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Policy on Premium SMS Messaging of Largest Cell Phone Carriers

In light of recent actions taken by Verizon Wireless to prevent NARAL Pro-Choice America from engaging in an opt-in short message service (SMS) campaign, Free Press has highlighted the undemocratic premium SMS content requirements of the two largest United States cell phone carriers; Verizon Wireless and AT&T. As of April 21, 2006, the policy states:



“4.7.14.3 Multimedia/interactive - in addition to the foregoing, no content provided to subscribers of Verizon Wireless, whether in the form of games, video, web postings, chat or otherwise, may contain material of the type listed below...

- Derogatory or negative references to Verizon, Verizon Wireless or Vodafone
- Glorification or promotion of competitors to Verizon, Verizon Wireless or Vodafone

In addition to any other remedies available at law or in equity, in the event of a failure to comply with these Content Standards and Guidelines, Verizon Wireless reserves the right to remove or block access to any of the Content, by whatever means it deems necessary in its sole discretion, without notice, and/or to terminate this Agreement. There is a zero-tolerance policy for non-compliance.”



“The use of inappropriate content in SMS campaigns is not permitted. Below describes Cingular’s position on inappropriate content. Campaigns that offer inappropriate content may be terminated.

*Cingular Reserves the right to classify any material as inappropriate.”*¹ [Emphasis theirs]

¹ Information derived from Emexus US Premium SMS FAQ - US Carrier Campaign Requirements. Document available at http://www.emexus.com/Corp/media/downloads/20060424125933_Emexus%20Carrier%20Requirements%20FAQ.pdf. Emexus is “a leading global player in the field of mobile services and specializes in Mobile Marketing, Mobile Entertainment, Mobile Internet and Customized Solutions.” See <http://www.emexus.com/Corp/page/article/articleid/7>.