

## U.S. Interactive Sessions Pilot

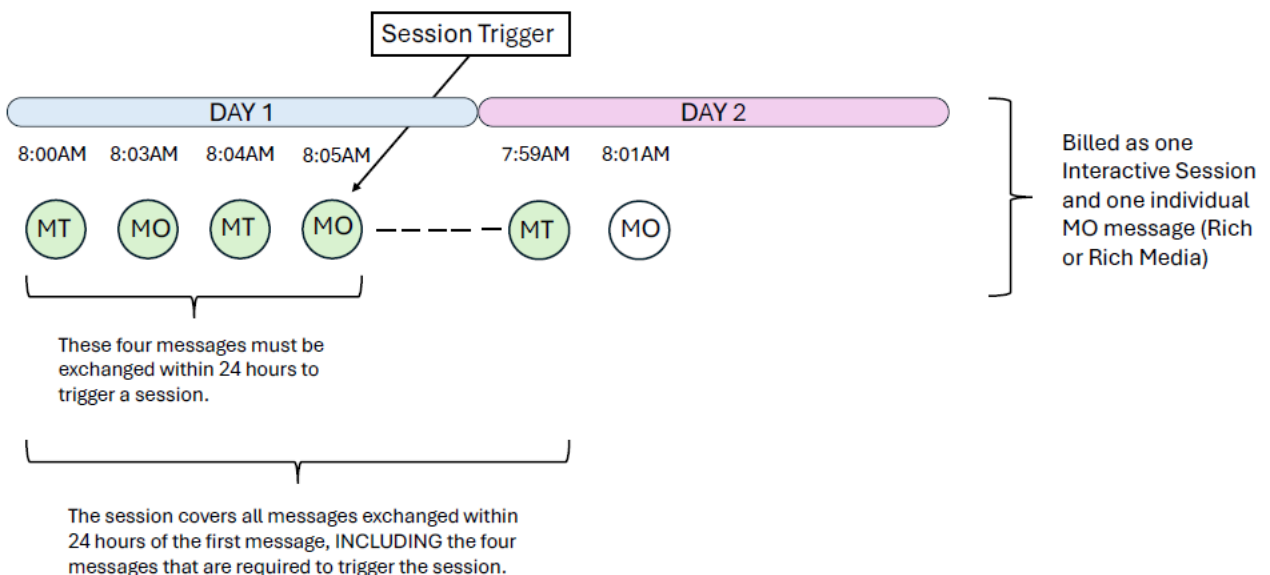
June 2026

The U.S. interactive sessions pilot was developed to generate robust, highly interactive RCS for Business Messaging (RBM) agent traffic at volumes sufficient to yield representative data around key traffic metrics and span of use cases. The data generated through the pilot will enable participating wireless providers to identify and evaluate the challenges and opportunities associated with highly interactive agents and further refine the existing U.S. RBM Framework. As described below, the pilot is intended to be for a limited duration.

### 1. What is an Interactive Session in RCS for Business Messaging?

Interactive Session(s) or Session(s), is a billing paradigm that replaces the Google standard “conversational,” billing paradigm in the U.S. At a high level, an interactive session is as follows: rich and rich media messages between a brand and a U.S consumer will be billed as a session when an RBM agent and a user exchange four rich or rich media messages—including at least one mobile-terminated (MT) message and at least two mobile-originated (MO) responses—within a 24-hour period. Those four messages, collectively, are a “session trigger.” Only rich and rich media MO message events will count towards the session trigger (not suggested action clicks). These four messages and any additional rich or rich media messages up till the end of the 24-hour period will all be included in the single session charge. This billing paradigm in place for the pilot is described in further detail on [usrbm.org](http://usrbm.org).

Figure 1. Session Trigger Diagram



**2. What wireless providers are participating in the U.S. Interactive Sessions Pilot?** The U.S. Interactive Sessions will be available on all U.S. wireless providers and will also be available on Google managed Agents.

**3. Are Interactive Sessions currently available in the U.S.?**

Interactive Sessions are expected to be available in the U.S. on a pilot basis beginning in June 2026.

Note: wireless providers may launch on an individual basis within that timeframe.

**4. When is the Interactive Sessions Pilot expected to begin in the U.S.?**

The U.S. interactive sessions pilot is expected to launch in June 2026. Partners may onboard their enterprise customers' agents on an ongoing basis after June 2026, until the pilot concludes. The wireless providers will notify those partners who participate in the pilot well in advance of the pilot's conclusion, sufficient to allow partners to do any necessary external communications with their brand customers regarding the details of long term, post-pilot offerings in support of interactive agents.

**5. Who can participate in the U.S. Interactive Sessions Pilot?**

Partners are encouraged to invite their enterprise customers to trial new interactive use cases by participating in the U.S. interactive sessions pilot. Partners should keep in mind that the pilot is primarily focused on fostering innovation borne by new, interactive use cases that may include customer care, product promotion, surveys, commerce, entertainment, and many others. This includes P2A, user-initiated use cases that take advantage of deeplink presentations.

**6. What steps do Partners who wish to have their respective customers participate in the U.S. Interactive Sessions Pilot need to take to participate?**

Partners who wish to participate in the interactive sessions pilot should perform their respective pilot readiness processes by identifying their existing agents who wish to participate in the pilot and coordinating with the relevant wireless providers to go through any additional pilot readiness criteria and testing that might be required (e.g., logic testing).

