

Become an IP

An Information Provider (IP) is someone who generates calls on premium rate numbers, through advertising. The simplest and easiest way to invest in the Premium Rate market is to become an Information Provider.

It is a business opportunity that can be made to work without investing in an office, equipment, computers or employees. We create, design and manage the services, ready for you to promote.

Datapro Services is a Service Provider (SP). This means we provide terminating services for premium rate numbers and premium SMS.

We can also supply the numbers, which are available in a wide variety of domestic and international tariffs. Your choice of numbers will depend on the tariff (the rate per minute) and where you intend to advertise them.

ICSTIS (The governing body for premium rate) have strict regulations separating adult-only 0909 (or 08) number ranges, which are reserved for top-shelf magazines, and 0906 (or 05) number ranges for more generally available publications such as daily newspapers.

We can help you to choose the right number ranges and the services for the type of advertising you want.

You can choose which service to allocate to each of your numbers. You may use one of our existing off-the-shelf services or we can tailor a service to your own requirements.

We handle all the technical side of administering the numbers and running the services, to offer a simple and affordable entry route into the Premium Rate market.

All you have to do is advertise, and we can even help you with that!

The Money

The customer who makes a premium rate call is charged on their phone bill (usually by BT or a cable company).

This includes VAT, so for a £1/min call the caller actually pays about 85.1p per minute plus VAT

All of the telephone companies whose networks were used to route the call keep a small proportion of the amount charged to the caller. The balance is then passed on to the next telephone company.

If this is a number provided by Datapro Services, the telephone company that supplies us pays us the remaining balance. We then pay out a proportion of the revenue to the IP who advertised the number.

We have negotiated competitive rates so that we can pay out the maximum IP revenue possible.

This makes life much easier for you as an IP!