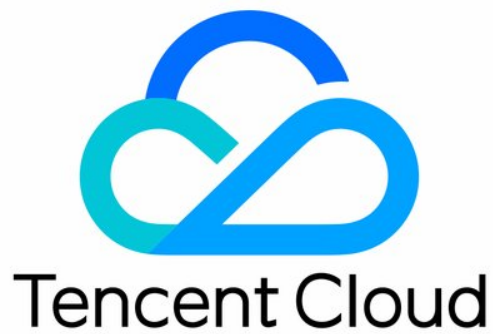


Instant Messaging Purchase Guide Product Documentation



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Purchase Guide

Billing Overview

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Billing Method

Instant Messaging (IM) is pay-as-you-go on a monthly billing cycle.

- Fees are billed by calendar month. Fees incurred within a calendar month will be deducted on the 1st to 3rd day of the next month.

Basic Services

We offer three different IM plans, the Trial Edition, Pro Edition, and Flagship Edition. Applications will be assigned the free Trial Edition by default. You can select the plan that best suit your business needs.

The following table compares the features of the different editions:

Feature	Trial Edition	Pro Edition	Flagship Edition
Global coverage	Supported	Supported	Supported
Maximum users	100	Unlimited	Unlimited
Maximum friends for a single user	20	3,000	3,000
Maximum groups a single user can join	50	500	1,000
Maximum members in a group (private group, public group, or chat room)	20	200	Private group: 200 Public group and chat room: 2,000
Maximum number of audio-video chat rooms that can be created	10	50	Unlimited
Maximum net increase in group quantity per day	10,000	10,000	10,000

Feature	Trial Edition	Pro Edition	Flagship Edition
Free retention period of historical messages	7 days	7 days	30 days
Quota of free daily active users (DAU)	100/month	10,000/month	10,000/month
Free peak group count	100,000/month	100,000/month	100,000/month

- **Maximum number of audio-video chat rooms that can be created:** indicates the total number of audio-video chat rooms that can be created by all users in a single SDKAppID. Audio-video chat rooms support only text, image, short audio, and custom messages. Services such as [Live Video Broadcasting](#) and [Tencent Real-Time Communication](#) need to be activated separately.
- **Maximum net increase in group quantity per day:** indicates the net total number of groups (of all types) that can be created by all users in a single SDKAppID in a calendar day. The maximum net increase in group quantity per day is 10,000, in which up to 5 online broadcasting chat rooms can be created. If you have reached the group creation threshold of the day but need to create more groups, you can delete the groups that are no longer needed and create new groups. For more information, see the [Group System](#).
- **DAU:** indicates the number of unique users that log in to IM on a given day. A user that logs in repeatedly on the same day only counts as one DAU.
- **Peak group count:** indicates the total number of groups created and joined by all users under a single app (SDKAppID). Charges are billed according to the peak value in a calendar month.

Value-added Services

Each value-added service has its own billing method. Value-added services are available only for Pro Edition and Flagship Edition.

Service	Description
Upgrading to unlimited number of audio-video chat rooms	Applies to all users in a single SDKAppID.
Increasing the maximum number of members in a single group	Applies to all groups in a single SDKAppID. Different group types have different member limits. For more information, see Group Features .

Increasing the maximum number of groups a single user can join	Applies to all users in a single SDKAppID.
Extending the retention period of historical messages	Applies to a single SDKAppID. While text, image, short audio, short video, and custom messages are supported by this service, different SDK versions allow you to extend the retention period for different message types. For more information, see Message Storage . You can extend the retention period to up to 360 days in the console .
Content filtering	Applies to a single SDKAppID. Custom word libraries in both Chinese and English are supported. Other languages are currently not supported. The number of filtering attempts is not limited.
Bandwidth of on-screen comments in audio-video chat rooms	Applies to all audio-video chat rooms in a single SDKAppID.

Related Documentation

- [Pricing](#)
- [Purchase Guide](#)

Pricing

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Basic Service Pricing

IM Plans

A single plan can only be applied to a single SDKAppID. Plans must be [purchased](#) for each individual SDKAppID if you wish to upgrade multiple SDKAppIDs.