**7. Is there a limit to the number of agents that a partner can invite to participate in the pilot?**

While the pilot does not currently place any minimum requirements or limitations on the number of agents that a partner can include in the pilot, partners should use care in selecting enterprise customers to participate in the pilot such that there is breadth of representation across businesses and use cases so that enough traffic data is gathered to help shape the billing paradigms to support highly interactive experiences going forward. Additionally, partners should focus on those brands who agree to share performance data and metrics with U.S. wireless providers for the purpose of analysis and the development of customer reference materials.

**8. How long is the U.S. pilot?**

**9.** The participating wireless providers intend to support a limited U.S. pilot with the goal of gathering data and testing hypotheses related to a variety of highly interactive agent use cases. The pilot is likely to be supported for a period sufficient to generate results and lessons learned that will be used to shape the

evolution of session-based billing paradigms for inclusion in the new U.S. RBM Framework, as well as identify potential product feature gaps and process improvements needed to scale RBM. While pilot duration and expiration are dependent on the breadth of participation, the pilot is expected to run through January 31, 2027 or at least long enough to yield data to support interactive session parameters, billing paradigms, use cases, and other desired learnings. **Will brands be billed for Interactive Sessions in the pilot?**

Participating wireless providers will individually determine their company's session pricing for purposes of the pilot and shall communicate their company's session pricing with their respective partners through separate meetings. Participating partners and their brand customers may be billed for sessions launched during the pilot. Partners should direct questions about session-based pricing and billing directly to individual wireless providers.

#### 10. Whom should partners contact if interested in participating in the pilot?

Enterprises who are interested in participating in the pilot should contact their partner(s) (e.g., Direct Connect Aggregator(s) and CSP Partners) to learn more. Partners who are interested in having brand customers participate in the U.S. pilot are encouraged to raise questions about the interactive session pilot with individual participating wireless providers during their regularly scheduled meetings. In addition to these FAQs, individual wireless providers may have their own explanatory and informational materials on the pilot.

#### 11. What steps do partners need to take to have their agent(s) participate in the U.S. interactive sessions pilot?

Partners who wish to have agent(s) participate in the pilot should select the conversational billing category during the agent onboarding process and ideally communicate to participating wireless providers that they are doing so for awareness. If partners identify existing agents that wish to participate in the pilot, they should opt such agents into the pilot via the interim process for live edits.

#### 12. What can Partners expect in terms of pilot billing?

Beginning on June 1, 2026, the U.S. interactive sessions pilot billing will become effective. Those agents that the partner has previously launched as conversational in the U.S. and identified as participating in the interactive sessions pilot will be subject to the new session billing paradigm described on [usrbm.org](http://usrbm.org). Partners should reach out directly to Google to better understand the exact day, hour, and applicable time zone associated with the updated U.S. interactive sessions billing, as well as any potential implementation impacts on conversational agents.

NOTE: Any existing agents that the partner has not expressly identified to Google as NOT participating in the pilot will automatically be subject to the updated session billing paradigm.

#### 13. Can already-launched agents (which may include previously launched "conversational" agents) participate in the pilot?

Yes, for existing RBM agents to participate in the pilot, partner(s) will need to go through the interim Live Agent Edit process and email Google Support to update the billing category to "conversational." If multiple existing agents are ready to immediately offer interactive experiences, they can be submitted in bulk.

NOTE: In order to avoid unnecessarily skewing pilot-generated data and metrics, Partners should not submit billing category changes until the agent(s) are ready with their new interactive experiences.

**14. Where can I find more information about the interactive sessions pilot?**

Partners interested in participating in the pilot should visit [www.usrbm.org](http://www.usrbm.org) and speak with their respective individual wireless providers.

**15. Will interactive sessions be supported after the conclusion of the pilot?**

Participating wireless providers are focused on using this pilot to identify key learnings related to highly interactive use cases and defining appropriate parameters and key performance metrics around interactive-sessions billing. As a result of the pilot, session billing is expected to continue, but there could be modifications and updates to both the definition and key attributes of sessions based on pilot learnings, as well as the possible introduction of additional billing paradigms in support of highly interactive use cases.

**16. Will billing reports be provided to Direct Connect Aggregator (DCA) partner(s) for purposes of the interactive sessions pilot?**

Partners should reach out to their respective participating wireless providers regarding questions on billing reports, including how such reports will be provided to the partners. The way in which billing reports are provided to applicable partners may vary across individual wireless providers.

**17. What time zone is used for the billing posted date?**

Message events are recorded in Pacific Daylight Time (PDT). Partners should account for Daylight Saving Time changes in the Pacific Time Zone when analyzing traffic. Partners that have questions on billing posted dates should refer such questions directly to Google.

**18. At what point is a message-acknowledgment event logged for purposes of the pilot?**

Message events are logged upon system acknowledgment of message delivery, not at the time the message is sent.

**19. What happens when an agent with a conversational billing category serves customers in both the U.S. and globally?**

The Google standard conversational or U.S. interactive sessions billing paradigm is applied based on the region or wireless provider-specific requirements and parameters. In other words, an agent can support both a conversational and a U.S. interactive sessions billing paradigm across various wireless providers and regions.