MMS Broadcast

User Manual

This document is aimed at

Grapevine administrators and Grapevine Affiliate administrators who have been provisioned to use MMS Broadcast.

Version

1.0

Document location

On Owl at /Documents/Projects/MMS Broadcast/MMS_Broadcast_User_Manual_V1_0.docx

Date

2 December 2009

Support

For assistance, please contact Grapevine: +27 21 702-3333 or email info@vine.co.za.

Feedback

Was this document useful? What can we do to make this user guide more useful and informative? Please email info@vine.co.za with your comments and feedback.

Table of Contents

Abbreviations

ASCII   American Standard Code for Information Interchange

CSV   Comma Separated Values

HTML   Hypertext Markup Language

SMIL   Synchronized Multimedia Integration Language

XML   Extensible Markup Language

1.   Introduction

1.1.   What is the purpose of this document?

This document shows how you can create and manage a Grapevine MMS Broadcast campaign. It focuses on three main areas:

- the files you will need to assemble before you can create an MMS broadcast
- the step-by-step creation of an MMS broadcast on the MMS Broadcast web application
- the creation of an MMS broadcast using Grapevine's data feed facility

We will also take a detailed look at Grapevine's SMIL file which transports and defines the content of a MMS Broadcast message. Grapevine Affiliate's will not be required to create their own SMIL files but will find it useful to understand how they are set up, particularly if you are going to make use of the Data Feed facility; the same files will need to be uploaded in an XML file as needs to be done in the web application.

1.2.   What is MMS Broadcast?

MMS Broadcast is a message broadcast application that allows you to broadcast multiple messages to your customers either via an online web application or using Grapevine's MMS Broadcast data feed facility (see 3. MMS Broadcast's data feed facility on page 18).

When you create an MMS Broadcast you will:

1. create the contents of the message you want to send and a list of recipient mobile numbers, and then
2. upload these to the MMS Broadcast application or enter the details in an XML file which you will use in an HTTP post to upload to MMS Broadcast.
3. MMS Broadcast will pass these elements to Grapevine's channel application called MMS Bulk.
4. MMS Bulk then sends the individual MMSs to the networks
5. and returns a receipt (proof of delivery) from the networks to MMS Broadcast. The receipt it returns to MMS Broadcast indicates if each message was successfully sent to the mobile phone user.
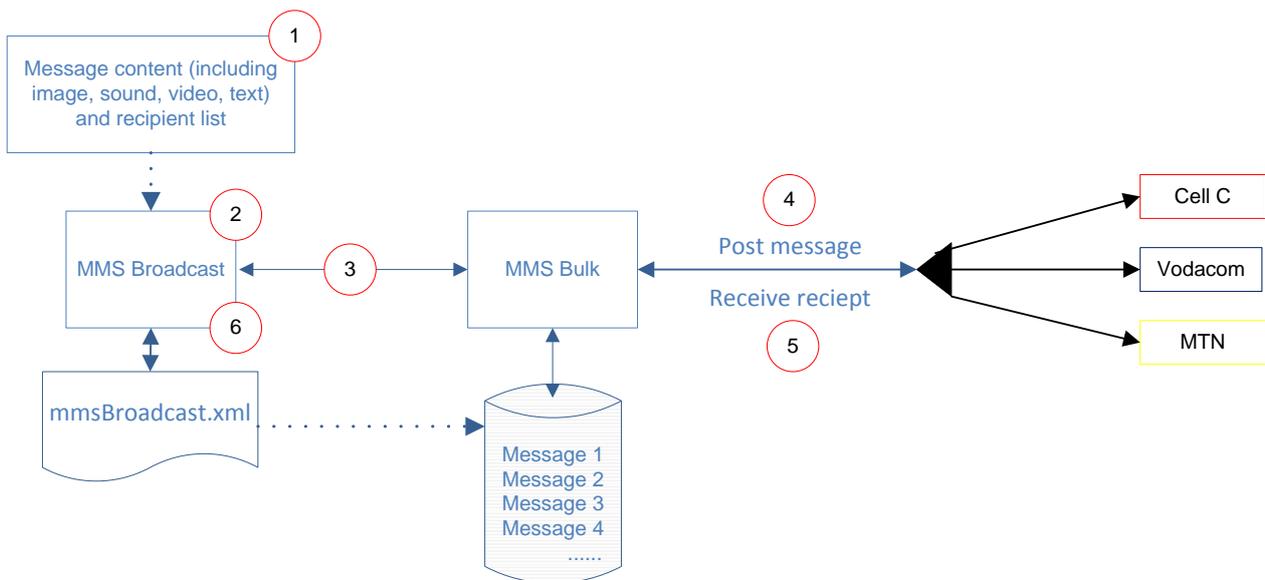6. This status can be viewed in the MMS Broadcast application.

Figure 1 – Sending an MMS Broadcast

Grapevine's MMS Broadcast uses Synchronized Multimedia Integration Language (SMIL) technology to send multimedia elements like video, text, sound bites and images to a mobile phone.

What is SMIL?
SMIL has been described as the internet's answer to PowerPoint as it can display multiple file types at the same time and define the position, sequence and duration of elements sent in a message.

SMIL is an HTML -like language written in XML. It can be edited using a simple text or XML editor. You will use a SMIL file in a specific format (we will look at an example of a Grapevine SMIL file later) to define the elements you want to include in your MMS broadcast, e.g., text, videos, sound and/ or images.

> **Notes:**
> - Grapevine's SMIL file is not necessarily representative of all SMIL files. Grapevine's SMIL file doesn't use all the presentation capabilities of SMIL. For instance, it only allows to be defined two areas on a mobile phone screen where media files can be displayed.
> - If you are an Affiliate, Grapevine will create a uniquely formatted SMIL file for your broadcast but it is useful for you to know what features are available so you can plan the format and content of your message.

