

**Audit on  
Application Service Provider Class Licensee  
Providing Messaging Services Under  
The Communications And Multimedia Act 1998  
- Scope of Work-**



# Mobile Content Services

- Services provided through short code
- Services regulated through the Mandatory Standards for the Provision of Mobile Content Services

## Level 1

- Short code allocated for government services and currently maintained by MAMPU through its vendor, DAPAT Vista Sdn Bhd
- **15888**

## Level 2

- Short code used by the cellular network operators (Celcos) for its branded mobile content services.
- **Eg. 26002**

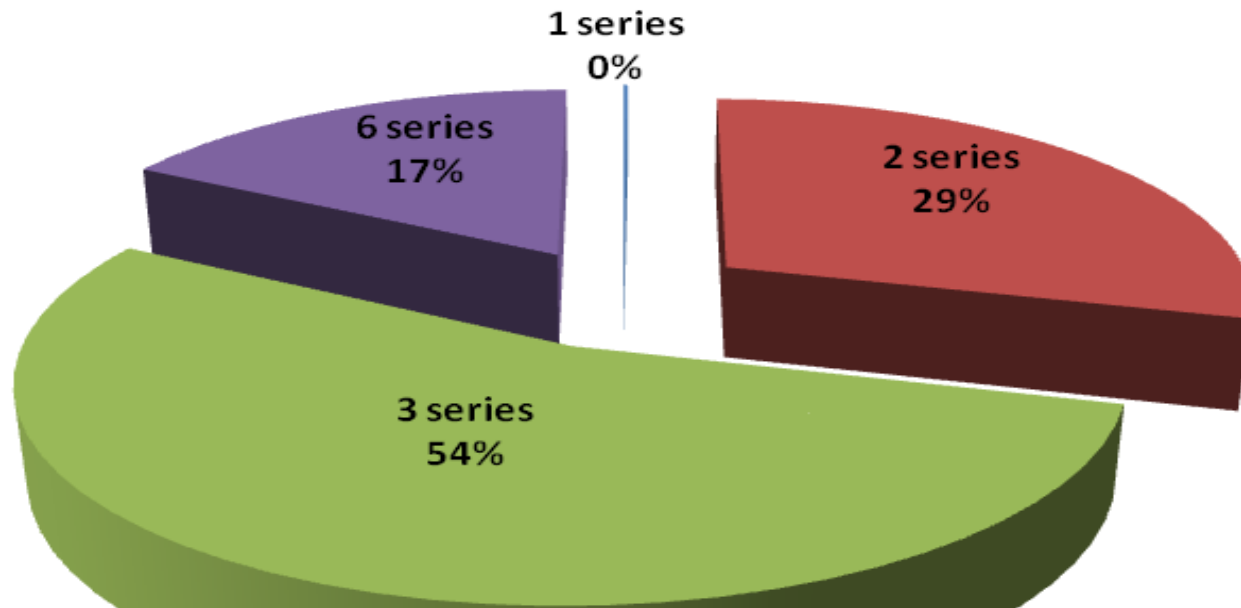
## Level 3

- Short code allocated by Celcos to CPs for premium services
- **Eg 33546**

## Level 6

- Short code allocated by Celcos to CPs for bulk services with no charging capability.
- **Eg 62002(FOC)**

## Transaction Segregation for Year 2010 According to Short code series



**Note:**

**Level 1: Services provided by MAMPU as a government services;**

**Level 2: services provided by cellular network operators as their branded services;**

**Level 3: Services provided by CPs; for premium charging;**

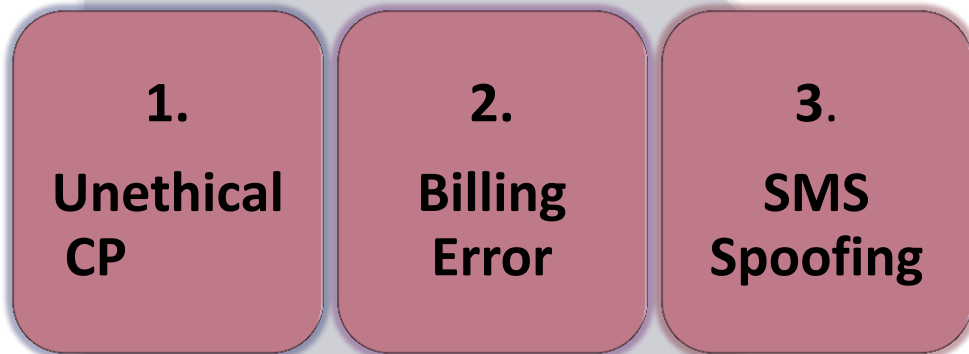
**Level 6: Services provided by CP for notification and broadcast and free of charge**

