

Network Planning -Broadband
Bharat Sanchar Bhawan
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No: 64-72/09-Broadband (Pt-1)

Dated: 18/02/2011

To

Chief General Managers,
All Telecom Circles/ Metro Districts.

Subject: Approval of Movies-on-demand Service of M/s Hungama

BSNL is offering Music-on-Demand and Gaming services in association with M/s Hungama Digital Media Entertainment Private Limited. Now, competent authority has approved the proposal for providing Movies-on-demand service proposed by M/s Hungama. Following points need attention:

1. The service is approved for 4 months till 31st July,2011
2. Download for the movie content would be counted in total broadband download of customer.
3. Revenue share would be as follows:

| Item | BSNL | M/s Hungama |
|---------------------------|------|-------------|
| Subscription Charges | 40% | 60% |
| Download of Movie Content | 30% | 70% |

4. Details of the Movies Pack are given below.

| Plan Offering | Platinum Club | Bollywood Club | Indian Cinema |
|-------------------|-----------------------|----------------------|----------------------|
| Streaming Service | Rs 149/- for 5 Movies | Rs 99/- for 5 Movies | Rs 49/- for 5 Movies |
| Download to Own | Rs 149/- for 2 Movies | Rs 99/ for 2 Movies | Rs 49/ for 2 Movies |

Description of plans is as follows:

- a) **Streaming Service:** User can watch the movie online, this option is instant and the user can start playing the movie immediately, pause and resume as per his/her convenience.
- b) **Download to Own:** In this plan option, user can download the movie to own for lifetime. The movie downloaded can be viewed multiple times by the user and transferred onto another device as well.

Description of various categories of the movies is as follows:

1. **Platinum Club:** Movies included in this pack are all Hollywood Movies and Latest releases (<2months old) of Bollywood / Regional movies.
2. **Bollywood Club:** The Bollywood club pack includes the entire catalog of Bollywood movies, which don't feature in the latest movie list and are >2months old.
3. **Indian Cinema:** This pack includes all movies, which are in the Regional catalog.

All circles are requested to actively promote the service and use it as an important tool for increasing our broadband customer base. A feedback on the service be submitted at bbvasbsnlco@gmail.com.

Vishwa Mohan

(Vishwa Mohan)
Addl. GM (BBO)

Copy to:

1. Sr. GM (NWP-BB) for information please.
2. M/s Hungama Digital Media Entertainment Private Limited for n/a please.