1.3. Prerequisites for using MMS Broadcast

To get started with MMS Broadcast, you must be provisioned by Grapevine Interactive as an Affiliate**.** Grapevine will send you an email with the following user registration information:

- the URL for the MMS Broadcast web site
- your username and password

You can log in to the MMS Broadcast web site using the **Username** and **Password** provided in the email.

Note: Click on the **Forgotten your password?** link to request a reminder of your login details.

1.4. Logging in and the MMS Broadcast Home page

Using the URL sent to you by Grapevine when you were provisioned on the system, log in to the MMS Broadcast application. Below is a diagram of a demo Affiliate's **Home** page.

Figure 2 – MMS Broadcast Home page

- The **Available Messages** display shows you how many messages are available to be sent by your department in the current month. You will be notified if you attempt to exceed the limit you have been allocated in your agreement with Grapevine, or if you have 10% or less of your allocation left. See Appendix A - Manage Limits on page 20.
- In the **User information** section, click **logout** to exit the application, or click **[edit profile]** to change your user details. You should keep your email address updated so you can receive notifications from Grapevine.
- To navigate the application, click on the function names on the purple **Menu** bars at the top and bottom of the page.
- In the **Find Broadcast** section, you can search for your sent broadcasts.
- In the **Sent Broadcasts** section, you can view reports on the broadcasts you have sent.
- To view broadcasts that have been scheduled but not yet sent, click **Manage Scheduled**.

1.5. MMS broadcast user profiles

MMS broadcast has the following functions and permissions for specific user profiles:

Function	Permission to use		
	Administrator	Affiliate Administrator	User
View broadcasts	Yes	Yes	Yes
Send broadcast	Yes	Yes	Yes
Manage scheduled broadcasts	Yes	Yes	Yes
Manage opt-out numbers	Yes	No	No
Admin	Yes	No	No

Figure 3 – User profiles

2. The MMS Broadcast web application

To create and manage your messages in the MMS Broadcast web application, you will follow the steps below:

1. **Assemble broadcast content** - assemble the files you need to upload to the MMS Broadcast application. It is very important that the files are correctly assembled.
2. **Create your broadcast** – use MMS Broadcast to upload the broadcast files you have created.
3. **Test your broadcast** – ensure the broadcast works by sending a test message to yourself.
4. **Manage your scheduled broadcast** – change your scheduled broadcast details, e.g., re-schedule it to be sent on another day. You cannot manage broadcasts that were sent immediately.
5. **View your broadcast report** – view details of successful and unsuccessful broadcasts according to the MSISDNs to which they were sent.
6. **Manage opt-out numbers** (Grapevine administrators only) – ensure people who do not want to be sent a message from one or more affiliates are not spammed (Only Grapevine administrators may perform this function. You will need to phone Grapevine support and request the operations department add your opt-out numbers to the system).

Important: If your broadcast is unsuccessful, please ensure you have carefully followed the instructions in 2.1. Step 1 – Assemble broadcast contents.

2.1. Step 1 – Assemble broadcast content

Before creating your broadcast, you need to create the following files, where required, in a directory on your hard drive. Make sure the folder you have selected is easy to find as you will search for it in Windows Explorer when you upload your content to MMS Broadcast. We suggest you create a folder called mmsBroadcast on your C: drive.

Important:
- You must create the correct files below with the correct file extensions. These files you will compress and upload in MMS Broadcast. MMS Broadcast will decompress your file and insert the decompressed contents into the correct place in your message according to the files'

> extensions. The names of the files do **not** matter, but they **must** be correctly referenced in your SMIL file and they **must** have the correct file extensions.
> - If you're not broadcasting an image, you don't need an image file; same goes for the sound and video files. Only the text file (body of the message), SMIL file, recipient list and .zip file are mandatory.
> - You cannot broadcast a video file and a sound clip at the same time. You can, however, broadcast a sound clip with text and images.

* square brackets [] below indicate you can choose any name

| File	About	Format
Text	.txt file containing the body text of your message, e.g. a message or the WAP site URL of your company. This link can be accessed by the user by selecting it	**Name**: [mmstext].txt **Max size**: together with the subject which you will enter in the MMS Broadcast application, 160 characters and <= 30kB **Extension**: .txt
Image	Image you wish to include in your broadcast, e.g., your company logo or a prize the mobile phone user has won **Note:** You can only upload one image to MMS Broadcast but there's a trick to making it appear there is more than one by creating a .gif in Adobe Photoshop with more than one image being displayed consecutively for specified durations. How to do this is not in the scope of this document	**Name**: [imagename].gif **Max size**: <= 100kB **Extension**: .gif, .jpeg
Video	Video you wish to include in your broadcast, e.g., a congratulatory message	**Name**: [videoname].**mpeg** **Max size**: <= 300kB **Extension**: .**mpeg**, **3GP**
Sound	Sound file you wish to include in your broadcast, e.g., a congratulatory message	**Name**: [soundname].mp3 **Max size**: varies **Extension**: .mp3, .amr
SMIL	Grapevine SMIL file containing the XML describing your content (See 2.1.2 About creating a SMIL file on page 6.)	**Name**: [smilname].smil **Max size**: as per contents **Extension**: .smil
Zip	.zip file including all of files above. To create a .zip file, in the folder containing the above files, highlight the files that you wish to include, right-click and, on the context menu, select **Send to**. On the next context menu, select **Compressed (Zipped) Folder**	Name: [broadcastname].zip Extension: .zip

A recipient list also needs to be created containing the numbers to which you wish to broadcast your message, although you will upload it when you create your broadcast, not add it to the .zip file .