## Reasons for audit:

NPO under the CMA 1998:

“To regulate for the long-term benefit of the end user and to promote a high level of consumer confidence in service delivery”

Observation made on issues from mobile content service, transactions may not be valid due to:



Misleading marketing activities

- SMS
  - Internet
- Impact to consumer

Network problem

Increase in Consumer Complaints

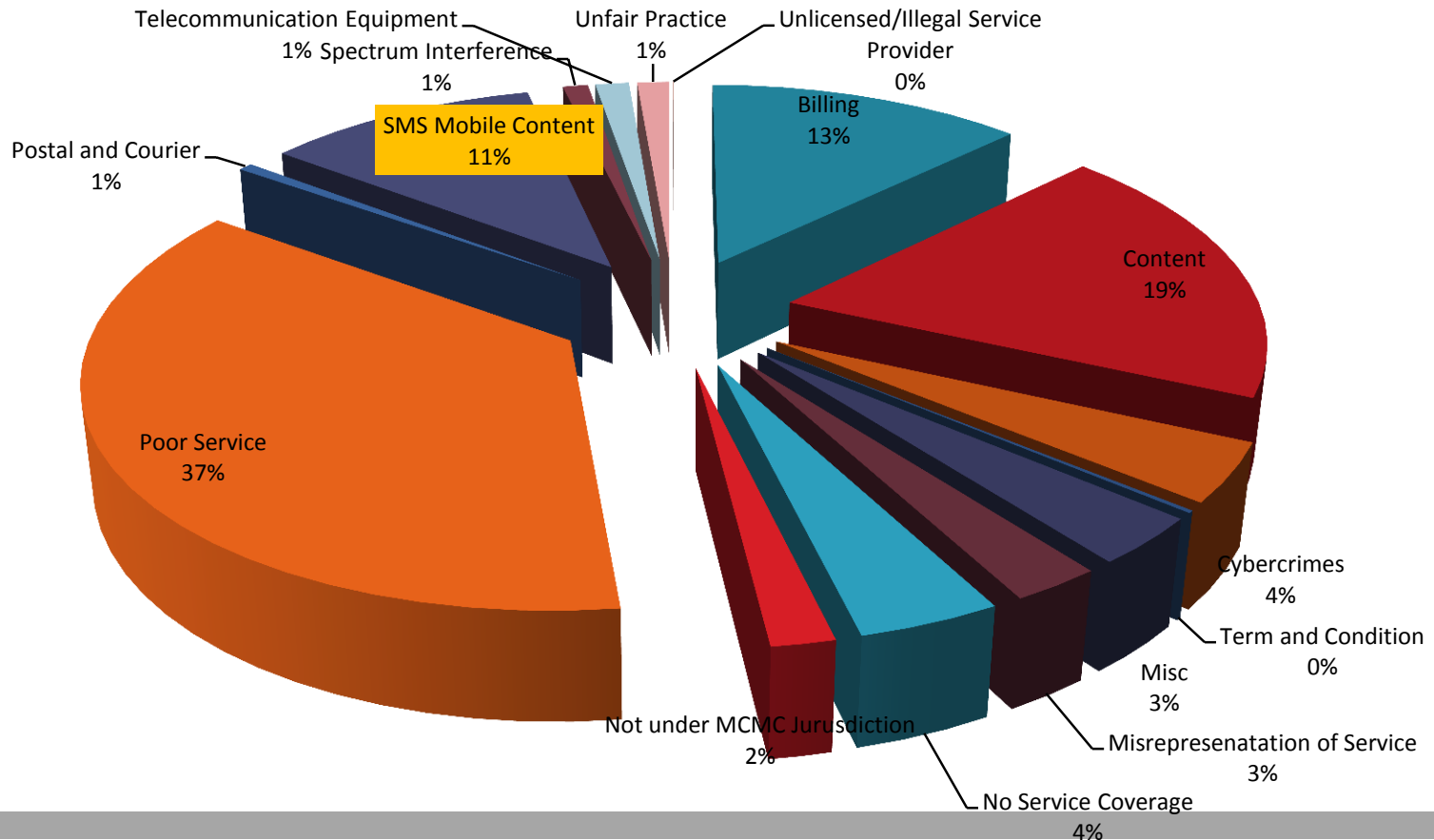
