



भारत संचार निगम लिमिटेड

(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

BROADBAND CELL
BSNL CORPORATE OFFICE, NEW DELHI

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**Subject: Implementation of Triple Play Services by BSNL in Association with
franchisees**

Service Provisioning:

1.1 The franchisee shall develop a system which will serve for registration of the customers for the IPTV Services. Since one franchisee has signed agreement for multiple cities, the franchisee may have multiple systems or a single IT infrastructure (with logical segregation) so as to interact with Local commercial and Billing system in each SSA separately.

1.2 The Franchisee shall have a call center for entertaining the registration requests of the customers.

1.3 Following means would be available to the Broadband customers intending to obtain IPTV Services.

1.3.1 The franchisee may directly approach the customers.

1.3.2 Customers may approach the franchisee call –center with a registration request.

1.3.3 Registration on BSNL SSA web portal which will have a link to the respective franchise portal.

1.3.4 The customer may approach BSNL service center. The request may be entered in the franchisee system by BSNL through an authenticated access to the franchisee portal.

1.4 Based on the request registered in the franchisee system, the franchisee will approach the customer with a CAF form to obtain the consent of the customer in writing. Following information will necessarily be contained in the CAF form; Customer Name; address and the Telephone number, Consumer Number, IPTV plan option, STB Type option, STB acquisition Mode; Optional fields could be cell phone number, Modem Type and email address of the customer in addition to other data.

1.5 Once the CAF form has been filled up by the customer, the information will be updated by the franchisee in its system, indicating that the customer registration formalities have been completed. Upon request from SSA concerned, The CAF form shall be forwarded to BSNL system.

1.6 A Daily file of completed registration shall be prepared at the franchisee end. Following information will be contained in the file: (1) Consumer Number (2) Customer Telephone number with STD code. The details furnished by the franchisee system shall be uploaded in the BSNL commercial system either automatically or manually to generate the OB for the provisioning of the IPTV connection..

1.7 The activity of IPTV provisioning shall be assigned to the Node in-charge. The Node in-charge /designated official in BSNL shall identify the port details based on the userid/ telephone number on which the required configuration is to be made.

1.8 The following activity shall be undertaken by the Node-incharge for provisioning purpose:

1.8.1 In case the port is in the DSLAM on which IPTV is feasible, and the SNR is within limit, port configuration will be completed by the node-incharge.

1.8.2 In case the SNR is beyond acceptable limits for a customer port, the Node In-charge will escalate the same to the outdoor for change of loop. Once the activity is completed from the outdoor, there will be two possibilities:

1.8.1.1 The SNR comes within limits.

1.8.1.2 The IPTV connection is non-feasible due to low SNR in the customer Loop.

For those connections which are not feasible due to low SNR, OB shall be cancelled in the BSNL commercial system. The information shall flow to the franchisee

wither automatically or manually for the cancelled OBs. The customer will be intimated accordingly by the franchisee.

1.8.3 In case the customer port is on a DSLAM where IPTV is not feasible but SNR is within limit, change in the DSLAM shall be required:

1.8.1.3 In case of change of port within P2.2 system, the MDF shall be informed upon unbinding of the port.

1.8.1.4 In case of change from P2.2 to MP system, the userid creation in the Mulitply system shall be completed by the NIB- Node incharge. Upon creation of the userid in the P3 system, the information shall flow to the MDF for the change to the port in the new DSLAM.

1.8.4 Upon completion of the activity in the MDF as required, the Node-incharge shall be assigned the activity of port configuration for IPTV. The Node In-charge shall accordingly complete the activity on his part.

1.9 The information of the completion of configuration by the BSNL Node-in charge shall flow to the franchisee system either automatically or manually. This shall be possible by allowing the franchisee an authenticated access for monitoring the status of the provisioning of the IPTV customers. Alternatively, the information can be sent through exchange of e-mails on daily basis. For those connections, which are feasible, the franchisee will approach the customer for installation of STBs.

1.10 The franchisee shall maintain a list of the MDF/ outdoor staff to be contacted for help at the time of installation. The activity of STB installation and customer's PC/ modem configuration shall be done by the franchisee.

1.11 Once the installation activity is completed successfully, the STB security deposit shall be collected by the franchisee as per the rates approved by BSNL. The initial payment by the customer would include the charges on account of the registration/installation/STB sale/Accessories sales etc.

1.12 In order to make initial payment for activating the customer account, the customer will have an option of purchasing the vouchers from authorized distributors/retailers or through online portal. (The franchisee system may have a tie-up with payment gateway for this purpose).