File	About	Format
Recipient list	.csv file containing a list of mobile phone numbers to which you wish to send your broadcast You can use Microsoft Notepad to create a recipient list. Make sure you save the file as a .csv file and not a .txt file. You can also use Excel to create a .csv file. If you do, make sure leading zeroes are not suppressed. Each mobile number must be on a new line (See 2.1.1. About creating a recipient list on page 8.)	Name: [recipientlist].csv Max size: unlimited Extension: .csv

Training example

In the example in this user guide, we have created a broadcast a message for a fictitious company called Acme Corporation, with a congratulatory audio message and a picture of the luxury cruise ship on which the lucky mobile phone users who won the competition have won a 3-day cruise.

This is what the example directory on your hard drive might look like:

acme_sound.amr   broadcast.zip   etext.txt   holiday_spec.gif   holiday_spec.smil   recipients.csv
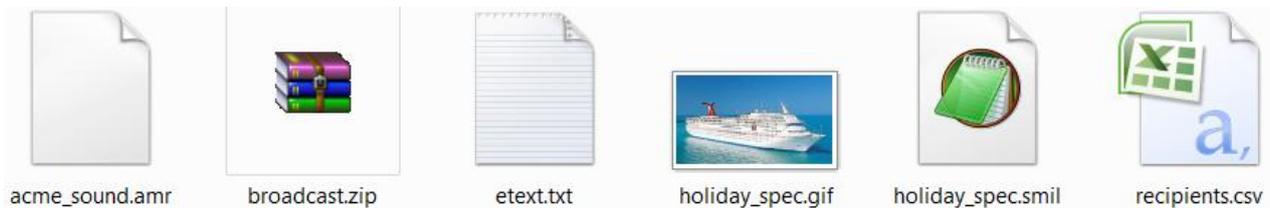
- ✓ **acme_sound.amr** – sound recording to be included in the message
- ✓ **broadcast.zip** – compressed file of all the files to be uploaded to MMS Broadcast
- ✓ **etext.txt** – message body text
- ✓ **holiday_spec.gif** – image file to be included in the message
- ✓ **holiday_spec.smil** – SMIL file containing XML describing the content to be uploaded
- ✓ **recipients.csv** – list of mobile phone numbers to which message will be sent

2.1.1.   About creating a recipient list

To upload the mobile phone numbers of the people to whom you wish to send an MMS Broadcast message, you must first create a .csv (Comma Separated Values) file containing the numbers. Each number must be on a new line. Store this file in the same directory as the other files you need to create when assembling your content.

CSV file validation
- Mobile numbers must be between 10-15 characters long
- Mobile numbers must contain digits only and may not contain spaces
- The list must be in .csv format
- Each mobile number must be on a new line
- The .csv file must be **ANSI ASCII** encoded (Windows Standard)
- The list must contain valid mobile numbers, preferably in MSISDN format (international format where the leading 0 has been replaced by the South African dialling code, 27, e.g., 078 1234567 → 27821234567). **Note:** Normally formatted numbers, e.g. 078 1234567 will be accepted
- Invalid mobile numbers will be ignored

To create a .csv file, you can use a spreadsheet program like Microsoft Excel, or a text editor like Microsoft Notepad; the latter ships with the Microsoft operating system.

> **Note:** Make sure if you use Excel and are creating numbers with leading zeroes (as opposed to MSISDNs), that Excel displays these. If you don't, they won't be picked up when you save the file as a .csv file as opposed to an .xls file. See Appendix B – Displaying leading zeroes in Excel on page 22.

2.1.2. About creating a SMIL file

You can view more examples and a detailed analysis of SMIL files in Appendix C - SMIL file examples.

2.1.2.1. SMIL file overview

Grapevine uses Synchronized Multimedia Integration Language (SMIL) to send multimedia elements like video, text, sound bites and images to a mobile phone. SMIL has been described as the internet's answer to PowerPoint as it can display multiple file types at the same time and define the position, sequence and duration of elements sent in a message.

SMIL is written in XML using a text or XML editor. A SMIL file in a specific format is required to define the elements you want to include in your MMS broadcast, e.g., text, sound, a video and/ or images.

> **Notes:**
> - Grapevine's SMIL file is not necessarily representative of all SMIL files. Grapevine's SMIL file doesn't use all the presentation capabilities of SMIL. For instance, it only allows two areas on a mobile phone screen to be defined where media files can be displayed.
> - The media files broadcast to a mobile phone need to be compatible with the medium and so the design of the broadcast should be carefully planned. For instance, you need to decide if you want to display your message in Landscape or Portrait layout.

2.1.2.2. The structure and content of an MMS Broadcast message

The structure and content of an MMS Broadcast message is defined by the SMIL file – the location of the content files, their placement on the screen and the duration for which they will be displayed. It consists of a slideshow which is a succession of pages. Each slide (page) in the slideshow that is displayed on a mobiile phone screen contains a maximum of two regions. Regions are areas on the screen that display a media file: text, video or image. In Landscape view, there are left and right regions; in Portrait view, there are top and bottom regions. A region defined as a text region may only contain text; a region defined as an image region may only contain an image or a video.

In Figure 4 below you can see how a mobile phone screen is divided into regions. Each slide in a slideshow contains the content for the regions that will be played or displayed on the screen.
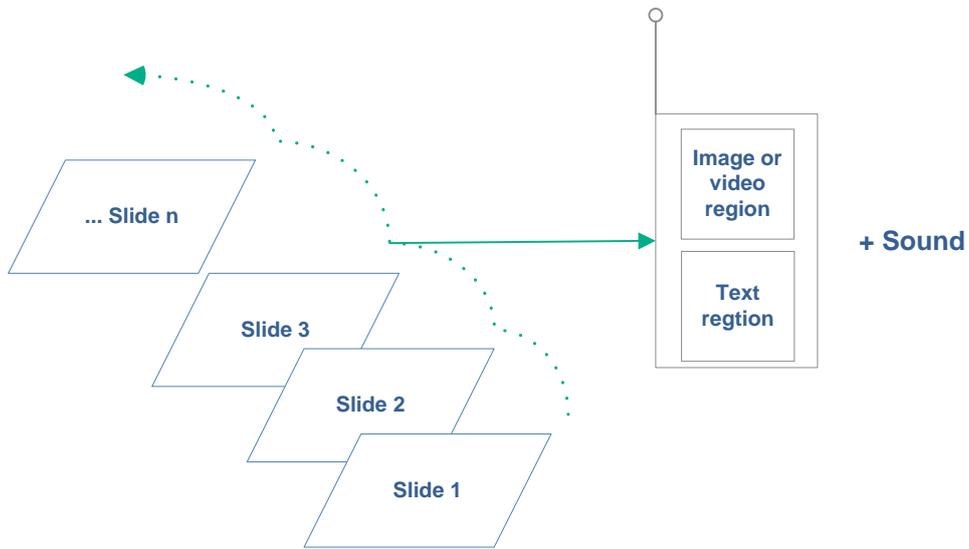
Figure 4 – Structure of an MMS broadcast message

