

# Globway Billing Solutions

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## **Mobile Billing Solutions**

Mobile Billing, Wap billing, One Click Billing, Direct Billing or Operator Billing are all the same, new, payment method whereby consumers can be billed again on their mobile phone bill via the mobile operators. The consumer visits your mobile site in order to make the purchase for digital content, extra playing levels in games or extra credits to open new levels. As soon as the choice is made a standardised payment screen is shown to the consumer explaining the charge, the frequency, the product offered and additional payment details. As soon as the OK button is pressed, the amount is added to the mobile phone bill. From this premium amount, the mobile phone company forwards a revenue share to the billing company to the content provider.

As more and more mobile operators in the world are experiencing high consumer complaints on premium sms billing, often also the mobile phone companies are pushing the market to migrate to this new form of billing. Depending on the country and service, this billing method is also used to bill digital online content like pdf's.

## **Voice Billing (IVR) Solutions**

The oldest (around 1985) direct response billing mechanism is Voice Billing. You advertise your digital audio content and the consumer can dial a special prefix number in order to pay & consume. After hearing the price of the service the connection charges are applied. When terminating the call the total charges are known which the consumer finds back on his monthly operator statement. The operator pays parts of these revenues to the billing partner who pays part of this amount to the content provider.

For all digital audio content, Voice billing is one of the best solutions to bill the end consumer. Our international voice billing services (read more about it in the Services area) make it possible for you to bill end consumers on their local phone bill in more than 20 countries. Globway can bill for you one time amounts and charges per minute. Our central voice server can play your pre-recorded messages and connect the caller to a live person almost anywhere in the world.

Voice billing is used in order to bill digital non-audio content which is spread via the internet. Also in this case consumers can be billed for one time charges and charges per minute. Many companies use this billing method to bill online video and live services.

## **Premium SMS Billing Solutions (MO/MT)**

In case of premium sms billing solutions the mobile phone is used in order to charge and often deliver the content. Depending on the country, charges can apply for MO (mobile originated = sms sent by the end consumer) and MT (mobile terminated = sms sent to the handset of the end consumer) traffic. In both cases per sms a premium charge is billed by the mobile phone company which the consumer finds back on his mobile phone

bill at the end of each month. Part of this premium price is forwarded to the billing company which forwards part again to the content provider.

For all textual content, SMS billing is one of the best solutions to bill the end consumer. Our international SMS billing services (read more about it in the Services area) make it possible for you to bill end consumers on their mobile phone bill in many countries. Globway can bill for you one time charges and subscription charges, depending on the service and the country. Our central SMS server can handle your messages and forward them to a live person almost anywhere in the world.

SMS billing is used in order to bill digital non-text content which is for hse on the mobile phone. Also in this case consumers can be billed for one time charges and charges per time period. Many companies use this billing method to bill mobile vide, mobile music or mobile games. In more and more countries, however, you see a migration to Mobile Billing.

Voice Billing Showcase: call (from the Netherlands) 0900-FRESH FM (and participate during the radio broadcast)

SMS Billing Showcase: sms FRESH naar 5030 (and particpate during the radio broadcast)