



No.10-3/Comml./2009-R&C

Dated : 04.06.2009

Circular R&C No. 34 /09-10

Sub :- Tariff for Music on Demand and Gaming Hungama on Broadband services by M/s Hungama.

BSNL has decided to launch Entertainment Portal having Music on Demand (MoD) and Gaming Hungama services for BSNL Broadband customer in association with M/s Hungama.

The competent authority has decided to launch these services with following tariff and revenue share arrangements:-

A. Tariff :-

1. Tariff For On line Music on demand services:

Sl. No.	Packages	Subscription Type	Charges*
1.	Package 1 comprising of 30,000 Music Tracks and 1000 Music videos	Flat rental for unlimited download (Refer Para 4)	Rs.199/- p.m.
2.	Package 2 comprising Music Tracks only	Flat rental for unlimited download (Refer Para 4)	Rs. 149/- p.m

2. Tariff for Games on demand (Gaming Hungama) services:

Sl. No.	Packages	Subscription Type	Charges*
1.	Premium Package (400 downloadable games)	Flat rental for unlimited download	Rs.90/- per month
2.	Casual Package (100 Online Flash Games)	Flat rental for unlimited download	Rs.49/- per month

*Service Tax charges shall be extra as applicable.

The tariffs shall be regulated, maintained and reviewed by BSNL from time to time in consultation with M/s Hungama.

3. Billing:-

Presently the billing of this service shall be Post Paid. The services shall be billed as part of Broadband/Basic Telephony services provided by BSNL.

4. Data download:- The data transaction volumes involved in connection with Music and Gaming content download usage from the Hungama portal shall also be added to the normal Broadband usage of the customer.

Contd. ... P/2

5. **Change of Plan**:- The subscriber may opt for change in the package and any such change will be effective from the first of next month.

B. Revenue Share :-

1. Revenue share arrangement with M/s Hungama will be as under :-

Sl. No.	Item	Net Revenue Share	
		Hungama	BSNL
On Demand Music and Video Portal			
1.	Subscription Charges for On Line Songs/Music	60%	40%
On Line Games Portal			
2.	Subscription charges for online Games	60%	40%
Advertisement			
3.	Advertisement revenue*	50%	50%

* Advertisement revenue receivable from M/s Hungama from the revenue generated from monetization of the content portal hosted by M/s Hungama.

2. Payment to M/s Hungama :- The revenue share to be paid on the billed amount to M/s Hungama in respect of items shown Sl. No. 1 & 2 of the above table on monthly basis.

C. Other terms and conditions:-

- The revenue share shall be reviewed after six month of the commercial launch of the service.
- Payment of revenue share to M/s Hungama shall be made circle wise. M/s Hungama shall raise the circle wise bills after collecting the details of the telephone numbers to be billed from the IT circle billing system. Based on the telephone numbers M/s Hungama shall prepare the circle wise bill.
- Clarification /correspondence, if any, in respect of above tariff may be sent to Commercial Cell, BSNL, Corporate Office, BSB, Janpath, New Delhi-110001, Tel. No.011-23734368, Fax No. 011-23765467. This circular is issued based on the approval in Broadband Cell File No. 64-72/08-BB/Pt-I.


(R. Rangaraj)
AGM (T&C)

To

All CGMs - Telecom Circles/ Telephone Districts

Copy to :-

1. CMD, BSNL
2. Directors-O/P/F, HRD, C & M, ED (F)
3. All PGMs, / GMs, BSNL
4. GM (IT) – for placement on BSNL Website
5. All GMs (CMTS – Billing Centres)
6. GM(Commercial) - For information and taking n/a regarding website updation and Tariff reporting to TRAI.
7. OL Section – For Hindi version.
8. Guard File.


(Manoj Kumar Joardar)
Dy. Manager (T&C)