2.1.2.3. Example SMIL file

Below is an example Grapevine SMIL file, called holiday_spec.smil, that incorporates the image, text and sound bite we've used in the training example. You can view other examples and a detailed analysis of sample SMIL files in Appendix C - SMIL file examples.

The regions are defined using the **layout** tag. In the example, the image for this message will appear at the top of the screen and the text will appear at the bottom. The specific file that will be displayed are described using the **par** tag. Par stands for parallel and means that the text and image will be displayed at the same time. Audio is an accompaniment; it is not located in a region.

```
<smil>
        <head>
                <layout><root-layout />
                            <region id="Image" />
                            <region id="Text" />
                </layout>
        </head>
        <body>
                <par>
                        <audio src="acme_congratulations.amr" type="amr"/>
                        <text src="etext.txt" region="Text"/>
                        <img src="holiday_spec.gif" region="Image"/>
                </par>
        </body>
</smil>
```

Figure 5 –SMIL file example

Important: SMIL files can include many different attributes; these include defining the size of the regions, the size of the screen, the duration of the slide and the fit of the media file on the screen if the file dimensions are unexpected. If you omit attributes, the mobile phone will use default settings but it is important to test your broadcast to pre-empt unexpected results.

2.1.2.4. SMIL tags

Tag	Description

<smil>	Tag that delimits the content of the SMIL file and indicates this **is** a SMIL file. This tag is mandatory
<head>	Root element for the **layout** tag
<layout>	Defines the default size and dimensions of the mobile phone screen and identifies the regions and their dimensions (optional). Whichever region is listed first will be displayed at the top of screen
<root-layout>	This tag defines the entire screen size of the mobile phone
<body>	This tag describes the content of the MMS message (the files to be displayed) and is mandatory
<par>	Abbreviation for parallel. This tag indicates regions will display or play in parallel (at the same time)
<seq>	Abbreviation for sequence. This tag indicates regions will display or play one after the other in the order they are listed
<img src>	Name of the image file
<text src>	Name of the text file
<audio src>	Name of the audio file
Attribute	**Description**
<region id>	Defines whether a region is a text region, or an image or video region
<region>	Defines a region, which is an area on the mobile phone screen where either text, or an image or a video will be displayed. A region can be either text or image (image includes still images and video)
<dur>	Duration of an audio file in milliseconds (start and end times may also be defined)
<type>	Defines the type of video or sound file

> **Notes:**
> - You can give your SMIL file any name but it must have the .smil extension.
> - The examples we have used are examples only. Tags and attributes may differ depending on how you set up your message.
> - Each slide can contain different media files but the slides in one message must have the same layout. When you display text and image, you can include an audio file. You can't include an audio file when you display a video.
> - Because there is such a disparity in the size of mobile phone screens, planning the layout is important. The **root-layout** tag in the SMIL file is the default screen size. It can be overridden by coding the maximum height and width of the two regions – text and image – using the **layout** tag.
> - You cannot play one sound file over a number of slides; you need to split the sound file up or concatenate the images and play a video instead.

2.2.　　Step 2 – Create your broadcast

To create an MMS broadcast:

1. Click **Send Broadcast** on the purple **Menu** bar.
2. On the **Send Broadcast page**, enter a **Broadcast name**. This is the name that identifies the campaign to the MMS Broadcast application. It is not the subject of the broadcast that the mobile phone user will see.

3. In the **Subject** text box, type the subject of the MMS broadcast.

> **Note:** The subject and body text of the message can comprise a maximum of 160 characters in total.

4. In the **Upload content** text box, click **Browse** to search your hard drive for the compressed (.zip) file of the content you want to upload. In Windows Explorer, select your file and click **Open**.
5. In the Upload a list of recipients box, click **Browse** to search your hard drive for the .csv file of the recipients you want to upload. In Windows Explorer, select your file and click **Open**.
6. Select **Send immediately** to broadcast the MMS straightaway, or select **Schedule for later** and choose a date in the future on which to send the broadcast. Use the **Date picker** to select a date, and the **Time** drop-down list to select a time to send the broadcast .
7. Click **Continue**.
8. In the **Confirm Broadcast** section, to test your broadcast, click **Test Broadcast**, else, to send your broadcast, click **Submit.** If your message has been scheduled for a date in the future it will be submitted to a queue.

7. If you have not chosen to test your broadcast, you will receive a message **Broadcast successfully created!** Click **OK**. If you have chosen to test your broadcast, see 2.3. Step 3 – Test your broadcast on page 13.

9. If you have not chosen to test your broadcast, and if you have scheduled your broadcast to be sent at a later date, click **Manage Scheduled** on the purple **Menu** bar else, click **Home**, also on the purple **Menu** bar, to view the statuses of the messages in your sent broadcast.

Important: If your broadcast is unsuccessful, check that your files have the right file extensions and that references to these files are correct in the SMIL file.

