

SMS Destination Almanac

Rank	Country Name	Population	Subscribers	Receiver Pays	Delivery Notification supported	Porting allowed	Sender ID type restrictions	Sender ID overwritten by law	Sender ID pre-registration	Body pre-registration	URL in body allowed	Time regulation	DNC regulation	Content Regulation (beyond law)	Opt-Out instructions Required	Promotional traffic regulation	Volume regulation	Long Numbers Available	Standard Rate Shortcodes Available	FreeText Shortcodes Available	Beware of	
1	China	1,401,586,609	1,301,770,000	No	No	No	No Alpha Numeric	Local code	Not supported by operators.	Yes	No unless body pre-registered	No	No	Adult content, political, properties, education, migration, financial services, loans, beauty care, cosmetic surgery, healthcare red timber, alcohol and gambling not allowed. Filter content that contains "Falung Gong", "SB", "Tianamen Square"	No	Yes	Yes, maximum of 100 messages with different content can be sent to the same mobile number in a day.	No	No	No	random message filtering	
2	India	1,252,139,596	1,003,490,000	No	Yes	Yes	No Alpha Numeric	Yes	Yes	No	Yes	Promotional SMS allowed between 9am - 9pm local time; promotional content sent after 9pm local time is queued for the next day at 8am; Transactional messages can be sent between 24 hours a day but require a registered Sender ID.	Yes	Transactional routes cannot be used for sending any promotional message; opt-in messages or messages relating to stocks and/or shares. Any communications or mutations related to social media/websites/OTTs must be pre-approved before sending on transactional routes	No	Yes	No more than 6 to one number in 1 hour, 200 in one day	Yes	Yes	No	local regulations	
3	United States	320,050,716	327,575,529	Yes	Yes, major carriers	Yes	No Alpha Numeric	Yes, shortcodes	Yes, shortcodes	No	Yes	Yes, best practice	Yes	Gambling, adult content are not allowed.	Yes	Yes	No	Yes only for P2P	Yes	Yes	using P2P routes for A2P, TCPA laws, blacklisting and recycled numbers	
4	Brazil	200,361,925	284,200,000	No	No	Yes	No Alpha Numeric	Yes, shortcodes	No	No	Yes	No	No	Marketing, political, religious not allowed	Yes	No Marketing traffic	No	No	Yes	Yes	SIM farms, big fines for SPAM on direct connections	
5	Russia	142,833,689	256,16,000	No	Yes	Yes	Alpha Numeric requires pre-registration	Yes, unless pre-registered	Yes	No	Yes	No	No	No	No	No	No	No	No	No	grey routes	
6	Indonesia	249,865,631	326,300,000	No	Yes for Indosat and 3. Rest No	No	Alpha Numeric requires pre-registration	No	Available for Exelcom, Telkomsel and Indosat (Direct).	No	Yes	No	No	Gambling, adult, religious, political not allowed.	No	No	No	No	No	No	grey routes	
7	Nigeria	173,615,345	167,371,945	No	Yes, No direct coverage to CDMA networks	Yes	Yes	Not by law but in general numeric not accepted and overwritten to alpha	No	No	Yes	No	No	No	No	No	No	No	No	No	grey routes	
8	Pakistan	182,142,594	126,600,000	No	Yes	Yes	No Alpha Numeric	Yes, shortcode	Not supported by network operators anymore.	No	Yes	No	No	Gambling, adult, religious, political not allowed.	No	No	No	No	No	No	grey routes, SIM farms	
9	Bangladesh	156,594,962	133,300,000	No	Yes	No	Yes	Yes	No	No	Yes	No	No	No	No	No	No	No	No	No	faked GTs	
10	Japan	127,143,577	173,300,000	No	Yes	Yes	Yes	Yes if Direct, No, if international route.	No	No	No	No	No	No	No	No	No	Yes	No	No	grey routes	
11	Germany	82,726,626	107,000,000	No	Yes	No	No	No	No	No	Yes	No	No	No	No	No	No	No	Yes	No	grey routes	
12	Philippines	98,393,574	120,800,000	No	Not on direct.	No	Yes	Yes, longcode	Yes	No	Yes	No	Yes	P2P not allowed.	No	No	No	Yes	No	No	SIM farms	
13	Mexico	122,332,399	101,339,000	No	No	Yes	Yes	Yes, shortcode	No	No	Yes	Yes, on Telcel, 8:00 AM to 8:00 PM exceptionally 7:00 AM to 11:00 PM (*)	No	No	Yes, "Baja"	No	No	No	Yes	Yes	Yes	SIM farms
14	Iran	77,447,668	113,900,000	No	Yes	No	Yes	No, but usually is the case	Yes	Yes	No	No	No	Gambling, adult, religious, political not allowed.	No	Yes	No	TBC	No	No	blocking & content filtering by government and new regulations	
15	Egypt	82,056,378	92,640,000	No	No	Yes	Yes	Yes	Yes	No	Yes	No	No	No	No	No	No	No	No	No	local regulations	
16	Italy	60,990,277	88,580,000	No	Yes	Yes	Yes	Yes	Yes - AD must be registered with AGCOM (Italian Regulator)	No	Yes	No	No	No	No	No	No	Yes	Yes	Yes	Only Alphanumeric and domestic numeric Sender IDs are supported.	
