

Bharat Sanchar Bhawan,
Ph No 011-23766425;
Fax: 011-23734052



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

BSNL/64-28/07-BB/Prepaid / Gen-IV

Dt: 7-2-2011

To

**The CGM,
All Telecom Circle/ Metro Districts**

Subject: General guidelines for implementation of prepaid IPTV services of BSNL – reg

Kind Attn: All Broadband Coordinators

Kindly find attached the general guidelines for implementation of prepaid IPTV services of BSNL in various select cities in association with the IPTV Franchisees at Annexure I please .

It is requested that the said guidelines may be started to be followed at an earliest so that reconciliation of the current and previous data may be completed at your end please.

Sd/-

**(Arvind Pandey)
DGM (Project Udaan)**

Copy to :

- (1) CGM(BBNW), New Delhi for information please
- (2) GM(BBNW) , Bangalore for n/a and information to implement the network probes please .
- (3) All Node Incharges for information and n/a please
- (4) IPTV Franchisees

Encl: as above

Subject: Implementation of Prepaid Triple Play Services by BSNL in Association with Franchisees

Recharge:

1. The Franchisee will setup a system through which a customer will recharge his account by purchasing vouchers through franchisee or BSNL outlets. Customer can also recharge his account through payment gateway, e-recharge & other online recharge means by selecting the recharge voucher denomination.

2. Generation of PINs

- a. Each recharge voucher (physical/ e-voucher) shall necessarily be associated with a PIN. These PINs will be generated in the system installed by the franchisee **at its NOC**.
- b. The password for PIN generation for recharge vouchers shall be with BSNL nodal officer, nominated by CGMT of Circle in which franchisee NOC / prepaid system is installed. IPTV franchisee shall provide a VPN access of its billing server to designated BSNL authority, who shall ensure that there is no revenue leakage in the flow .
- c. The franchisee will submit a request for the generation of PINs denomination –wise. Batch wise and denomination wise quantity of PINs to be generated shall be decided by nodal officer upon request of the franchisee. The e-PINs for the recharge vouchers shall be generated by BSNL nodal officer in the presence of franchisee. The PINs will be generated in the blocked (non-active) mode. In case of the physical voucher , printing of vouchers , distribution and its sale shall be responsibility of the Franchisee . Also in case of e vouchers , the responsibility of the distribution shall be of the Franchisee
- d. Franchisee shall sale the recharge vouchers from its outlets . However bundled vouchers may be sold from the BSNL counters, for which the

bundled vouchers may be printed by the Franchisee and handed over to the BSNL nodal officer .

- e. The different recharge voucher denominations shall be available for the customers like Rs. 200/-, Rs 250/-, Rs. 500/-, Rs. 1000/-. However, Circles may allow recharge voucher of additional denomination on the request of franchisee, keeping in view market requirement. The franchisee will have to get tariff plan proposed to be launched on pre-paid IPTV platform approved by respective circles.
 - f. The PINs generated by BSNL nodal officers shall be invoiced to the franchisee by BSNL as per the revenue share payable by the franchisee for Broadcast services (10%) along with the statutory levies and /or taxes as prescribed in IPTV agreement of the franchisee in cash/ Demand Draft. After payment as above, the PINs would be handed over to the Franchisee.
 - g. A Stock register for recharge vouchers generated by the BSNL Nodal officer shall be maintained. Entries for the generated PINs will be made in stock register and the amount collected from the franchisee shall be credited in appropriate head on the same day. It shall be ensured by the Nodal officer that PINs will not be activated and will not be usable unless payment is made by the franchisee. Password for the same will be with BSNL nodal officer.
 - h. Whenever a customer recharges his account through a particular recharge voucher denomination, the corresponding PIN shall be used in the franchisee system.
3. Web Interface and SSA wise logins to BSNL node in charge is to be provided by IPTV franchisees to get all reports regarding IPTV accounts and billing. These reports include the following.
- (a) Customer activation report (Daily):** The report should contain date wise list of activated customers with details i.e. customer's name, Telephone number, address, STB MAC address, activation date and name of SSA and tariff package in following format-

Sl. No.	SSA	Subscriber ID	Subs. Name and Address	Landline Telephone Number	Activation Date	STB MAC ID	STB Login	Package