1.13 The information regarding completed installation / denial by the customer for IPTV connection for whatsoever reasons, shall be communicated to Node-in charge (through off-line method such as mail/ letter) so that he may complete the OB/ cancel the OB in the BSNL system.

1.14 The franchisee will be responsible for maintaining various data pertaining to IPTV services in its own system such as STB MAC ID; IP address details and other information which however need not be passed on to the BSNL system. The same can be made available to BSNL on request.

1.15 The following modifications will be made in the BSNL commercial system for IPTV offering. (1) A flag to indicate that the customer has an IPTV; (2) IPTV Franchisee (3) Date of IPTV provisioning.

1.16 Post Provisioning scenario pertaining to changes in the BSNL broadband system

After the Service is provisioned, it would undergo several types of changes in the course of time. Some of these changes are:

1.16.1 Voluntary surrender of IPTV services by the Customer: The customer requests for voluntary disconnection of IPTV services shall be entertained in the franchisee system. The franchisee would carry out the activity of recovery of STBs and disabling of the IPTV services at its end. Once the same is completed, a daily report of the voluntary disconnection of IPTV services shall be downloaded from franchisee system by respective SSA for completion of the disconnection activity in BSNL commercial system.

The following data would be mandatorily made available to the BSNL commercial system in this case: (1) STD Code, (2) Telephone Number, (3) Franchisee ID, (4) Date of disconnection

1.16.2 Change of IPTV service plan: The change request for IPTV services shall be entertained in the franchisee system. Since a change in the IPTV plan does not need any configuration changes in the BSNL system, the activity would be executed by the franchisee in its system. On completion of the activity, the necessary updation against the customer profile shall be done by the franchisee in its system. Only one plan change will be allowed in a billing cycle.

Franchisee shall provide Web Portal access to BSNL for logging in the request received at BSNL

1.16.3 Disconnection of Service on non-settlement of Bills: The BSNL commercial system shall have the details of all the DSL connections with IPTV services (alongwith franchisee ID). At the time of Telephone Service DNP 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. In case the disabled connection is not restored within a period of 7 days from the date of disconnection, the franchisee shall 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 DNP (5) Consumer Number.

1.16.4 Reconnection of Service on Settlement of Bills: The activity of restoration of connections happen in BSNL system on daily basis. The RDNP (restoration of DNP) list of IPTV customers shall be forwarded to franchisee system through SFTP. The franchisee shall restore the IPTV services based on the RDNP list and the same shall be updated in its system. The following data shall be supplied (1) STD code. (2) Subs. Telephone Number (3) Franchisee ID (4) Date of restoration (5) Consumer Number

1.16.5 Permanent disconnection of the customers: The list of permanent DNP shall be forwarded to the franchisee system by BSNL which shall be updated by the franchisee in his system and necessary activities shall be completed at his end. The following data shall be supplied (1) STD code. (2) Subs. Telephone Number (3) Franchisee ID (4) Date of Permanent Disconnection (5) Consumer Number

1.16.6 Shifting of Telephone/Broadband/IP TV Services: In case of shifting of telephone, the customer request will be entertained in the BSNL system and passed to the IPTV franchisee for necessary activity at its end.

The daily files will be exchanged either through the SFTP access or email to the franchisee system

1.17 Customer account continuance after provisioning

The customer will keep recharging his account for a continued basic service. Following are the post provisioning scenarios.

1.17.1.1 Disconnection of IPTV services on account balance becoming zero.

There would be online balance depletion in the prepaid model for IPTV services when the account balance for an IPTV customer becomes zero, the services would be immediately stopped by the system.

1.17.1.2 Reconnection of the services on recharging.

The services will be automatically restored when the customer recharges his account.

1.18 General Guidelines on the billing related data:

As a rule, the Usage Data files will be generated on the first week of each month. The same shall be made available in the franchisee system which is downloadable to BSNL authorized person.

The files will be generated and placed in pre-specified directory in the franchisee system to which SFTP access will be provided to designated BSNL authority. Franchisee should also create an application in their system with execute permission for the designated BSNL authority for generating the customer and usage data as required by furnishing the requisite variables as runtime parameters.

It is necessary that the content of the files received from the franchisee systems for billing from the BSNL system be verified with regard to the number of records. Towards this, the last record in each file will have an integer representing the total number of records carried by the file prefixed with alphabet "F". If there are any errors in the data then SSA personnel should interact with franchisee for resending of the file.

1.19 Rules Applied in Billing:

1.19.1 Franchisee will set up a system through which a customer will recharge his account by purchasing voucher.

1.19.2 All applicable taxes will be deducted from the voucher value to arrive at the actual amount that will be credited to the customer account.