IM plans are pay-as-you-go on a monthly basis. Fees incurred within a calendar month will be deducted on the third day of the next month. No fees will be incurred for the month the plan is activated. Billing starts from the next month. See the table below for billing details:

Item	Trial Edition	Pro Edition	Flagship Edition
Unit price	Free	149.99 USD/month	449.99 USD/month
Validity period	Permanent	Monthly billing	Monthly billing

Fees for usage exceeding the free quota

For DAU and peak group count that exceeds the free quota, payment will be charged according to their peak values within the calendar month on a pay-as-you-go basis. Billing starts from the calendar month the plan is activated and payment will be deducted on the third day of the next month. See the table below for billing details:

Billing Item	Pro Edition	Flagship Edition
DAU	149.99 USD/10,000 per month. Counts less than 10,000 will be billed as 10,000.	149.99 USD/10,000 per month. Counts less than 10,000 will be billed as 10,000.
Peak group count	149.99 USD/100,000 per month. Counts less than 100,000 will be billed as 100,000.	149.99 USD/100,000 per month. Counts less than 100,000 will be billed as 100,000.

Value-added Service Pricing

Value-added services are available only for Pro Edition and Flagship Edition. See the table below for billing details:

Billing Item	Billing Cycle	Pro Edition	Flagship Edition
Upgrading to unlimited number of audio-video chat rooms	Billed by calendar month. Fees incurred within a calendar month will be deducted on the third day of the next month. No fees will be incurred for the month the service is activated.	149.99 USD/month	-
Increasing the maximum number of members in a single group		2,000 members per group: 79.99 USD/month	6,000 members per group: 79.99 USD/month
Increasing the maximum number of groups a single user can join		1,000 groups per user: 149.99 USD/month	3,000 groups per user: 149.99 USD/month
Content filtering		149.99 USD/month	149.99 USD/month
Extending the retention period of historical messages		30 days: 79.99 USD/month 90 days: 149.99 USD/month 180 days: 229.99 USD/month 360 days: 379.99 USD/month	90 days: 79.99 USD/month 180 days: 149.99 USD/month 360 days: 299.99 USD/month
Bandwidth of on-screen comments in audio-video chat rooms	Billing starts from the month the service is activated.	International bandwidth: 0.69 USD/Mbps/day	International bandwidth: 0.69 USD/Mbps/day

Postpaid Operation Guide

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You can log in to the [IM Console](#) and click the target app card to go to the basic configuration page of the app, where you can **upgrade**, **downgrade**, or **disable** it. For a comparison of basic billing plans of IM, see [Billing Overview](#).

Upgrading Your App

Upgrade is only available when the service version of your app is **IM**. The upgrade operation allows you to upgrade the service version, enable an unlimited number of audio-video chat rooms, enable content filtering, increase the maximum number of groups a single user can join, and increase the maximum number of members in a single group. The upgraded features may incur corresponding fees, see [Pricing](#) to learn more.

1. Log in to the [IM Console](#) and click the target app card to go to the basic configuration page of the app.
2. In the **Service Version** area, click **Upgrade**. The **Upgrade Reminder** dialog appears.
3. Set the following value-added items as needed and click **OK**.

Value-added Item	Pro Edition	Flagship Edition
Service Version	Select **Pro Edition** or **Flagship Edition** . The upgraded plan takes effect immediately and is pay-as-you-go on a monthly basis. No fees will be incurred until the first day of the next month after the plan is activated. Standard billing plan fees are recorded in the bill generated on the third day of every month.	
Unlimited number of audio-video chat rooms	◦ Enabled:	Not

	<p>this feature allows a single Pro Edition app to create an unlimited number of audio-video chat rooms and incurs value-added service fees once enabled.</p> <ul style="list-style-type: none"> ◦ Disabled: a single Pro Edition app can create up to 50 audio-video chat rooms. 	<p>supported</p>
<p>Enabling content filtering</p>	<ul style="list-style-type: none"> ◦ Enabled: custom words libraries in Chinese and English are supported. The number of filter operations is not limited. This feature incurs value-added service fees once enabled. ◦ Disabled: the feature is disabled by default. 	

<p>Increasing the maximum number of groups a single user can join</p>	<p>By default, the maximum number of groups a single user can create and join is 500. A larger number can be set if needed, and you will incur value-added service fees when the number is over 500.</p>	<p>The default maximum number of groups a single user can create and join is 1,000. A larger number can be set if needed, and you will incur value-added service fees when the number is over 1,000.</p>
<p>Increasing the maximum number of members in a single group</p>	<p>The default maximum number of members in a single group is 200, which only applies to private groups, public groups, and chat rooms and is subject to the limitations of the features of each group</p>	<p>The default maximum number of members in a single group is 2,000, which only applies to private groups, public groups, and chat rooms and is subject to the limitations</p>

<p>type. A larger number can be specified if needed, and you will incur value-added service fees when the number is over 200 per group.</p>	<p>of the features of each group type. A larger number can be specified if needed, and you will incur value-added service fees when the number is over 2,000 per group.</p>
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- Click **OK** to complete the upgrade.