- (b) **Customer suspension report(Daily):** The report should contain date wise list of suspended customers with details i.e. customer's name, Telephone number, address, STB MAC address, suspension date and name of SSA and tariff package in following format-

Sr. No.	SSA	Subscriber ID	Subs. Name	Landline Tel No	Address	STB MAC ID	Package	Suspension Date

- (c) **Customer termination report (Daily):** The report should contain date wise list of terminated customers with details i.e. customer's name, Telephone number, address, termination date and name of SSA in following format-

Sr. No.	SSA	Subscriber ID	Subs. Name	Landline Tel No	Address	STB MAC ID	Package	Termination Date

- (d) **Customer recharge PIN summary:** The report should provide month wise consolidated PIN utilization and its total value in following format-

Sl No	Month	No of used PINs	PIN value without Tax(In INR)	PIN value with Tax(In INR)

- (e) **Voucher Inventory:** The report should provide plan wise consolidated summary of used PINs and unused PINs in following format-

Sl. No.	Recharge voucher Denomination	Unused Pins	Used Pins	Total Pins

- (f) **PIN batch summary:** The report should provide batch wise and denomination wise details of used PINs and its total amount and unused PINs and its total amount in following format-

Sl. No.	Batch Number	Creation date	Recharge voucher denomination	No. of PINs	No. of Used Pins	No. of unused PINs	Amount without tax	Amount With Tax	BSNL Share	Franchisee Share

- (g) **Daily usage and revenue summary report:** The report should provide consolidated usage statement of services offered on platform viz. GOD, VOD etc on daily basis along with the revenue generated in following format-

Sl. No.	SSA	Date	No. of Customers	USAGE CDRs	Total Revenue (In INR)	Annexure

- (h) **Daily usage and revenue detailed report:** The report should provide details of report at sl No 7 with fields such as customer detail, VOD usage details, SSA etc. in following format-

Sl. No.	Order Date-time	Customer username	TEL No	SSA	VOD Name	VOD Code	Accounted Cost (In INR)

- (i) **Monthly usage and revenue summary report:** The report should provide consolidated summary of all usage by the customer except rental in following format-

Sl. No.	SSA	Date	No. of Customers	USAGE CDRs	Total Revenue (In INR)	BSNL's SHARE (IN INR)	FRANCHISEE SHARE (IN INR)	Annexure

- (j) **Monthly usage and revenue detailed report:** The report should provide subscriber wise details of report at (i) above along with his address and tel no.

(k) **Month wise rental summary:** - The report should provide SSA wise and month wise total number of customers, rental generated by them and share of franchisee as well as BSNL. in following format-

Sl. No.	SSA	Date	No. Of Customers	Total Revenue (In INR)	BSNL'S SHARE(In INR)	FRANCHISEE SHARE(In INR)	Annexure

(l) **Month wise rental details:** The report should provide subscriber wise details of report at (k) above along with address and telephone no.

(m) These reports are only indicative and SSA/ Circle may ask for additional customized reports as per their requirement and Franchisee shall provide them. SSA/ Circle official should be able to generate these reports online under their login and these reports should provide information at the time of report generation. Also these reports shall be sent on e-mail to all the circle Broadband Coordinators and BSNL NOC on daily/ monthly basis.

(n) At the time of Telephone Service termination in the BSNL system, the filtered list of all the connections which have IPTV shall be forwarded to the respective franchisee system on daily basis. This intersystem communication shall happen through SFTP access onto one of franchisee servers. The franchisee shall disable the IPTV services of the customers with immediate effect and initiate the activity of recovery of STB at his end . Following data shall be made available by the BSNL system; (1) STD code. (2) Subs. Telephone Number (3) Franchisee ID (4) Date of termination (5) Consumer Number

5.0 Procedure to share the revenue between Franchisee & BSNL

5.1 The revenue share shall be passed by the franchisee on the following account to BSNL based on the agreed terms and conditions:

5.1.1 Installation/Registration charges:- 10% share to BSNL

5.1.2 IPTV/Broadcast TV services on Multicast:- 10% share to BSNL

5.1.3 VOD/GOD/Music (Unicast Services). 20% share to BSNL for the first 12 months and 30% share to BSNL after 12 months.

5.2 The revenue share **along with the statutory levies and /or taxes** on it shall be paid to BSNL by the franchisee. The payment so received shall be adjusted in the invoice to be issued at the end of the month.