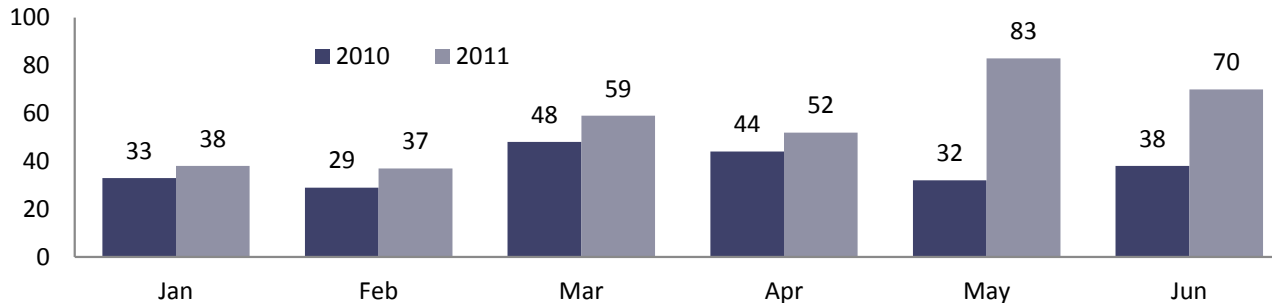
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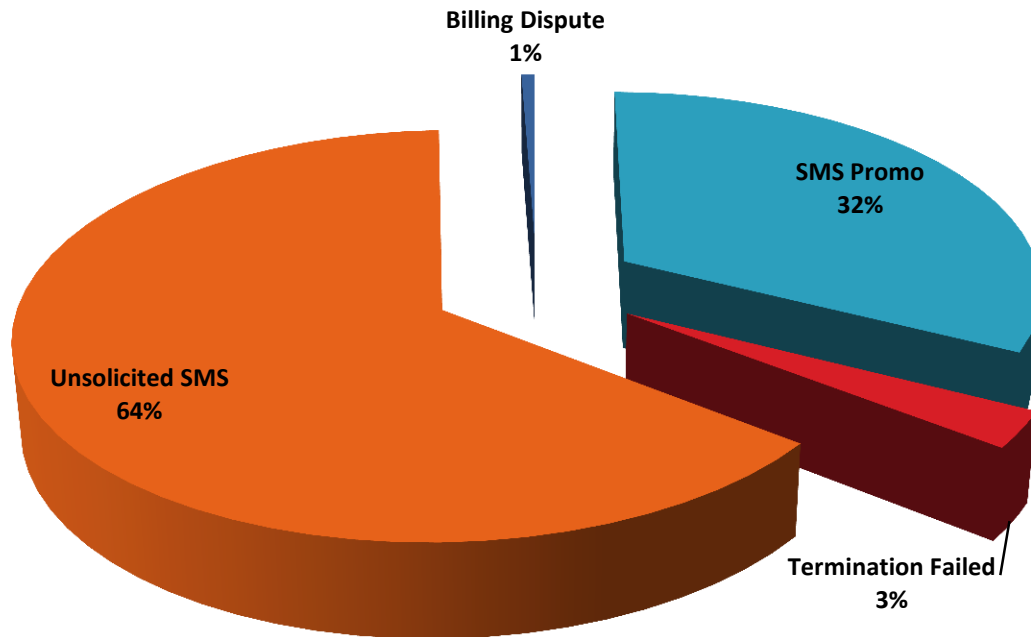
"WHO DO I COMPLAIN TO ABOUT YOU?"

search ID: cza1408

## Complaints received in 1<sup>st</sup> half 2010 Vs 1<sup>st</sup> half 2011



## Segregation of Complaints on Mobile Content Services



## Monitoring findings on complaints on unsolicited charged SMS:

1.

