



## USSD

This interface allows users to subscribe to the service and purchase tones with a USSD code. By a combination of numbers and special characters, the system determines the subscriber's request and processes it.

Charlize likes the tone which she just heard in a radio advertisement. She types in the phone \*728#56543# to buy it. 728 is the identifier of the Ring Back Tone service and 56543 is the tone code.

This interface is unknown in some markets and used heavily in others. If your subscribers buy ringtones via USSD today, they should be able to purchase ring back tones in the same manner. We make that possible.

[Contact us](#) to learn how to use USSD with ring back tones.