CLAIMS

1. A ~~method~~ system for enabling communications subscribers to increase ~~the~~ a tariff paid by those communicating with them, comprising: ~~a system (constituted by a series of electronic components, computers, databases and software) connected to and interfacing with~~ a telecommunications network;~~, comprising~~

an application server configured to control and give effect to the entire service implementation for ~~the~~a network operator of the telecommunications network; ~~,~~

~~a billing server to capture and bill the user-determined increase in the tariff,~~ a publisher server ~~that~~ configured to receive~~s~~ information from the application server and generate~~s~~ one or more reports for communications subscribers, and configured such that communications subscribers may interface with the publisher server to selectively implement and vary a user-determined increase in a tariff paid by those communicating with them~~users at intervals and with a scope determined by subscribers,~~;

a billing server configured to capture and bill the user-determined increase in the tariff; and

a log database server ~~that~~ configured to communicate~~s~~ with the publisher server ~~to~~ and read all user requests and all changes sent from the application server and store~~s~~ an accurate ~~and comprehensive~~ record of the ~~same~~user requests and changes.

2. The ~~method~~ system according to claim 1, wherein a communications subscriber~~s~~ may elect to determine the cost of in-bound communications to their

telephone number ~~dynamically and selectively~~.

3. The ~~method~~ system according to claim 1, wherein a communications subscriber~~s~~ may elect ~~selectively~~ to impose a supplementary tariff on in-bound communications.

~~4. The method according to claim 1, wherein a communications subscribers may elect dynamically to impose a supplementary tariff on in-bound communications.~~

~~5~~4. The ~~method~~ system according to claim 1, wherein a communications subscriber~~s~~ may bill for content provided to in-bound callers.

~~6~~5. The ~~method~~ system according to claim 1, wherein professional advisors are able to impose content-based charges on in-bound callers.

~~7~~6. The ~~method~~ system according to claim 1, wherein a call recipient has a GSM phone number and may ~~selectively~~ decide who among various callers to its phone number will incur content-based charges.

~~8. The method according to claim 1, wherein a call recipient has a GSM phone number and may dynamically decide who among various callers to its phone number will incur content-based charges.~~

~~9~~7. The ~~method~~ system according to claim 1, wherein ~~the~~ a ~~relevant~~ network operator may add ~~and/or collect the~~ a user-determined ~~supplementary cost~~increase

~~onto~~ in the tariff charged for in-bound calls to the communications subscriber's ~~unique~~ telephone number.

8. The system of claim 7, wherein the communications subscriber's telephone number is ~~(whether his usual number or~~ a dedicated number specifically assigned for ~~such~~ the service and linked to ~~his~~ the communications subscriber's usual number~~)~~.

9. A method in a telecommunications network comprising:

receiving from a communication subscriber a request to implement and vary a user-determined increase in a tariff paid by others communicating with the communications subscriber;

implementing at a publisher server the user-determined increase in the tariff; and

billing via a billing server the user-determined increase in the tariff.

10. A computer program product comprising a computer readable medium having computer readable software instructions embodied therein, wherein when executed the computer readable software instructions ~~comprise: computer readable software instructions capable of enabling dynamically and selectively, subscriber- determined, in-bound call tariffs; computer readable software instructions capable of enabling the dynamic and selective imposition of supplementary subscriber-determined tariffs on in-bound SMS, MMS, and other messaging protocols~~are configured to cause the method of claim 9 to be carried out.

~~11. A method of linking a range of communication equipment with computers and electronic and information media, software and programs in a specific way to give effect to a means for end-user subscribers of the network operator's services to determine the tariffs charged to in-bound callers to their subscriber number.~~