../...../.....

Date and when allocation Required:

Date of launch of service:

- c) Program Type Subscription Interactive media Voting
- General use Information Services Alerts
- Mobile marketing Others:.....

- d) Provide a detail description of the program:
-
-
-
-

Additional comments :

.....

.....

.....

.....

6. Billing System

- a) Billing Model Toll Free (free for the caller)
- Standard pricing
- Premium

Date: Named and Signature: