



DIRECTOR'S STATEMENT

Title:	Emergency Mobile Alert Device Standards
Date:	31 May 2018

Purpose

1. The purpose of this Statement is to define desired mobile device standards for the support of Cell Broadcast for emergency alerting in New Zealand. This is known as Emergency Mobile Alert (EMA) in New Zealand.

Audience

2. This Statement is intended for mobile network operators, virtual mobile network operators, suppliers of mobile devices to the New Zealand market and any related Original Equipment Manufacturers, distributors, sales and support organisations.

Objective

3. The objective of EMA is to enable government agencies to effectively warn at-risk communities of critical adverse events that are threats to life, health and property.
4. To achieve this objective, all suppliers of mobile devices marketed in New Zealand need to enable Cell Broadcast on new and supported mobile devices in New Zealand based on the standards defined in this Statement.

Standards

5. The Ministry of Civil Defence and Emergency Management (MCDEM) standards are based on the United States Commercial Mobile Alerting System (CMAS) standard and the following relevant implementation standards:
 - 3GPP – Third Generation Partnership Programme <http://www.3gpp.org>
 - 3GPP TS 23.041: Technical realization of Cell Broadcast Service (CBS)
 - 3GPP TS 44.012: Short Message Service Cell Broadcast (SMSCB) support on the mobile radio interface
 - ATIS – Alliance for Telecommunications Industry Solutions <http://www.atis.org> and TIA – Telecommunications Industry Association <http://www.tiaonline.org>
 - ATIS-TIA-J-STSD-100 Joint ATIS/TIA CMAS Mobile Device Behaviour Specification
6. The above standards are used to define EMA, the New Zealand implementation of Cell Broadcast, with modifications to specific elements as defined below:

	<ul style="list-style-type: none"> • 4370 with the label "Emergency Alert (highest level alert)" with the toggle or equivalent permanently on and greyed out. • 4371-4372 with the label "Extreme Alert" with an active toggle. Default value for the toggle is ON. • 4373-4378 with the label "Severe Alert" with an active toggle. Default value for the toggle is ON. 	Other channels can be seen to be opted out of. Labels for these channels align to the CMAS standard and the labels used for these channels in other countries.
Display	<p>Alerts are to be displayed with the banner "Emergency Alert" followed by the timestamp for the receipt of the message. This applies to alerts send on any channel.</p> <p>Example of the required timestamp format is : "Sat, 23 Dec, 11:08 PM" or "Sat, 23 Dec, 23:08" if the user has selected 24 hour clock in general settings.</p> <p>The only other information that should be displayed is the message content itself. Other information that can potentially be derived from the message channel must not be displayed.</p>	In New Zealand we are aiming to leverage and align with the international CMAS and Common Alerting Protocol implementations but want to keep the information presented as simple as possible with all detailed information being specified by the alerting agency, not derived from the channel the message is sent on. Some early implementations have displayed the CMAS label, e.g. Extreme or Severe based on the channel number the message was received on (4370-4378), at the bottom of the message which can confuse the reader when compared to the message text itself.
Unused Channels	No requirement to activate channels 4379-4395 at this time.	New Zealand does not use the AMBER alert, test, or multi-lingual channels so device manufacturers are free to disable these if they wish.
Repeated Alert Reminders	<p>Device specific settings to repeat the alert must not take effect if the user has acknowledged the alert.</p> <p>Repeat reminder settings should default to 'none' or 'off'.</p>	The alert is to be attention grabbing, but once it has completed the alert it should not be unduly intrusive so the public can take action.
Notifications	The device must display an indicator if the Emergency Alert has not been acknowledged by the user.	This makes the user aware that a message has been received on the device and should be read to clear the notification.



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