2.3.   Step 3 – Test your broadcast

You can test your broadcast in the process of creating it, or you can test scheduled broadcasts after they have been submitted to MMS Broadcast.

To test your broadcast in the process of creating it:

1. **After** creating your broadcast, in the **Confirm Broadcast** section, click **Test Broadcast**.

2. In the **Test Broadcast** dialog box, enter the mobile numbers you want to test, separating each number with a comma, and click **Send Test**.

> **Note:** It is recommended you send the broadcast to yourself as a test.

3. If the message was sent successfully, you will receive a **Test Successful!** message. Click **OK**.
4. In the **Confirm Broadcast** section, click **Submit**.

Send Broadcast

CONFIRM BROADCAST	
Affiliate:	Grapevine Interactive - ZZZ022
Broadcast name:	cruise
Schedule:	2009-12-22 11:34
	Amend Submit Test Broadcast Cancel

5. You will receive a message **Broadcast successfully created!** Click **OK**.
6. If you have scheduled your broadcast to be sent at a later date, click **Manage Scheduled** on the purple **Menu** bar, else, to view the statuses of the messages in your sent broadcast, click **Home,** also on the purple **Menu** bar.

> **Important:** If your broadcast is unsuccessful, check that your files have the right file extensions and that references to these files are correct in the SMIL file.

To test your scheduled broadcasts that has been submitted to MMS Broadcast:

1. After creating your scheduled broadcast, click **Manage Scheduled** on the purple **Menu** bar.
2. Find the broadcast you wish to test (see 2.4.1. Find your scheduled broadcast on page 15).
3. Next to the broadcast you wish to test, in the **ACTION** column, click **Test Broadcast**.
4. In the **Test Broadcast** dialog box, enter the mobile numbers you want to test, separating each number with a comma, and then click **Send Test**.

TEST BROADCAST

Enter mobile number(s):

27731234567,27821234567

Separate each number with a comma.

Send Test   Cancel   **15**

> **Note:** It is recommended you send the broadcast to yourself as a test.

5. If the message was sent successfully, you will receive a **Test Successful!** message. Click **OK**.

> **Important:** If your broadcast is unsuccessful, check that your files have the right file extensions and that references to these files are correct in the SMIL file.

## 2.4.	Step 4 – Manage your scheduled broadcast

On the **Manage Scheduled** page, you can:

1. Find your scheduled broadcast
2. Test your scheduled broadcast
3. Amend the time you wish to send your scheduled broadcast
4. Delete your scheduled broadcast

To view your scheduled broadcast(s):

- On the purple **Menu** bar, click **Manage Scheduled**.

### 2.4.1.	Find your scheduled broadcast

To find your scheduled broadcast:

1. On the purple **Menu** bar, click **Manage Scheduled**.
2. On the **Manage Scheduled** page, select a search element from the drop-down list, enter the name of your broadcast in the search text box and then click **Search**.

### 2.4.2.	Test your scheduled broadcast

1. After creating your scheduled broadcast, click **Manage Scheduled** on the purple **Menu** bar.
2. Find the broadcast you wish to test (see 2.4.1 Find your scheduled broadcast on page 15).
3. On the **Manage Scheduled** page, in the **ACTION** column of your scheduled broadcast, click **Test Broadcast**.
4. In the **Test Broadcast** dialog box, enter the mobile phone numbers you wish to test, separated by a comma. Click **Send Test**.

### 2.4.3.	Amend the time you wish to send your scheduled broadcast

1. After creating your scheduled broadcast, click **Manage Scheduled** on the purple **Menu** bar.
2. Find the broadcast you wish to amend (see 2.4.1 Find your scheduled broadcast on page 15).
3. On the **Manage Scheduled** page, in the **ACTION** column of your scheduled broadcast, click **Edit**.
4. In the **Broadcast Schedule** section, change the date and/ or time of the broadcast using the **Date picker** 🗓️ and **Time** drop-down list ⬚08:00▼ .
5. Click **Save**.

### 2.4.4.	Delete your scheduled broadcast

1. After creating your scheduled broadcast, click **Manage Scheduled** on the purple **Menu** bar.
2. Find the broadcast you wish to delete (see 2.4.1 Find your scheduled broadcast on page 15).
3. On the **Manage Scheduled** page, in the **ACTION** column of your scheduled broadcast, click **Delete**.
4. In the confirmation dialog box, click **OK**.

## 2.5.	Step 5 – View your broadcast report

To view a report of your broadcast:

1. On the purple **Menu** bar, click **Home**.
2. Next to your broadcast, click **Reports**.
3. On the **Send Broadcast Details** page, you can view details of the success of your broadcast, including delivery statistics and the status of each broadcast.

Status	Description
Successful	Means the message has been sent to the network and a delivery receipt has been received by Grapevine indicating the message was delivered successfully
Pending	Means the message has been sent to the network but a delivery receipt has not yet been received by Grapevine
Expired	Means the message expired before it could reach the mobile phone to which it was sent
Failed	Means the phone could not be contacted, e.g., the Inbox was full
Opted out	Means the user of the mobile phone number has opted not to receive communication from your company. These numbers are set up in MMS Broadcast manually by Grapevine. You can contact Grapevine support if you wish us to set up opt-out numbers for your customers

2.6.   Step 6 – Manage opt-out numbers (Grapevine administrators only)

An opt-out is a mobile phone number that belongs to a user who does not wish to receive MMS broadcasts from one or more affiliates. The **Opt-out** function in MMS Broadcast allows you to view, find, add and remove opt-out numbers.

> **Note:** This option is only available to Grapevine administrators. Please contact Grapevine support if you wish to add opt-out numbers to the MMS Broadcast system.

To view the opt-out numbers page:

- Click **Opt-out Numbers** on the purple **Menu** bar.

