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

File No: BSNL CO DDG (BB)/64-72/08-Broadband   **Dated: 15.06.2009**

To,
    All Heads of Telecom Circle

Subject: Provisioning and Billing procedure for Hungama Entertainment Services (MoD and Gaming Hungama).

The On Demand Digital Entertainment Service was soft -launched by BSNL on 27th March 2009 as a value added service to its Broadband subscribers. This service is introduced in collaboration with M/s Hungama. The Commercial launch of the services is planned soon. While the service is open for all BSNL Broadband customers, it is deployed, operated and maintained in the Hungama's systems on the basis of a revenue sharing agreement. The services are accessible on the URL www.bsnl.hungama.com

Music On-Demand (MoD):
One base plan of Rs. 149/- per month is currently available with unlimited downloads from 50000+ music tracks and 1000+ music videos initially. The customer shall pay fixed subscription fee. The data transaction volumes involved in connection with Music content download usage from this portal shall also be added to the Normal Broadband usage of the customer.

Gaming Hungama:
The gaming package is available at Rs. 49/- per month. Under this plan for gaming, over 120 Flash based Games are currently available for download and play. These games are light (file size) internet browser based making them quickly downloadable for play mode. The customer shall pay fixed subscription fee. The data transaction volumes involved in connection with Game download usage from this portal shall also be added to the normal Broadband usage of the customer.

Provisioning of MoD and Gaming Hungama

The provisioning process for the MoD and Gaming Hungama services shall be as follows:-

1. Customer goes to Hungama website http://bsnl.hungama.com directly or through BSNL website which is having a link to http://bsnl.hungama.com for registering for the service. If customer approaches at CSC, the CSC staff asks the customer to login at http://bsnl.hungama.com for registration.

2. On clicking the link "Register to subscribe", a login page appears. The Subscribers enters their BSNL Broadband User Id/ password or only BSNL Landline to proceed to registration.

3. Post entering the User Id or telephone no. a subscription form will be displayed. Subscriber fills the subscription form including the details like Name, Telephone number, e-mail address etc. and selecting desired Music or Gaming Subscription.

4. If subscriber register's with his Broadband ID and password, after filling the form, he can start downloading the content. If subscriber doesn't remember his Broadband details, he can fill the form with BSNL landline number. The call center of Hungama calls the subscriber on the telephone number given and verifies the details given in the subscription form.

5. M/s Hungama will verify if the customer is an Active Broadband Subscriber by checking with Broadband servers (using the access ID for BB servers provided to M/s Hungama).

6. After authentication, Hungama shall send an activation link via e-mail (as provided in the subscription form) to the customer for activating the subscription for Hungama entertainment storefront.

7. The Customer receives an email with link to activate. On-click, subscriber is asked to create a password. Post successful creation of password, he can start downloading the content.

8. The Subscriber can choose to Unsubscribe his service at any point and time. An Unsubscribe link is provided at the bottom of the "Download History" page.

    a. On-click of the Unsubscribe link, a confirmation message informing the Subscriber about discontinuation of Music &/or Gaming service is displayed.

    b. Billing stops from the next billing cycle due to the BSNL Broadband customer.

Billing of MoD and Gaming Hungama: Billing for the service will be done on a monthly basis. Towards this, M/s Hungama will make available to BSNL IT Project Circle, the full set of records relating to customers to be billed for the service in each month, on the 1st of the following month as per the prescribed record structure. IT Project Circle shall process this data to generate SSA-wise billing files and other reports required for settlement of revenue shares between BSNL and M/s Hungama. These billing files will carry one record per customer indicating the actual amount to be billed along with other details. The record structure of the billing file for MoD is given in Annexure-I and the record structure of the billing file for Gaming Hungama is given in Annexure-II. The billing data files would be made available for download by SSA authorities from the BSNL Intranet Portal in line with the procedure being followed for Broadband usage files. The usernames/password being used for Broadband usage file download would be valid for downloading Music & Video on demand and Gaming Hungama billing files also. The MoD and Gaming Hungama

charges would be billed through the consolidated bfone bills to be issued from the SSA level bfone billing systems.

It is necessary to create necessary applications in the SSA level bfone billing system to take the MoD and Gaming Hungama charges from the MoD and Gaming Hungama billing data files and to do the customer billing. The solutions for DOTSOFT and Trichur systems are to be prepared by IT Project Circle. For other systems, the units may kindly do the needful.