1.19.3 In all cases, no billing or collection would be done by BSNL. Franchisee is solely responsible for voucher generation, distribution, sale and collection.

1.19.4 All the services including broadcast/multicast, videos , games etc. shall be charged by the franchisee through the prepaid model based on the class it falls.

1.19.5 The vouchers will be made freely available at all BSNL sales outlets by the franchisee

Procedure to share the revenue between Franchisee & BSNL

1.20 The revenue share shall be passed by the franchisee on the following account to BSNL at the end of each month based on the agreed terms and conditions:

1.20.1 Activation charges

1.20.2 Multicast Services

1.20.3 VOD/Music (Unicast Services) .

The revenue share to be paid to BSNL shall be done by the franchisee without the need of raising any invoice by BSNL for the same at the end of every month. However, service tax payable by BSNL shall be paid to BSNL on generation of invoice by BSNL on the franchisee.

- 1.21** Revenue earned from advertisement shall also be shared in approved ratio and communicate to BSNL with details on quarterly basis.
- 1.22** BSNL shall reserve the right to audit the franchisee billing system
- 1.23** 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.
- 1.24** All the taxes and duties charged from the customer by the franchisee shall be remitted to concerned authorities directly.

1.25 Rules Applied in Computing Franchisee Share:

1.25.1 For VoD & Gaming services (Services other than IPTV), the revenue sharing ratio would be 80% and 20% of the billed amount in favor of the franchisee and BSNL respectively “for first 12 months” and 70% and 30% thereafter on the net amount excluding taxes and license fee. For IPTV broadcast Services, the revenue share shall be 90%: 10% in favour of the franchisee and BSNL respectively on the net amount excluding taxes and license fee.

1.25.2 The license fee charged on BSNL for the IPTV services by the government shall be shared by BSNL and franchisee based on the revenue share of each. The same may be charged by BSNL from the franchisee as and when required.

1.25.3 The security deposit collected on STB when the customer opts not to go for outright purchase of the STB, is to be fully treated as the share of the franchisee. The application processing the data would place the deposit amount as part of franchisee share.

Annexure:

The following Annexure forms part of this document.

Annexure –I – Call details Record Structure of Data in the Franchisee Billing Unit (Details Service Wise)

ANNEXURE –I

**RECORD STRUCTURE OF BILLING DATA
IN THE FRANCHISEE BILLING UNIT (for audit by BSNL)**

- i) STD Code (Prefixed with zero) Varchar2 (6)
- ii) Telephone No. Number (8)
- iii) Consumer No. Varchar2(20)
- iv) Triple Play System Customer Id Varchar2(40)
- v) Service Opening Date Date <YYYYMMDD>
- vi) Service Closure Date <YYYYMMDD>
- vii) Billing Month <YYYYMM>
- viii) Billing Date From <YYYYMMDD>
- ix) Billing Date To <YYYYMMDD>
- x) Installation/Activation/Registration Fee Number (10,2) (shifting charges/ and reactivation charges to be included)
- xi) Set Top Box Acquisition Mode Varchar2 (1) <P – Purchase R – Rental>
- xii) Set Top Box Security Deposit Number (10,2)
- xiii) Set Top Box Fixed Charge Number (10,2)
- xiv) Adjustment Type Char(1) – P (Positive) / N (Negative)
- xv) Adjustment Charge Number (10,2)
- xvi) Date of Temporary Suspension of Service Date (YYYYMMDD)
- xvii) Date of Restoration of Service from Temporary Suspension Date (YYYYMMDD)
- xviii) Service Plan Fixed Charge (Broadcast) Number(10,2)
- xix) Service Plan Fixed charge (VOD/ Gaming) Number (10,2)
- xx) Service Plan Usage Charge VOD/ Gaming Number (10,2)

- xxi) Franchisee Revenue Share (Broadcast) Number (6,2)
- xxii) Franchisee Revenue Share (VoD & Gaming Service) Number (8,2) (Video Usage & Video Plan Charges)
- xxiii) Franchisee Revenue Share (Installation/Activation Fee) Number(6,2)
- xxiv) Franchisee Revenue Share (STB Fixed Charges) Number(6,2)
- xxv) Franchisee Deposit Share (STB Security Deposit) Number (6,2)
- xxvi) Franchisee Revenue Share Total (Sum total of xxii, xxiii, xxiv, xxv, xxvi)
- xxvii) Customer Present Status Number (1) < Values: 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>
- xxviii) Reserved For Future Use
- xxix) Reserved For Future Use
- xxx) Reserved For Future Use
- xxxi) Reserved For Future Use
- xxxii) Reserved For Future Use
- xxxiii) Reserved For Future Use
- xxxiv) Reserved For Future Use
- xxxv) Reserved For Future Use
- xxxvi) Reserved For Future Use
- xxxvii) Reserved For Future Use

Explanations for the Fields:

Serial No.(v): Service Opening Date – This is the date of which the customer subscribes for the first service from the franchisee. A service would be denoted by the Plan codes prescribed. The customer may change the plan to which he has initially subscribed subject to conditions prescribed in the main document. A change of plan will not change the service open date.

