

Promotional Campaigns Controls

**Communications and Information Technology
Commission**

Rajab 1429 H

1- Introduction:

Due to the development of the telecommunications markets in the Kingdom, a need has emerged for controls to regulate the launch of service providers' promotional tariff campaigns, in a competitive environment, that is equitable, effective, and that will ensure the interests of both service providers and users. Hence, CITC has issued these controls.

2- Definitions:

The words and phrases shall have the meanings expressed in front of each of them, unless otherwise expressly implied by the text or the context of the phrase.

Document Promotional Campaign Controls Document

Working Days The official working days of CITC

Record The reference number and date for the reception of the promotional offer at CITC premises

Promotion Offer Service provider offer to attract users to try the service(s) under offer or subscribe to it, in order to increase sales or market share during, a specified period of time.

3- General Provisions:

3-1 Without prejudice to provisions of CITC statutes, these controls shall be applicable to all promotional tariff offers of service providers licensed by CITC.

3-2 CITC may modify this document, if needed, at any time at its own discretion, provided CITC has informed service providers of the intended modification(s), at least 30 days before the modification(s) comes into force.

4- Promotional Campaign Controls:

4-1 The completed promotional tariff notification form must be received by CITC (5) five working days before the proposed commercial introduction date. The duration of five working days shall start from the day following submission of the promotional notification form. During official holidays, the promotional notification form shall be submitted, at least five working days before the start of the official holiday.

- 4-2 The promotional tariff offer is deemed approved by CITC and can be commercially introduced, if no response is received from CITC by ordinary mail, email or fax within the specified period in article (4-1) above.
- 4-3 If a response is received from CITC within the specified period of five working days, CITC may require the service provider to do one of the following:
- a. Launch the promotional tariff offer after notifying CITC by ordinary mail, email or fax that the service provider has taken notice and/or implemented CITC comments.
 - b. Amend the promotional tariff offer and re-submit to CITC as per article (4-1).
- 4-4 The completed promotional tariff notification form shall include detailed description of the service(s) in the offer, targeted category of customers, detailed prices and start and end dates of the promotion.
- 4-5 Promotional campaigns should last no more than 90 days. If interested to extend the promotional offer, the service provider must obtain prior approval of CITC (5) five working days before the end day of the promotion. In all, the promotion period plus any extension(s) shall not exceed ninety days.
- 4-6 CITC approval is deemed cancelled if the service provider does not commercially launch the offer within (21) twenty one days of the proposed launch date. In this case, the service provider shall re-submit the promotional tariff offer for CITC approval as per article (4-1).
- 4-7 If the promotional tariff offer includes reduction in the per minute call rate, directly or indirectly, or additional free credit, then the maximum benefit period for a subscriber to enjoy is (90) days from the date of subscription to the promotional offer.
- 4-8 During any week, promotional tariff offers for each type of service (fixed, mobile, data) shall not exceed one offer per service.
- 4-9 Service providers must observe the fact that promotional offers are supposed to encourage and promote the use of new services or added value services with start and end dates appropriately selected.