Revenue Share: The revenues on MoD and Gaming Hungama will be shared as per ratios given below:

S.No.	Item	Net Revenue Share	
Music on demand (MoD)		Hungama	BSNL
1	Subscription Charges for On Line Songs/Music tracks	60%	40%
Gaming Hungama			
2	Subscription charges for online Games	60%	40%

The centralized application to be created by IT Project Circle that would process the MoD and Gaming Hungama customer data will also compute the revenue share as per ratios indicated above. This is one of the columns in the billing record structure. BSNL units would do the billing for the full amount. The share of the revenue due for Hungama would be settled at the Telecom Circle level. The share of revenue payable to Hungama would be computed based on the MoD and Gaming Hungama amount billed, irrespective of the actual amounts collected. In order to facilitate this, a Circle-wise statement indicating the summary of MoD and Gaming Hungama charges and revenue share for each SSA falling under the Circle would be generated for each Telecom Circle. These summary files would also be available for download from the BSNL Intranet Portal. However, the authorities concerned at the Telecom Circle should obtain a certificate of billing for the amounts appearing in the statement before releasing payments to M/s Hungama. It is suggested that the application being created for processing the MoD and Gaming Hungama files at the bfone billing system may itself generate the certificate of billing.

Revenue Share Claims by M/s Hungama: M/s Hungama will submit the claims for their share of MoD and Gaming Hungama revenues to the designated BSNL authority at the Telecom Circle level on the basis of data that would be generated by the application centrally processing the MoD and Gaming Hungama customer data each month. The required information will be passed on the M/s Hungama by IT Project Circle. Circle CGMs are requested to designate the authority that would deal with the MoD and Gaming Hungama revenue share claims at the Telecom Circle level and convey the details to IT Project Circle.

Action Points

1. **IT Project Circle**:

   a. Create and maintain the application for processing of MoD and Gaming Hungama customer data centrally.
   b. Generate and upload SSA-wise MoD and Gaming Hungama billing data files each month along with the Broadband usage files
   c. Generate and upload Circle-wise consolidated files on MoD and Gaming Hungama billing to facilitate revenue share settlement at the Telecom Circle level.
   d. Create the required application for dealing with the billing of MoD and Gaming Hungama charges at the SSA level billing systems operating Trichur Package.
   e. Act as a coordinating authority in matters connected with MoD and Gaming Hungama billing.

2. **DOTSOFT Group**

   a. Develop and release necessary patch for dealing with MoD and Gaming Hungama billing in the DOTSOFT system.
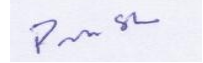
3. **Telecom Circles**

   a. Designate the authority to deal with revenue share settlement at the Telecom Circle level. This authority would also download the Telecom Circle-wise consolidated data on MoD and Gaming Hungama billing each month from the BSNL Intranet Portal.
   b. Take appropriate action for creating the required software solutions to deal with the MoD and Gaming Hungama billing in those units operating billing packages other than DOTSOFT and Trichur.
   c. Issue necessary instructions to billing units to ensure the prompt billing of the MoD and Gaming Hungama service. The SSA level officer currently downloading Broadband usage files would also download the MoD and Gaming Hungama billing files.

4. **M/s Hungama**

   a. Ensure that all customers to be billed for MoD and Gaming Hungama in a month are made available to IT Project Circle as per record structures and relevant instructions, on the first of the month following.
   b. Ensure that the values appearing in the data files are accurate.
   c. Prefer the claims for revenue share to the designated BSNL authority at the Telecom Circle level.
   d. Deal with and settle promptly any disputes arising out of the billing of MoD and Gaming Hungama service, under intimation to the authorities concerned.
   e. Maintain necessary records for proving the paid subscription start/end dates for verification in the event of any disputes on this score.
   f. Ensure that the status of customer data is maintained in sync with the data sitting in the Broadband system by means of the mediation system implemented.

5. IT Cell of BSNL Corporate Office

a. It will create necessary arrangement to facilitate file downloads from the BSNL Intranet Portal as detailed herein.

(P.K. Shah)
DGM (Broadband Services)

CC: (1) GM (IT), BSNL C.O., New Delhi
           (2) CGM (IT Project Circle), Pune
           (3) CGM (DNW), New Delhi
           (4) GM (ITPC), Hyderabad
           (4) M/s Hungama

Billing of Music on demand (MoD)

ANNEXURE-I

REOCORD STRUCTURE FOR BILLING DATA FOR SSAs

1. STD_CODE
2. PHONE_NO
3. BILLING_MONTH
4. BROADBAND_LOGIN_ID
5. MOD_USER_NAME
6. SUBSCRIPTION START DATE
7. PLAN_CODE
8. BILLING_DATE_FROM
9. BILLING _DATE_TO
10. AMOUNT_TO_BE_BILLED
11. HUNGAMA_SHARE
12. CUSTOMER_PRESENT_STATUS <1. Active, 2. Service Suspended, 3. Service Restored (Within the same month of service suspension), 4. Service Restored (After the month of service suspension), 5. Subscription Closed>

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Billing of Gaming Hungama

REOCORD STRUCTURE FOR BILLING DATA FOR SSAs

1. STD_CODE
2. PHONE_NO
3. BILLING_MONTH
4. BROADBAND_LOGIN_ID
5. GAMING HUNGAMA_USER_NAME
6. SUBSCRIPTION START DATE
7. PLAN_CODE
8. BILLING_DATE_FROM
9. BILLING _DATE_TO
10. AMOUNT_TO_BE_BILLED
11. HUNGAMA_SHARE
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