Serial No.(vi): Service Closure Date – The date on which the customer fully exits from all the services offered by the franchisee. Any return of the customer would be treated as a fresh subscription with billing of all applicable charges for a new subscription.

Serial No.(vii): Billing Month - The month to which the data relates to. This will be validated for each record for the correct month so that no records belonging to any month is loaded twice by mistake.

Serial No.(xii): Set Top Box Acquisition Mode – This denotes the method of acquiring the STB by the customer. If the STB is acquired through Purchase (P), no monthly charges will be billed for the STB and the price of the modem will be directly collected by the franchisee from the customer without the transaction passing through the BSNL books. If the acquisition type of Rental (R), monthly STB charges will be billed.

Serial Nos.(xvii) and (xviii): Date of Temporary Suspension of Service Date and Date of Restoration of Service from Temporary Suspension Date - In case the service of the customer is temporarily suspended for non-payment of bills, the date on which the service is so suspended will be given in the field at serial No.(xvii). Serial No.(xviii) will carry the date on which the service that is suspended temporarily is restored on settlement of dues.

Serial No.(xxviii): Customer Present Status - The Customer Present Status field is an important information for billing. The values in this field are related with the values in certain other fields also as indicated below:

1. If Customer Present Status (CPS) value is 1, columns (vi), (xvii) and (xviii) should be empty.
2. If CPS value is 2, column (xvii) should have a date falling within the month for which the file carries data.

3. If CPS value is 3, columns (xvii) and (xviii) should have dates falling within the month for which the file carries data.
4. If CPS value is 4, columns (xvii) and (xviii) should have date values. The date value in column (xvii) should be one earlier to the first of the month for which the file carries data and column (xviii) should have a date value falling within the month for which the file carries data.
5. If CPS value is 5, column (vi) should have a date falling within the month for which the file carries data.

The application that would process the customer data would carry out the validations based on the features described. Any record not meeting the validation requirements would be thrown into error and would not be processed for billing.

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Customer complaint flow:

Complaint Handling for IPTV

(1) The customer can register his complaints by following means:

- a. BSNL Call Center
- b. Franchisee call center
- c. Written complaint
- d. Web based complaint.

In all the cases, the IPTV complaints shall be passed on to the franchisee system. In case the complaint is entertained at the BSNL call centre, the call centre personnel shall ensure that the complaint is registered in the respective franchisee system. This may alternatively be done through allowing an authenticated client access to the franchisee for viewing/monitoring/reassigning the complaints registered pertaining to IPTV services in BSNL call center. BSNL Broadband Call center shall become nodal point to pass the information to franchisee call center. However, the complaint entertained at the BSNL call center and passed to the franchisee will be tracked by the BSNL call center till such time the complaint is resolved. The call center for the franchisee shall be given a unique ID. Every complaint should have a unique no which will be given to consumer by the booking agent (BSNL or Franchisee network).

(2) The IPTV complaint may be owing to

- a. Issues with the Franchisee
- b. Issues in BSNL network

The franchisee system shall identify the type of problem and based on the same will escalate it to either its own system or register the complaint in the BSNL FRS system.

(3) The registration of complaint in the BSNL system can be done in 3 ways:

- (a) The complaint can be registered through the normal channels of broadband / telephone complaint registration in BSNL such as IVRS, call center booking, Web portal, walk-in whichever is presenting operating in the respective SSA.

In such a case, when the complaint is resolved in BSNL system, it will be passed on to the customer. The franchisee will track the status of the complaint

resolution status and update its own system. Alternatively, BSNL shall forward the complaint resolution status to the franchisee system as feasible.

(b) A FRS terminal may be extended to the franchisee either at its end or a separate workstation may be allotted to the franchisee at BSNL location with access to register the complaint and track the status.

(c) Automated inter-system communication can be built between BSNL system and the franchisee system.

(4) The Issues with the franchisee system shall be handled by the IPTV franchisee on its own.

(5) The complaint statistics in prescribed format will be handed over to BSNL authorities at the prescribed periodicity and wherever demanded by BSNL authorities .
