

Short Message Service Release Notes and Announcements Product Documentation



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Prohibition on Sending Non-compliant Messages

Last updated : 2022-04-02 10:16:00

Dear Tencent Cloud User,

According to applicable laws and regulations, you are strictly prohibited from sending SMS messages related to financial marketing, gambling, fraud, obscenity, pornography, violence, and other illegal information through the Tencent Cloud SMS service. If your Tencent Cloud account is suspected of sending such messages, Tencent Cloud will terminate your service or block your account in accordance with the SMS Service Agreement. If any criminal activity is suspected, Tencent Cloud will collect relevant clues (including but not limited to Tencent Cloud identity verification information) and submit them to the public security authority for processing. Thank you for your support and understanding!

Adjustment of Calculation Rule for Global SMS Message Length

Last updated : 2022-04-02 10:16:19

Tencent Cloud has adjusted the calculation rule for global SMS message length, which took effect on March 2, 2020. The calculation rule after adjustment is as follows:

SMS containing only English characters

- A standard GSM character is calculated as **1 character**, while an extended GSM character is calculated as **2 characters**.

| Category | Character List |
|---------------------|---|
| Standard characters | ! " # \$ % ' () * + , - . / : ; < = > ? @ _ i £ ¥ \$ ¢ & ¢ 0 1 2 3 4 5 6 7 8 9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z Ä Å Æ Ç È É Ñ Ø ø Û Ü Ö à ä å æ è é ì ñ ò ö ù ü Δ Φ Γ Λ Ω Π Ψ Σ Θ Ξ |
| Extended characters | ^ € { } [] ~ \ |

- If an SMS message contains 160 characters or less, it will be billed as one message; otherwise, it will be billed as multiple messages based on the standard of 153 characters per message. For example, if an SMS message contains 320 characters, it will be billed as 3 messages (153 + 153 + 14 characters).

SMS containing non-English characters

- One Chinese character, letter, digit, punctuation mark (both fullwidth and halfwidth forms), or space will be calculated as **1 character**.
- If an SMS message contains 70 characters or less, it will be billed as one message; otherwise, it will be billed as multiple messages based on the standard of 67 characters per message. For example, if an SMS message contains 150 characters, it will be billed as 3 messages (67 + 67 + 16 characters).

Price Adjustment of Global SMS

Last updated : 2022-05-16 14:39:45

Due to the rates adjustment by carriers in 2 countries/regions including Russia and Philippines, the prices of Tencent Cloud Global SMS in the above countries/regions will be adjusted from **00:00 on June 01, 2022**.

The **adjusted prices** are listed in the table below.

| Country/Region | Code | Country/Region Code | Unit Price (USD) |
|----------------|------|---------------------|------------------|
| Russia | RU | 7 | 0.1400 |
| Philippines | AF | 63 | 0.0740 |

Billing Policy Adjustment of Chinese Mainland SMS

Last updated : 2022-02-14 16:57:54

Tencent Cloud SMS will adjust the billing cycle and list price of Chinese Mainland SMS on 2022-3-1.

Updates

| | Before Adjustment | After Adjustment |
|---------------|-------------------|-------------------|
| Billing Cycle | Monthly | Daily |
| List Price | 0.015 USD/message | 0.014 USD/message |

Note

The billing policy adjustment only applies to Chinese Mainland SMS. For Global SMS billing policies, please see [Billing Overview](#).