Suspicious  
subscription

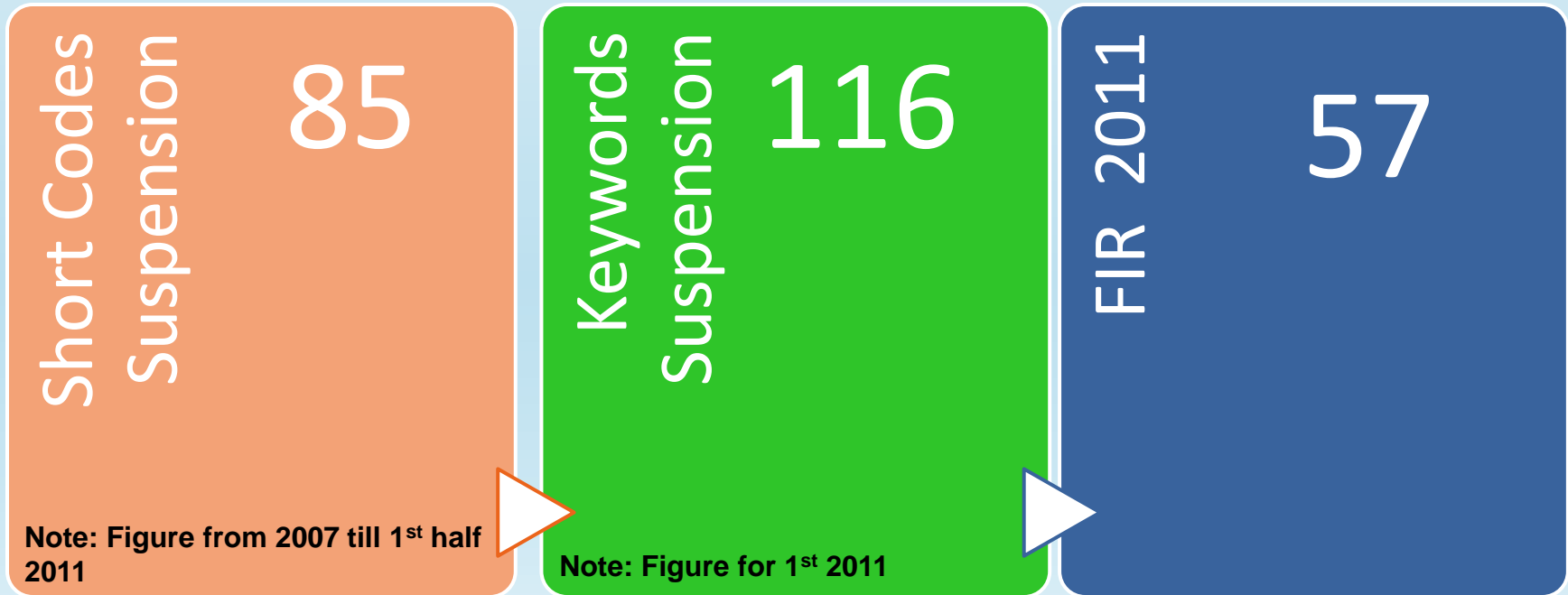
- Misleading advertisement and marketing strategy through SMS, WAP, WEB
- Billing/technical error at CP's platform
- SMS spoofing activities

2.

