Tele2 MMS Interoperability Description – Content Provider

REFERENCES

[1]   3GPP TS 23.140, 3GPP Multimedia Messaging Service (MMS) Functional
        Description

[2]   MMS Conformance Document, by Nokia and Ericsson.

GLOSSARY

CP	Content Provider (innehållsleverantör)
HTTP/SOAP	HyperText Transfer Protocol/Simple Object Access Protocol
IP	Internet Protocol
MM	Multimedia Message
MMS	Multimedia Message Service
MMSC	Multimedia Message Service Centre
OP	Operator
SMS	Short Message Service
SMS-C	Short Message Service Centre
SMPP	Short Message Peer-to-Peer Protocol

1.   INTRODUCTION

This document describes how a CP is to send Multimedia Messages to Tele2. In other
words, this is a description of the MM7 interface [1] to Tele2.

CP:s will make use of Tele2's MMSC.

Since it will be possible for subscribers to order MM's in several different ways, there is
a description of the MM7 traffic for different scenarios.

The document does not describe the billing/SMS issues of the traffic. This issue is not
within the scope of this document.

Note that HTTP/SOAP will be used as a transport protocol.

2. TRAFFIC FLOW FOR MM'S SUBMITTED BY A CP (MM7)

This traffic flow can occur in several different ways and will be described in the following sections.

(i) Ordering by SMS (Premium SMS)

This scenario occurs when a subscriber orders an MM by sending a SMS to a specific SMS-number, containing a keyword that distinguishes the MM he wants to order. This works in much the same way as ordering SMS content, such as logos or ring tones.

The MM identity and the number to which the subscriber will send his order can be found through a number of different channels, for example the Internet or advertisements in newspapers.
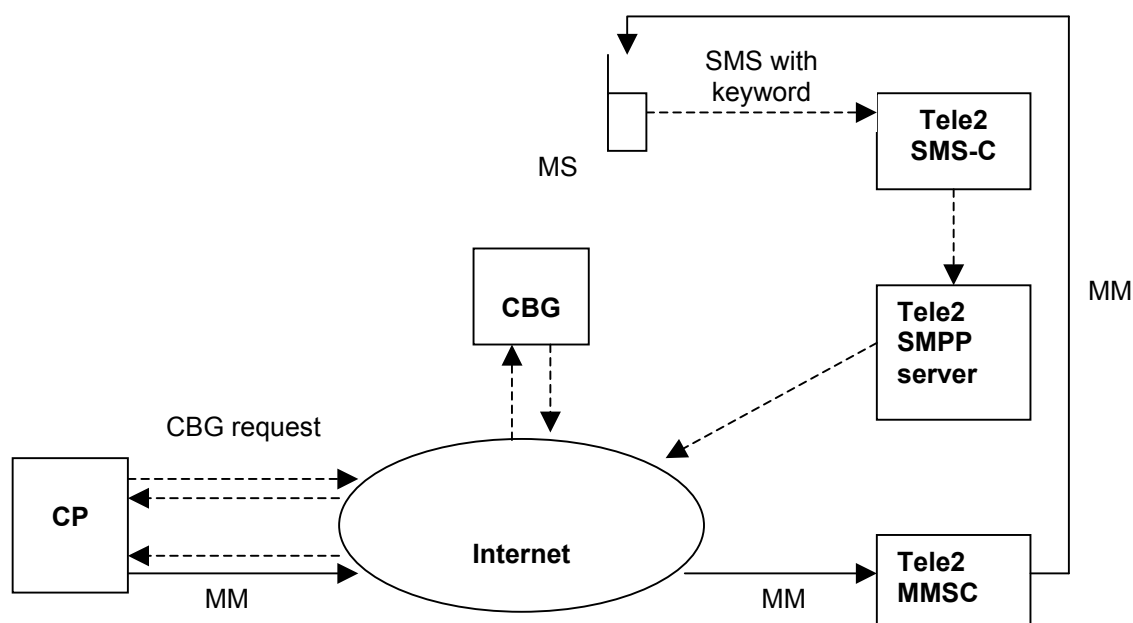
Figure 1. Ordering by SMS and billing via CBG

The traffic depicted by the dashed lines is not covered in this document.

The MM, depicted by the solid lines, shall be sent using HTTP/SOAP to Tele2's MMSC IP-address, using the format specified in [1]. The addressing of the HTTP/SOAP traffic shall also follow the 3GPP specifications. For example, the address to a Swedish Tele2 subscriber could be:

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<To><Number>4670111111</Number></To>
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<SenderAddress><Number>70000</Number></SenderAddress>
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Note that Tele2's MMSC will screen incoming HTTP/SOAP traffic in order to allow incoming traffic from trusted Content Providers only. It will therefore be necessary for Tele2 to be aware of the source of the MM.

(ii)   Ordering by using a WAP-browser

This scenario occurs when a subscriber uses a WAP-browser to browse to the content Provider's WAP-page. The subscriber will then select the MM he wants, and the MM will then be sent to the desired recipient.

This functionality will only be supported if the Content Provider has a CBG agreement with Tele2. Note that the person ordering the MM is to be billed, and *not* the recipient of the MM.

Note that Tele2's MMSC will screen incoming HTTP/SOAP traffic in order to allow incoming traffic from trusted Content Providers/operators only. It will therefore be necessary for Tele2 to be aware of the source of the MM.

(iii)   Confirmation of purchase

If applicable, the Content Provider should confirm the purchase to the end customer when the order is received. This could be done using using the short number, if the Content Provider has one or via WAP if the order is placed using WAP. The format of the confirmation should be "Tack för din beställning. Ditt MMS kommer att levereras strax. Mer info på www.comviq.se" (which translated means "Thank you for your order. Your MMS will be delivered shortly. More informaton on www.comviq.se".

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3.   MM SPECIFICATIONS

Since the MM7 architecture is open to interpretation in 3GPP's specifications, Tele2 will not specify the format of the incoming MM's at this point, other than that HTTP/SOAP is to be used as the transport protocol. However, Tele2 expect that MM's shall follow the guidelines specified by 3GPP.

It is also important to note that not all handsets available on the market at this point (autumn 2003) support all the message formats that have been specified. It is therefore advisable to follow the recommendations given by 'MMS Conformance Document' [2].