2.6.1.   Find an opt-out number

To find an opt-out number:

1. Click **Opt-out Numbers** on the purple **Menu** bar.
2. On the **Opt-out Numbers** page, select a search element from the drop-down list, enter a search string, and then click **Search**. Your results will be displayed in the **Search results** section.

Search Results (Affiliate - grapevine)...

2 items found, displaying all items.   1

RECIPIENT	AFFILIATE	OPT-OUT DATE	ACTION
27766107977	Grapevine Interactive	2009-12-14 15:00	Remove
27718970125	Grapevine Interactive	2009-12-18 11:47	Remove

Export options: 🖉 CSV | 🇽 Excel | ◇ XML

> **Note:** On this page, you can remove a number from the list of results or you can export the results to a CSV, Excel or XML file in the **Export options** section.

2.6.2. Add an opt-out number

To add an opt-out number:

1. Click **Opt-out Numbers** on the purple **Menu** bar.
2. On the **Opt-out Numbers** page, click **Add an Opt-out number** at the top of the page.

OPT-OUT Recipient

Mobile Number:* [   ]

Please select which affiliate the number must be opted out from (1 or All).

Affiliate:*   ○ All

○ Affiliate [Acme Corporation ▼]

[Opt Out] [Cancel]

* = required

2. In the **OPT-OUT Recipient** section, in the **Mobile Number** text box, enter the mobile number of the mobile phone user who wishes to opt-out of receiving MMS Broadcasts.
3. Select which Affiliate's campaigns the number must be opted out from, or select **All**. If you select a specific Affiliate and if on their list of recipients, the mobile phone user will still receive broadcasts from other Affiliates.
4. Click **Opt Out**.

2.6.3. Remove an opt-out number

To remove an opt-out number:

1. Click Opt-out Numbers on the purple **Menu** bar.
2. On the **Opt-out Numbers** page, find the opt-out number you wish to remove (see 2.6.1 Find an opt-out number on page 16).
3. In the **Search results** section, next to the opt-out number you wish to remove, in the **ACTION** column, click **Remove**.

3.   MMS Broadcast's data feed facility

Following is the XML you will need if you use MMS Broadcast's data feed facility. In works on the same principles as the online broadcast.

> **Important:** Before you edit this XML you will have to assemble the content you are going to send to MMS Broadcast (see 2.1. Step 1 – Assemble broadcast content on page 6). You will also have to get the binary code for the zip file you create in Step 1 and insert it between the opening <content> and closing </content> tags below.

You will need to enter data between the tags underlined below:

<mmsBroadcastDatefeedRequest>

        <username>laura</username>
        <authenticationCode>3QTCN77QQ</authenticationCode>

        <campaignData>
            <name>Cruise</name>
            <startDate>2010-01-13T09:30:00</startDate>
            <subject>Let's go sailing</subject>
        </campaignData>
        <recipientsList>
                        <recipient>27825540215</recipient>
                        <recipient>27825540216</recipient>
                        <recipient>27825540217</recipient>
                        <recipient>27825540218</recipient>
  </recipientsList>

<content><![CDATA[UEsDBAoAAgAAANROkTqyUQWjKAAAACgAAAALAAAAc3ViamVjdC50eHRUZXN0IE1N UyAoR3JhY2UpIEVzdGXpIExhdWRlciBHaWZ0IFRpbWUuUEsDBBQAAgAIANhRSDmbllv/uQAAACsBAAALAA AARWRnYXJzLnNtaWxNj7EOwiAUReea+A/k7RR1cnjYqRoTxzoblCeSlGKgGvv3tqU1bpfcnHN5WHxczd4Uov WNhHW+AkbNzWvbGAnnas+3UOyWiwyjs/UQMnyQ0mPKsFadf7U7DN63PD2YSF2GgUwvZVZLODplCPpqK BIqJnZUip8Tr153k/2pwuyyzrAYbhIOFS+1USHyTW7sHVha+ZuYCPXS1icmAZcytkSXU19QyJULwNruSRLGOHE YW1yVJ1lXFTP98d36WbpZmkQQUIJcRQQkBJJkZDukpSOXboFpJEGKQORbqSku7sbFkSk+e/39+y/D3jAeZ17Z +7MOefzvjszy84qraJBAOJpqqJstPSEQ6NZ3CPqqDgPz/D3jh7pPYPqb6/6p+iH4k4zOmCASAlGFvrGZhHmtatlSCK FbZ/8mKb58e7qz23v4HMadP+J402Q5CKoIwRDN32opyxxaaQv9ZUAb6HkkBhrLArg4H+O5/1wfl/L6/LhRNT +8OGuPj0EJUWhZllbfjFaDrCwMxV8u0lXjgJ55wQvm AwAQAAcoQBAAAA]]></content>

</mmsBroadcastDatefeedRequest>

> **Note:** The XML used to transmit data between MMS Broadcast and MMS Bulk is only used by Grapevine administrators and is not documented here.

4. Admin function – resend billing details (Grapevine administrators only)

To resend billing details for MMS Broadcast to the Grapevine accounts department:

1. Click **Admin**.
2. Select the month and year from the drop-down lists for which you wish to execute the report.
3. Click **Execute Report**.

5. FAQs

5.1. What happens when my image or video file is too big for the screen?

Some phones are set to resize images automatically but you can use the root-layout tag to specify the size of the screen which should be small enough for the most compact phone to display. Contact Grapevine support for advice on sizing your files.

5.2. I am having trouble uploading my campaign files

You must create the correct files with the correct file extensions. These files you will compress and upload in MMS Broadcast. MMS Broadcast will decompress your file and insert the decompressed contents into the correct place in your message according to the files' extensions. The names of the files do **not** matter, but they **must** be correctly referenced in your SMIL file and they **must** have the correct file extensions. If you're not broadcasting an image, you don't need an image file; same goes for the sound and video files. Only the text file (body of the message), recipient list, SMIL file and .zip file are mandatory. See 2.1 Step 1 – Assemble broadcast content on page 6.

