

ELECTunes

Frequently Asked Questions

1.) What is a Caller Ring Back Tone (CRBT)?

Caller Ring Back Tone (CRBT) replaces the normal ringing tone for your family and friends to listen to and enjoy when they call you. Instead, you select a song or a voice clip for your callers to hear before you pick up their call.

2.) What is InTunes?

InTunes is the product name for Digicel's Caller Ring Back Tone service.

3.) What is ELECTunes?

- ELECTunes are seasonal InTunes which are specifically relevant during the PNG National and LLG Elections in 2017.
- The Digicel InTunes platform will be made available to the Electoral Candidates as a new channel for the candidates to advertise their candidacy during the Election Campaign Period.
- ELECTunes will be offered to Digicel customers as InTunes which they can subscribe to.

4.) ELECTunes Product Construct

- ELECTunes is a voice clip using the Electoral Candidate's own voice. The voice clip is a "welcome greeting and campaign message" of the Electoral Candidate.
- ELECTunes is a 20-second long voice clip which is made up 70% of the Welcome Greeting (highlighted in blue) and 30% of the actual campaign message (highlighted in green). Below is a sample ELECTunes which the callers will hear when they call an ELECTunes subscriber.

"Hello this is Joe Blow, I am a Candidate for Timbaktu! (Message 1). Thank you for calling my friend...your call will be answered shortly....meanwhile, stay safe and please vote for me in the coming elections (message 2). Thank you. Please continue to hold until my friend answers your call."

- The Welcome Greeting is standard and the script cannot be changed by any Electoral Candidate.
- The Campaign Message is comprise of two messages

- **Message 1:** 3-second duration and will only include the name and the position that is being aspired for.
- **Message 2:** 3-second long and will only include the Candidate's Call to Action.

5.) Who can use ELECTunes?

- All official candidates of the PNG National and LLG Elections in 2017 can avail of ELECTunes i.e. record a voice clip using their own voice and convey their campaign message via ELECTunes.
- Only Digicel customers can subscribe and use the ELECTunes of the Electoral Candidates.

6.) What are the benefits of ELECTunes?

Benefits of ELECTunes to the Electoral Candidates:

- ELECTunes is new and innovative...for the first time PNG Electoral Candidates can utilize the Digicel network to promote themselves during the Election Campaign Period.
- Guaranteed....your message will be heard! It's like having a one-to-one conversation with your audience on the phone!
- Wider reach...ELECTunes can be used and listened to by over *2 million customers of Digicel (*on the assumption that the 2 million customers would call the subscribers of your ELECTunes).
- Always ON...available 24 hours x 7 days a week.
- Real Value-for-Money...for example
 - 2,000 of your Supporters are subscribed to your ELECTunes.
 - Each Supporter receives an average of 3 calls per day.
 - This means that your campaign message is played and heard 6,000 times per day. That's absolutely real value-for-money!

Benefits to the ELECTunes subscribers:

- It is unique and a new fun way to personalize your mobile phone during the Election Period!
- Best way to support the Candidacy of your friend or relative!
- If you believe your Candidate, then support his/her candidacy all the way! Remember that for every call you receive, you are directly promoting and helping your Candidate to WIN!

7.) What is the cost of ELECTunes?

- **ELECTunes Network Fee to be paid by the Electoral Candidate**
 - Each Electoral Candidate will be required to pay the Network Fee PGK 11,000 (GST inclusive) to get access to the Digicel InTunes platform and load their ELECTunes.
- **ELECTunes Subscription Fee to be paid by Subscribers of the ELECTunes.**
 - ELECTunes is like InTunes which is charged with the 20t (GST inclusive) subscription fee daily and deducted from the subscribers mobile phone credit..
 - The ELECTunes subscription is automatically renewed daily. Non-renewal or non-payment of the daily subscription fee will result in ELECTunes not being played and in this case, the normal ringing tune will play instead.

8.) When is ELECTunes going to be available?

- ELECTunes will be available from April 20, 2017 (00:00:00hrs) and ends on June 20, 2017.

9.) How will the Electoral Candidates avail, create and promote their ELECTunes?

The process in creating ELECTunes is the same whether the Candidate is running for a National or LLG position. Please see below.

- The Candidate will be required to sign the ELECTunes License Agreement Form which can be downloaded from the ELECTunes website <http://electunes.digicelpng.com>
- Submit and upload the following via the ELECTunes website:
 - a. Signed ELECTunes Agreement Form
 - b. Copy of the Certificate of Candidacy
 - c. Proof of ID (signature on ID must match the signature on the signed ELECTunes License Agreement Form.
 - d. The recorded voice clip (note: recordings can be done via the normal recording studios or smartphones with voice recorders or laptops with voice recorders. Please ensure that the recording is done without noise and echo in the background for better clarity.)
- Digicel will endeavor to asses/approve/disapprove the application for ELECTunes within 3 working days from the date of submission of the requirements.
- If the application is approved, Digicel will inform the Electoral Candidate accordingly via email and will be required to pay the ELECTunes Network Fee PGK 11,000 through the Digicel nominated bank accounts.
- When payment is received, Digicel will notify the Electoral Candidate via email of the numerical code that is uniquely assigned to his/her ELECTunes.
- The numerical code is what the Electoral Candidate can tell their supporters/constituents to use when subscribing to their ELECTunes

10.) How will the Candidate or the Supporters subscribe or unsubscribe to ELECTunes?

- To subscribe to ELECTunes, simply text the ELECTunes code to 133 e.g. text 98547 to 133.
- To unsubscribe to ELECTunes, text STOP to 133.

11.) What will happen to the ELECTunes on June 21?

On June 21, 2017 (00:00:00hrs),

- The Caller Ring Back Tone will revert to the standard ringing sound/tune for those who were not subscribed to any InTunes prior to subscribing to ELECTunes.
- For those who were subscribed to InTunes prior to subscribing to ELECTunes the Caller Ring Back Tone will revert to the last InTune that was used by the customer. For example, the customer subscribed to InTune song “Hapi” on March 20th and afterwards subscribed to ELECTunes on May 9th therefore, on June 21, 2017 the Ringback Tone will revert to “Hapi” Kumul Susa.

12.) What will happen when the customer opts out of ELECTunes before June 21, 2017?

- The Caller Ring Back Tone will revert to the standard ringing sound for those who were not subscribed to any InTunes prior to subscribing to ELECTunes.
- For those who were subscribed to InTunes prior to subscribing to ELECTunes the Caller Ring Back Tone will revert to the last InTune that was used by the customer. For example, the customer subscribed to InTune “Hapi” on March 20th and afterwards subscribed to ELECTunes on April 9th and opted out of ELECTunes on May 1st therefore, on May 2nd the Caller Ring Back Tone will revert to “Hapi”.

13.) I support more than one Electoral Candidates, can I subscribe to more than one (1) ELECTunes?

Yes you can but only the last ELECTunes that you subscribe to is what will play in the background as your Caller Ring Back Tone when someone calls you.

For example, you subscribed to the ELECTunes of Candidate A at 8am and then subscribed to ELECTunes of Candidate B at 3pm. In this case, the ELECTunes of Candidate A will play as your Caller Ring Back Tone from 8am to 259pm then by 3pm the ELECTunes of Candidate B will start playing when someone calls you (and will continue to play until you subscribe to another ELECTunes or when you opt out).