Consumer's  
conduct

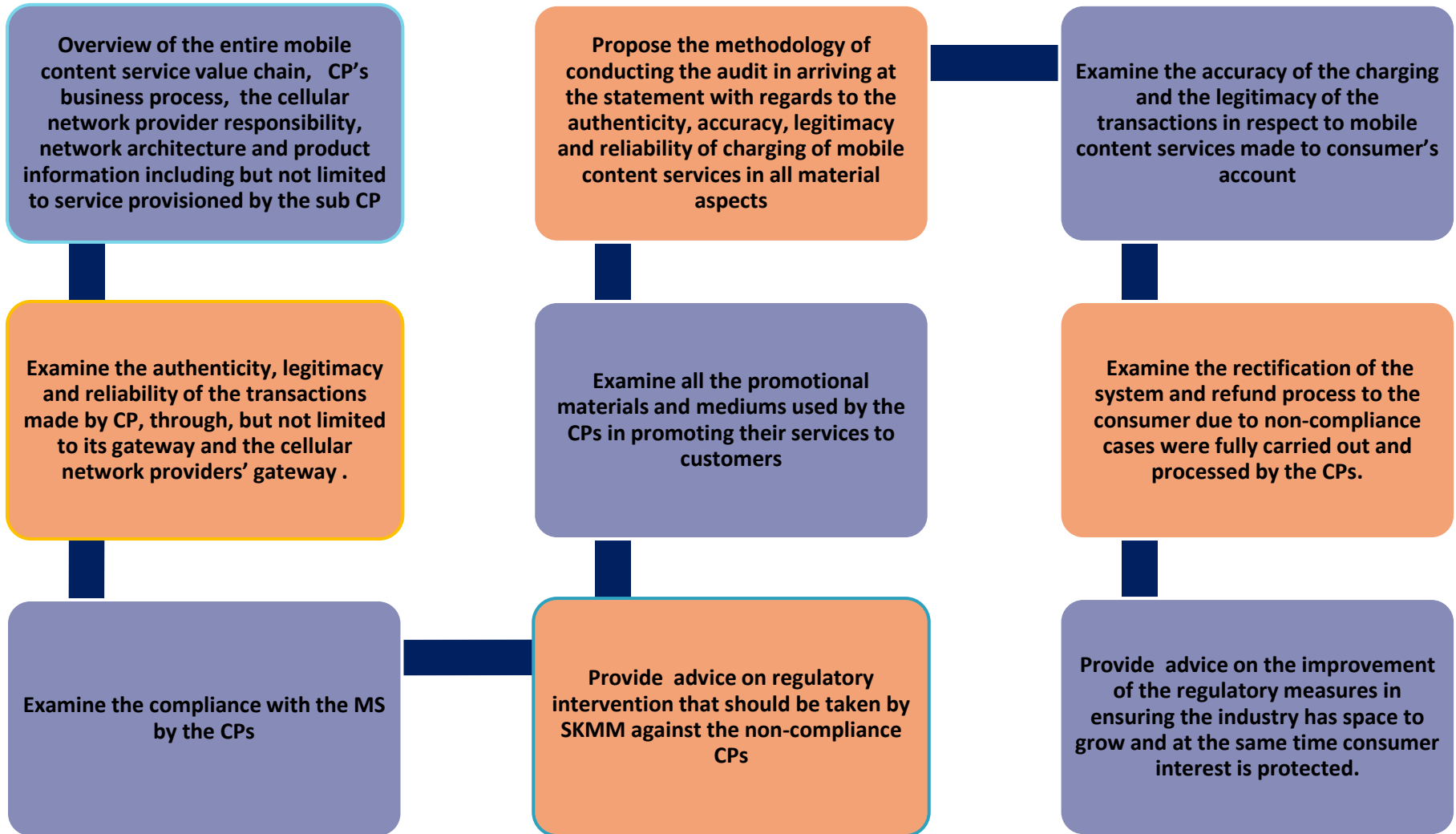
- Not aware about subscription of mobile content services
- Unauthorized phone used by 3<sup>rd</sup> party i.e. children, family member, friends.

# Action Taken on Non Compliances





# Audit Scope of Work



**Audit conducted for transactions within 2 years**

**For the purpose of this audit, 10 CPs have been selected based on the following criteria:**

- 1) Number of non-compliance committed;**
- 2) Number of complaints received; and**
- 3) Volume of transactions performed**

## Deliverables and Timelines

↶ Preliminary Report should be Submitted to SKMM by 30 May 2012

↷ Final Report should be submitted and presented to SKMM by 30 June 2012



# Thank You

Laman web [www.skmm.gov.my](http://www.skmm.gov.my)