5.3. I can't upload a .rar file

MMS Broadcast only allows you to upload specific file formats. You can only, for instance, upload a .zip compressed file and not a .rar compressed file. The same principle is applicable to media file formats. See 2.1. Step 1 – Assemble broadcast content on page 6.

5.4. One of my clients does not wish to receive MMS Broadcast messages

You can use the Op-out Numbers feature to ensure selected recipients do not receive MMS Broadcast messages. Contact Grapevine support to add the relevant numbers to the list of opt-out numbers for your company.

5.5. My messages are not being transmitted.

Check that you have not exceeded your message limit for the month. See Appendix A – About message limits on page 20.

Appendix A - About message limits

What is a message limit?

A message limit is the total number of messages (e.g., MMS Broadcast recorded messages) that can be sent in a month by Affiliate users who have permission to use a specific Grapevine product (like MMS Broadcast). Each user is associated with a department that is in turn associated with a particular Affiliate. A message limit prevents department users from sending more messages than are available for their department in terms of their Affiliate's agreement with Grapevine.

Every time a message recording is set up by a user in a department, the number of messages that are requested to be sent is subtracted from the balance of available messages. If there are insufficient available messages, the recording is rescheduled and the affected parties (the Affiliate's department head, the Affiliate's support department and the user) are notified.

How do you know how many messages are left?

The balance of available messages for a department is displayed in the top right corner of the product's web application. All users in an Affiliate department who have permission to use this product can see this number.
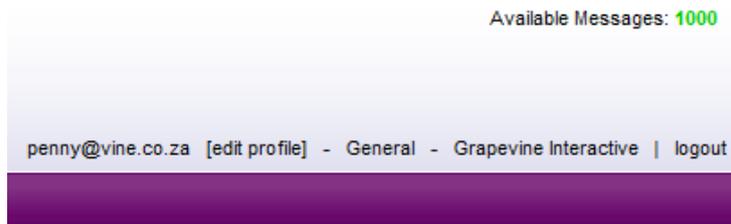

Figure 6 – Available messages

How are message limits set?

Message limits are set by Grapevine's operations department. These limits are set according to the agreement between Grapevine and the Affiliate. In consultation with Grapevine, these limits can be changed at any time in order to cater for different campaign requirements. If an Affiliate department knows it will be sending more messages than have been paid for in any one month, they can ask Grapevine to increase their limit for the month.
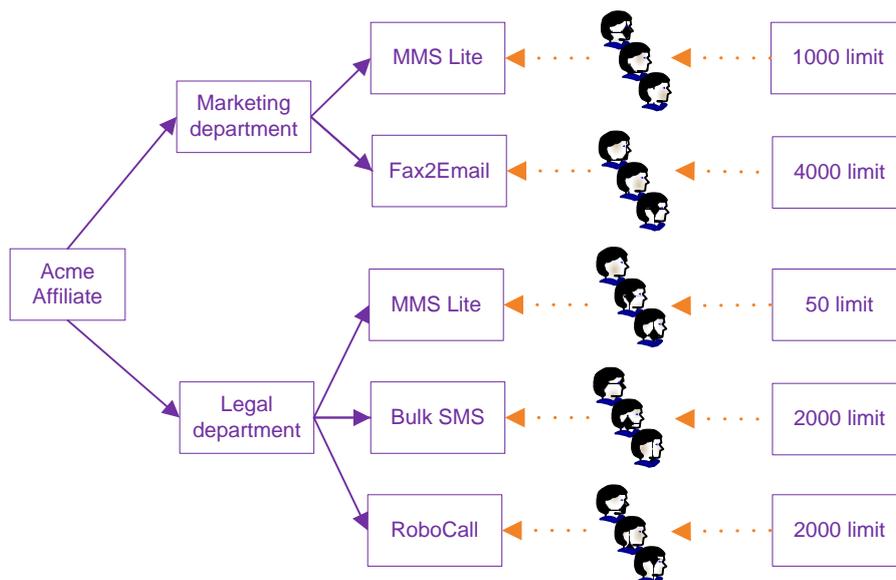

Figure 7 – Message limits are set by Grapevine's support department as per agreement with Affiliates

What happens when message limits are exceeded?

A message limit is exceeded when a message broadcast (e.g. an MMS Broadcast campaign) is set up and the number of messages that are required to be sent **exceeds** the balance of messages available to the Affiliate department. For example, if a broadcast is intended to be sent to 100 people and the Affiliate department only has a balance of 80 available messages left, all 100 messages will be rescheduled to be automatically sent when the message limit has been renewed. (Message limits for all Affiliates are renewed each month, usually on the first of the month.) In this scenario, all affected parties are notified via Grapevine.

> **Important**: It is **not** the case that 80 messages will be sent and 20 rescheduled.

When a messaging recording is created and scheduled, but sending the recording will exceed the message limit set for a product in a particular department, four notifications are sent out:

- **Limit exceeded (sms sent to department head) -** An SMS is sent by Grapevine on behalf of the Affiliate to the Affiliate's department head. This SMS notifies the department head to expect an email with more details.
- **Limit exceeded (email sent to department head)** - An email is sent by Grapevine on behalf of the Affiliate to the Affiliate's department head. This email notifies the department head that all scheduled message campaigns will only be sent once the message limit is automatically renewed, normally at the beginning of each month.
- **Limit exceeded (email sent to user)** An email is sent by Grapevine on behalf of the Affiliate to the departmental user who set up the message recording that exceeded the product's message limit. This email notifies the user that the monthly message limit has been exceeded and that the message campaign will only be sent when the monthly message limit is renewed, normally at the beginning of the month.
- **Limit exceeded (email sent to Affiliate support department)** - An email is sent to the Affiliate's support department by Grapevine when the message limit for a product used by a department has been exceeded. This email requests the support department ensures all affected parties, e.g., the Affiliate department's head, are aware of the issue.