When the upgrade succeeds, the **service version** of the app becomes **Pro Edition-Postpaid** or **Flagship Edition-Postpaid**. To adjust the configuration, you can go to the console and perform the **change configuration** or **disable** operation.

If you have only upgraded the service version without adjusting other value-added service plans, the existing audio-video chat rooms, ordinary groups, and the groups created or joined by users will not be affected. However, the new audio-video chat rooms, groups, or the groups your users subsequently create or join will be subject to the limitations of the relevant service version. You will receive [error code](#) messages once any of the limitations are exceeded.

Changing Configuration

You can change the configuration when the service version of your app is **Pro Edition-Postpaid** or **Flagship Edition-Postpaid**. The change configuration operation allows you to change the service version, enable an unlimited number of audio-video chat rooms, enable content filtering, increase the maximum number of groups a single user can join, and increase the maximum number of

members in a single group. The changed features may incur corresponding fees, see [Pricing](#) to learn more.

- You can change the service version and each value-added service plan of your app once every calendar month.
- A change configuration operation that is performed in the same month in which the service version is adjusted takes effect immediately and does not incur fees until the first day of the next month. A change configuration operation that is performed in the month after service version adjustment or later takes effect and incurs fees immediately.

For example, assume you changed the service version of your app to **Pro Edition-Postpaid** on February 10, 2019.

Scenario 1: if you upgraded the configuration to enable audio-video chat rooms on February 15, 2019 and then disabled it on February 25, 2019, no fees related to audio-video chat rooms are incurred.

Scenario 2: if you upgraded the configuration to enable audio-video chat rooms on February 15, 2019 and keep it enabled, you will be charged for audio-video chat rooms from March 2019 and receive the bill on April 1, 2019.

Scenario 3: you did not change the configuration in February 2019 or you changed the configuration in February 2019 but restored it in the same month. If you then upgrade the configuration to enable audio-video chat rooms on April 1, 2019, you will be charged for audio-video chat rooms from April 2019 and receive the bill on May 1, 2019.

1. Log in to the [IM Console](#) and click the target app card to go to the basic configuration page of the app.
2. In the **Service Version** area, click **Change Configuration**. The **Change Configuration Reminder** dialog appears.
3. Set value-added items such as **service version, enabling content filtering, increasing the maximum number of groups a single user can join, and increasing the maximum number of members in a single group** as needed and click **OK**.
4. Click **OK** to complete the change configuration operation.

After your app changes to Trial Edition, the existing audio-video chat rooms, ordinary groups, and the groups created or joined by users will not be affected. However, the new audio-video chat rooms, groups, or the groups your users subsequently create or join will be subject to the limitations of the Trial Edition. You will receive [error code](#) messages once any of the limitations are exceeded.

Disabling Your App

Once your app is disabled, all the services under the app become inactive immediately and cannot be restored, so proceed with caution.

1. Log in to the [IM Console](#) and click the target app card to go to the basic configuration page of the app.
2. In the **Service Version** area, click **Disable**. The **Disable Reminder** dialog appears.
3. Click **OK**, and your app is disabled immediately and cannot be restored.

About Arrears

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If your prepaid IM standard billing plan has expired for over 7 days (excluding the day of the expiration date) or your Tencent Cloud account has been in arrears for over 7 days (including the day on which the bill was pushed to you) after the bill was generated, the service will be suspended. For customers whose services have been suspended for an extended period of time, their resources will be repossessed and **cannot be recovered**.

Service Suspension Policies

Accounts in arrears

The postpaid bill for using related resources will be pushed to your account on the first to third day of the next month. At that point, your account is in arrears if your Tencent Cloud account does not have a sufficient balance to pay the bill or your balance is below zero. If your Tencent Cloud account has been in arrears for over 7 days (including the day on which the bill was pushed to you) after the bill was pushed to you, the service will be suspended. You will not be able to continue using any Tencent Cloud services after the suspension.

Resource Repossession

After the service suspension, your SDKAppID resources will be retained for 90 days (including the day on which the service was suspended). If you fail to top up your account in 90 days, your resources will be repossessed and **cannot be recovered**.