17	United Kingdom	63,136,265	83,100,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	Yes	Yes	Yes	SIM farms	
18	Vietnam	91,679,733	143,000,000	No	Not on Viettel	No	Yes	not by law but by suppliers to avoid filtering	No	No	No	No	No	No	No	No	No	No	No	No	grey routes	
19	France	64,291,280	72,180,000	No	Yes	Yes	Yes	Yes	No	No	Yes	Promotional SMS traffic is prohibited between 9pm-8am on bank holidays and Sundays.	No	Adult content, gambling and spam is not allowed.	Yes	Yes	No	No	Yes	No	SIM farms	
20	Thailand	67,010,502	83,400,000	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	No	No	No	No	Yes	No	grey routes	
21	Turkey	74,932,641	68,000,000	No	Yes	Yes	Yes	Must be pre-registered	Yes	No	Yes	No	No	No	No	No	No	Yes	Yes	Yes	grey routes	
22	South Africa	52,776,130	59,474,500	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	grey routes	
23	Ukraine	45,238,805	57,505,555	No	Yes	No	Yes	Yes, networks do not allow numeric originator. This is overwritten to alpha	No	No	Yes	No	No	No	No	No	No	No	No	No	No	grey routes
24	Argentina	41,446,246	56,725,200	No	No	Yes	Yes	Yes	No	No	Yes	No	No	No	No	No	No	No	Yes	No	grey routes	
25	Korea, South	49,262,698	57,100,000	No	Yes	Yes	Yes	Yes, alpha and short code not supported.	No	No	No	No	No	No	No	No	No	No	No	No	Maximum Message length	
26	Spain	46,926,963	55,740,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	Yes	Yes	Yes	GT faking	
27	Colombia	48,321,405	49,066,359	No	No	Yes	Yes	Yes, shortcodes	No	No	Yes	No	No	No	No	Yes	No	No	Yes	No	grey routes	
28	Poland	38,216,635	47,153,200	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No	No	No	No	No	No	No	No	grey routes	
29	Saudi Arabia	28,828,870	46,000,000	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No	No	No	No	No	No	No	No	MVNO's	
30	Morocco	33,008,150	44,450,000	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No	No	No	No	No	No	No	No	Ported combinations	
31	Algeria	39,208,194	33,000,000	No	Yes	No	Yes, Djezzy does not support alpha	No	No	No	Yes	No	No	No	No	No	No	No	Yes	Yes	No	Djezzy does not support alpha sender at all
32	Peru	30,375,603	33,000,000	No	Yes	Yes	No	No	No	No	Yes	No	No	Spam/adult content/gambling/ sportsbook (real money)/lottery/ competitions/charitable services not allowed	No	No	No	No	No	No	Big fines for Spam	
33	Venezuela	30,405,207	32,019,086	No	No	No	Yes	Yes, shortcode	No	No	Yes	No	No	No	No	No	No	No	Yes	No	Big fines for Spam	
34	Malaysia	29,716,965	43,400,000	No	No	Yes	Yes	Yes, shortcode	No	No	Yes	marketing traffic not allowed from 11pm to 7am local time.	No	Gambling, adult, religious, political not allowed.	No	No	No	No	No	No	No	Grey routes
35	Taiwan	23,329,772	32,300,000	No	No	Yes	Yes	Yes, longcode	No	No	Yes	No	No	No	No	No	No	Yes	No	No	Grey routes	
36	Canada	35,675,834	28,217,707	Yes	Yes	Yes	Yes	Yes, shortcode	Yes, shortcodes	No	Yes	Yes, best practice	Yes	Gambling, adult content and spam are not allowed.	Yes	Yes	No	No	Yes	No	Grey routes, fines for spam	
37	Kenya	44,353,691	28,080,000	No	Yes	Yes	Yes	No	Yes	No	No	No	No	Adult content, cross network advertising, religious, political not allowed	No	No	No	No	No	No	Premium sender ID's, cross network advertising	
38	Romania	21,698,585	26,000,000	No	Yes	Yes	Yes	No	Yes	No	Yes	No	No	No	No	No	No	Yes	Yes	No	Originators may be overwritten. Alphanumeric originators can be whitelisted on Request.	
