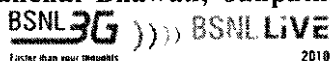


**BHARAT SANCHAR NIGAM LIMITED**  
**(VAS BRANCH)**  
**2<sup>nd</sup> Floor Bharat Sanchar Bhawan, Janpath, New Delhi 110001**



No. 200-14/2019-VAS

Dated: 22<sup>nd</sup> August, 2012

**To,**

**PGM (CMTS)/ GM (CMTS) Nodal Centre, Chandigarh/ Pune/ Kolkata/Trichy**

**Subject: Guidelines and Revenue share (Cost of content) for provision of contents through BSNL LIVE-reg.**

The competent authority has approved the revenue share (cost of content) and mode of delivery of content after considering the technical feasibility received from zonal units for provision of contents through BSNL LIVE as below .

<b>Service (Including subscription based services)</b>	<b>Mode of delivery of content</b>	<b>Cost of content/service to VAS Provider</b>
Video On Demand	By hosting content/ By hosting the metadata of content- AND/OR By Proxy method/ By Redirect (on BSNL's branding)	50%
	By Redirect	38%
Full Track Music Download	By hosting content/ By hosting the metadata of content- AND/OR By Proxy method/ By Redirect (on BSNL's branding)	50%
	By Redirect	38%
Applications	By hosting content/ By hosting the metadata of content- AND/OR By Proxy method/ By Redirect (on BSNL's branding).	50%
	By Redirect	38%
Games	By hosting content/ By hosting the metadata of content- AND/OR By Proxy method/ By Redirect (on BSNL's branding. Redirect on BSNL branding limited to Multiplayer's game only.	Multiplayer Games: 50% Regular Games: 40%
Wall Papers	By hosting content/ By hosting the metadata of content- AND/OR By Proxy method	40%
	By Redirect	38%

Service (Including subscription based services)	Mode of delivery of content	Cost of content/service to VAS Provider
Ring tones (True Tone & Polytone)	By hosting content/ By hosting the metadata of content- AND/OR By Proxy method.	40%
	By Redirect	38%
Regular contents like Themes, Ring tones, Screensavers, wallpapers, etc.	Any mode of delivery listed except Redirect on BSNL branding	38%
Any service/content provided through other than proposed methods will be provided revenue share 38% for 3G related contents		

2. In all the above cases, only icon of service will be displayed on BSNL LiVE home page, the metadata or link/url of service will be placed in next page according to popularity. Most popular content will get top positions in index list of metadata/url.

3. Initially, the popularity of content may be decided considering the industrial pattern, customer taste and Market trends. Afterwards, the hits on the content may be taken into consideration for popularity by Nodal center.

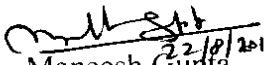
4. A separate Icon "**HOT & NEW**" be on BSNL LiVE home page to keep the latest/Super premium content/Exclusive contents. The contents should not be older than 60 days. Validity period of keeping the content in this category may be kept 30 days. After that contents may be switched to normal category.

5. In case the number of VASPs, having same content, the content will be hosted /metadata listed of VASP who is uploading first with Valid IPR.

6. Monitoring/updation of content/links/metadata list of content shall be done at regular intervals to keep current contents in BSNL LiVE by zones.

7. Services of BSNL LiVE may be part of existing agreement of SMS/DATA & Combo USSD/SMS/DATA. All the other Terms and condition of SMS/DATA & Combo USSD/SMS/DATA agreement and valid clauses of prevailing agreement of 3G related contents will be applicable.

8. Specifications/format of content/metadata & information's, if required, for making the VASPs WAPsite similar to look and feel of BSNL Live homepage will have to be shared with VASPs.

  
 Maneesh Gupta  
 AM (VAS-III-1)  
 9868244222

Copy to

1. Director CM/ Director (Finance), BSNL Board- for kind information please
2. All CGMs, BSNL for necessary action please
3. PGM (RegIn)/GM (NWO -CM)/ GM (Finance-CM)/ GM (S&M- CM), BSNL Corporate Office.