5.3 BSNL shall reserve the right to audit the franchisee billing system.

5.4 Franchisee shall not pass on the share to BSNL on the connection that comes under service category; this list shall be approved by SSA head under consultation of Franchisee time to time.

5.5 All the taxes and duties charged from the customer by the franchisee shall be remitted to concerned authorities by respective parties viz BSNL & IPTV Franchisee . If BSNL is required to pay these in any eventuality, franchisee will remit the amount for which it is liable along with interest and penalties levied on it, to BSNL along with requisite data, as demanded by authorities within three days of the demand made. In case of any liability on BSNL arising on account of the franchisee , the same will have to be shouldered by the franchisee.

6.0 Procedure of Payment of revenue share for sale through Recharge Voucher-

- a. The vendor shall pay revenue share of Broadcast services (10%) along with the statutory levies and /or taxes as prescribed in IPTV agreement of the franchisee in Cash/ Demand Draft before collecting PINs for the recharge vouchers from BSNL custodian. The amount paid by the franchisee shall be credited to appropriate head of account on the same day.
- b. Franchisee shall pay balance revenue share at the end of the month along with CDR, indicating service-wise detailed usage against each voucher PIN.

7.0 Rules Applied in Computing Franchisee Share:

- a. The proportion of revenue share payable to BSNL shall be as specified in the agreement with the franchisee for various services (i.e. Broadcast TV services, VoD, Games On Demand, , Non refundable deposits such as Installation/ Registration charges, Revenues from Refundable deposits such as Security deposit for STB and revenue from other sources) under the agreement.
- b. The license fee charged on BSNL for the IPTV services by the government (in the range of 6% to 10% depending upon the category of circle) shall be paid by the franchisee to BSNL along with the payment of 10% revenue share for the Broadcast services at the time of collecting the PINs for recharge coupons. State Taxes i.e Entertainment Tax etc shall be levied and paid directly to concerned authorities by the franchisee as per the concerned state taxes and all procedures like filing of returns etc shall be complied as per the provisions of concerned state taxes. In case of any liability on BSNL on this account, the same will have to be shouldered entirely by the franchisee. If BSNL is required to pay these in any eventuality, franchisee will remit the same amount to BSNL along with requisite data, as demanded by authorities within three days of the demand made.

8.0 Verification of data provided by franchisee for reconciliation revenue share:-

8.1 No. of IPTV customers activated in franchisee server as per Daily activation report is to be matched on daily basis with A/N of IPTV executed in the SSA and number of customers for which port profile has been configured in local NIB- to be done in each SSA NIB in charge.

8.2 No. of IPTV customers activated in franchisee server as per Monthly activation report is to be matched on monthly basis with A/N of IPTV executed in the SSA and number of customers for which port profile has been configured in local NIB- to be done in each SSA NIB in charge.

8.3 All the terminated IPTV customers as per local billing system of the SSA should be reflected in suspension and termination list provided by the franchisee. This should be verified on monthly basis by AO (TR) of the SSA.

8.4 Number of IPTV customers in the franchisee system should be matched with number of IPTV customers in local commercial system and no of customers with configured port profile of IPTV. This has to be verified on monthly basis by SSA NIB in charge.

8.5 Total number of used and unused PINs as per PIN batch summary report of the franchisee server should be matched with actual inventory invoiced and issued to the franchisee. This should be done by Nodal officer of the circle in which IPTV NOC of the franchisee is located on weekly basis.

8.6 Total revenue generated as per monthly usage and rental report should be matched with amount generated from used PINs in PIN batch summary report. This should be done by Nodal officer of the circle in which IPTV NOC of the franchisee is located on weekly basis.

8.7 Total number of customers in monthly rental and usage report of the SSA should be matched with number of customers in commercial system and NIB port profile by SSA NIB in charge on monthly basis.

SSAs and Nodal circle shall monitor the reports regularly and any discrepancy shall be brought to the notice of franchisee immediately. The franchisee will have to explain the discrepancy within three days failing which further issue of PINs for recharge voucher shall be stopped immediately and action will be initiated in accordance with the terms & conditions of the Franchisee agreement .