What is a message threshold?

A message threshold is 10% or less of the total number of messages allocated to a product in an Affiliate department. For example, an Affiliate department may be allocated 1000 messages per month for the use of MMS Broadcast. When a MMS Broadcast campaign is set up and there are 100 or less messages available to the department but the message limit is not exceeded, the Affiliate contact person will be notified by email.

If new message campaigns are set up that continue to reach the message threshold but the message limit is not exceeded, the Affiliate contact person will be notified each time the threshold is reached.

What happens when a message threshold is reached?

When a message threshold is reached, it means that a department has 10% or less of its message allocation left for the month, and a warning message is sent out by Grapevine to the Affiliate contact person:

- **Message threshold reached (email sent to department contact person)** - An email is sent by Grapevine to the department contact person. This email notifies the department contact person that the message threshold for a product has been reached, but that the message limit will be automatically renewed each month, usually on the first of the month.

Appendix B - Displaying leading zeroes in Excel

To create a custom number format that keeps leading zeros intact:

1. Select the cell(s) in which you must show leading zeros, such as the column in which you're storing phone numbers.
2. Press [Ctrl] + 1 to open the **Format Cells** dialog box.
3. Select **Custom** from the **Category** list box.
4. In the **Type** text box, enter 0000000000. This forces Excel to display ten digits.
5. Click OK to apply the change.

Now when you type a number in your newly formatted cells that starts with a zero, Excel preserves the zero instead of automatically hiding it.

Appendix C - SMIL file examples

```
<smil>
   <head>
  <meta name="title" content="mms" />
  <meta name="author" content="John Smith" />
  <layout> <! --This an "landscape" screen (2*qcif)-->
    A. <root-layout width="352" height="144"/>
    B.  <region id="Image" width="176" height="144"  left="0" top="0" />
    <region id="Text" width="176" height="144" left="176" top
    ="0"/>
 </layout>
<!-- <layout> // This is a "portrait" screen -->
<!-- <root-layout width="176" height="216"/> -->
<!-- <region id="Image" width="176" height="144" left="0" top="0" /> -->
<!-- <region id="Text" width="176" height="72" left="0" top ="144"/> -->
<!-- </layout> -->
   </head>
   <body>
    <par> A.
      <par dur = "8000ms"> B.
      <img src = "FirstImage.jpg" region="Image" />
      <text src = "FirstText.txt" region="Text" /> C.
      <audio src = "FirstSound.amr"/> D.
    </par>
      <par dur = "7000ms" >
     <img src = "SecondImage.jpg" region="Image" />
     <text src = "SecondText.txt" region="Text" />
     <audio src = "SecondSound.amr"/>
    </par>
    <par dur = "4000ms" >
      <img src = "ThirdImage.jpg" region="Image"/>
      <text src = "ThirdText.txt" region="Text"/>
      <audio src = "ThirdSound.amr"/>
    </par>
   </body>
</smil>
```

A. The **root-layout** tag defines the size of the entire screen. The tag is optional.
B. The **region id** tag defines the regions on the screen (areas where files will be displayed or played). The **width**, **height**, **left** and **top** attributes describe the specific region dimensions. The attributes are optional.

* If you don't enter attributes, the mobile phone will auto-calculate dimensions according to the size of the media file.

A. Each **par** tag represents a slide and contains information about the media files on the slide. It indicates the media are played in parallel.
B. The **dur** attribute defines the duration of the slide in milliseconds.
C. Each slide (representing a page in the message) in a Grapevine SMIL can contain only two regions (areas on the mobile phone where media files are displayed or played) – **Image** and **Text**. The text region may only contain a text file and the image region can only contain a video or image file. Regions are defined by the **layout** tag at the beginning of the SMIL file.
D. Audio files are not identified by region. They also cannot be included on slides that already contain a video file.

* **src** stands for source – the name of the media file which is included in the zip file you need to upload in MMS Broadcast

Figure 8 – A message containing text, image and audio content

```
<smil>
  <head>
   <layout>
     A. <root-layout height="200" width="176" />
     B.  <region id="Image" height="144" width="176" />
        <region id="Text" height="56" width="176" fit="scroll" />
   </layout>
  </head>
<body>
  C. <par>
  D. <par dur="20000ms">
  E. <video src="videoclipname.3gp" region="Image" />
     <text src="Text1.txt" region="Text" />
  </par>
   <par dur="2000ms">
    <img src="image.gif" region="Image" />
    <text src="cid:Text2" region="Text" />
   </par>
 </body>
</smil>
```

A. The **root-layout** tag defines the size of the entire screen. The tag is optional.
B. The **region id** tag defines the regions on the screen (areas where files will be displayed or played). The **width**, **height**, **left** and **top** attributes describe the specific region dimensions. The attributes are optional.

* If you don't enter attributes, the mobile phone will auto-calculate dimensions according to the size of the media file.

C. Each **par** tag represents a slide and contains information about the media files on the slide. It indicates the media are played in parallel.
D. The **dur** attribute defines the duration of the slide in milliseconds.
E.   Each slide (representing a page in the message) in a Grapevine SMIL can contain only two regions (areas on the mobile phone where media files are displayed or played) – **Image** and **Text**. The text region may only contain a text file and the image region can only contain a video or image file. Regions are defined by the **layout** tag at the beginning of the SMIL file.

* **src** stands for source – the name of the media file which is included in the zip file you need to upload in MMS Broadcast

Figure 9 — A message containing a video clip

Support

Important: If your broadcast is unsuccessful, please ensure you have carefully followed the instructions in 2.1 Step 1 – Assemble broadcast content.

If you need assistance, please ensure you have all the details of what you were doing in MMS Broadcast so that a support consultant can help you.

For assistance, please contact Grapevine: phone +27 21 702-3333 or email info@vine.co.za.