39	Sri Lanka	21,271,228	25,800,000	No	Yes	No	Yes	No	No	No	Yes	No	No	No	No	No	No	No	No	No	Grey routes	
40	Australia	23,342,553	30,600,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	Yes	Yes	No	Big fines for Spam	
41	Chile	17,619,708	21,000,000	No	Yes	Yes	Yes	Yes	No	No	Yes	No	No	No spam, political, adult content	No	No	No	No	No	No	N/A	
42	Netherlands	16,759,229	20,000,000	No	Yes	No	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	N/A	
43	Nepal	27,797,457	26,700,000	No	Yes	No	Yes	No	No	No	Yes	No	No	No	No	No	No	No	No	No	N/A	
44	Ethiopia	94,100,756	18,000,000	No	Yes	No	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	N/A	
45	Guatemala	15,468,203	17,571,895	No	No	No	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	N/A	
46	Hong Kong	7,203,836	13,000,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	No	Yes	No	Banking traffic to be sent through special direct route which bypasses sms forwarding.	
47	United Arab Emirates	9,346,129	17,132,724	No	Yes	Yes	Yes	No, direct reach only via sender registration	Yes	No	Yes	No	No	Gambling, adult, religious, political not allowed.	Yes	Yes	No	No	Yes	No	N/A	
48	Ecuador	15,737,878	15,900,000	No	No	Yes	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	Originators May Be Overwritten	
49	Zimbabwe	14,149,648	13,518,887	No	Yes	No	Yes	No	No	No	Yes	No	No	No	Yes	No	No	No	No	No	N/A	
50	Portugal	10,608,156	13,400,000	No	Yes	No	Yes	No	No	No	Yes	No	No	No	No	No	No	No	No	No	N/A	
51	Belgium	11,044,476	11,822,000	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No	No	No	No	No	Yes	Yes	Yes	Originators will be overwritten to a SC	
52	Hungary	9,954,941	11,561,890	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	T-mobile does not support alpha originators.	
53	Sweden	9,571,105	11,984,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	Yes	No	No	Yes	Yes	No	Grey routes, some operators considering blocking international Numeric Originators	
54	Bulgaria	7,222,943	10,655,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	N/A	
55	Israel	7,733,144	9,319,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	grey routes	
56	Finland	5,426,323	9,310,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	Yes	No	No	Yes	No	No	grey routes, Short Code traffic must be sent via the short code account with the operator	
57	Singapore	5,411,737	8,200,000	No	Yes	Yes	Yes, M1 and Singtel filtering Alpha	No	Yes	No	Yes	No	Yes	religious, adult, political, gambling and money lending not allowed.	No	Yes	No	Yes	Yes	No	Blocking and filtering by M1 and Singtel.	
58	Azerbaijan	9,413,420	7,000,000	No	Yes	No	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	Originators maybe overwritten for balcail	
59	Denmark	5,619,096	7,000,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	Yes	No	No	No	No	No	grey routes, Short Code traffic must be sent via the short code account with the operator	
60	Panama	3,864,170	6,900,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	N/A	
61	Jordan	7,273,799	6,010,000	No	Yes	No	Yes	No	No	No	Yes	No	No	No	No	No	No	No	No	No	N/A	
62	Ireland	4,627,173	5,770,638	No	Yes	Yes	Messages to +2 with AD sender ID longer than 11 digits will be rejected	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	N/A
63	Lithuania	3,016,933	4,940,000	No	Yes	Yes	No	No	No	No	Yes	No	No	No	No	No	No	Yes	No	No	N/A	
64	New Zealand	4,505,761	5,900,000	No	Yes	Yes	Yes	Yes	No	No	Yes	Yes	No	No	No	No	No	No	Yes	No	N/A	
65	Mongolia	2,839,073	4,800,000	No	Yes	No	Yes	No	No	No	Yes	No	No	No	No	No	No	No	No	No	N/A	
66	Lebanon	4,821,971	2,720,000	No	Yes	Yes	No	Yes	No	No	Yes	No	No	No	No	No	No	No	No	No	N/A	
67	Estonia	1,287,251	2,070,000																			