

THIS ISSUE

VAS Newsletter for the month of October focuses on the BSNL Hello TV which offers Live TV Channels to the GSM Subscribers of BSNL.

BSNL Hello TV is a WAP destination which offers over 120 live TV channels like Aaj Tak, Zee TV, Zee news and Many more on mobile. It is available with a STV where users get access to over 70 channels on recharge of the 1GB Data pack

For Music lovers, BSNL Music Store is a WAP store where users can access the latest Music tracks from all over the country available for both streaming and download.

Similarly, BSNL Video Store is the destination for getting the latest and best Videos like filmy music, gossip, comedy and news.

Apart from the Above, we have a brief profile of the partner M/s PK Online which is providing all the above services.

Live TV on mobile

Introduction



BSNL HelloTV is the best and most economical destination to access Live TV on Mobile for the subscribers of BSNL. There are over 120

Live TV channels to choose from including: Aaj Tak, B4U Movies, ABP News, Zee TV, Raj TV Network, India TV, Colors, MTV and 100 more! High Quality Adaptive Streaming ensures the best possible quality of the channel for both 3G/2G networks.

Access Live TV channels on the go



BSNL HelloTV can be accessed from Mobile anytime, anywhere; even on Roaming. Also as more and more channels being added everyday,

HelloTV is the place to be for All types of entertainment. The channels on offer are of all the Genres: Sports, News, Entertainment, Movies, Lifestyle and Devotional

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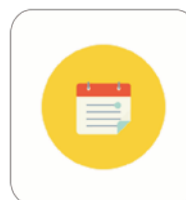
Page 1- LIVE TV

Page 2- 3G/GPRS based VAS on BSNL LIVE

Page 3- Offers & deals

Page 4- Meet our Partner Ms. PK Online

Event Specific Content & Regional contents



Dedicated channels for all types of Events- Holi, Navratri, Diwali , Ganesh Chaturthi, Lakshmi Puja, etc. Artist special channels Amitabh Bachchan and Rajnikanth are also among the best viewed channels.

The best offering for any type of content always at your fingertips .

TV Channels/contents are available in all the regional languages and with BSNL's excellent Network connectivity, they can be accessed from Anywhere at anytime. Movies, Songs, Videos and Live TV channels- are all available at your fingertips. Log onto <http://bsnllive.in> and enjoy!

Accessing the Service

The service can be accessed from visiting the site: <http://bsnllivetv.in> The users will pay for the channels based on the packs that they choose. Users also have



access to a wide variety of free channels to try the service before paying. Price stars from Rs 2/day and varies per channel/pack. Use bsnlnet & bsnl stream apn to visit the Wapsite through mobile . For more information call 1503 or visit

bsnllive.info

Movie Portal



This offering allows people everywhere to use mobile devices to watch their favorite movies whenever and wherever they want. Superhit movies like Rush, Kites, Kurbaan, Guzaarish and more than 500 movies in all languages.

The Movie prices start from Rs 10/-. So just sit back and take your mini theater wherever you go.

Visit: <http://bsnlhellotv.in:9080/mv>

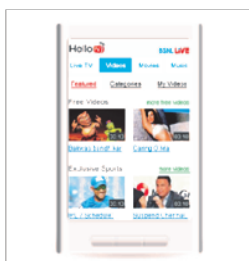
Music Portal



The latest chartbusters from superhit movies, or the old classics from the Golden times. Music Store has it all. With a song collection of more than 30000 grooving tracks, you can find any song here to fit your mood. All the songs are available for both Streaming and download and can be accessed anywhere, anytime. The Music portal pack prices from Just Rs 10.

So visit: <http://music.bsnllive.info>, and listen to your faavorite artists!

Video Portal



With a collection of more than 5000 Videos on the Video portal, it is the destination with the most comprehensive collection of Videos across the most exhaustive list of genres. Music Videos or Devotional. News Videos or Lifestyle. All Kinds of Videos to suit your interests are available on the Video Store. The Pack Prices start from as low as Rs. 5!

Log on to <http://video.bsnllive.info> today, and experience non stop enjoyment!

Offers & Deals

1

Recharge offer:

Availability of special Vouchers (STV) where users can access over 70 channels of BSNL LIVE TV on recharge of 1GB Data pack. This recharge is of Rs 178/-. After successful recharge of this amount, the user will get a message with a link to his activated pack valid for one Month! Not just this, users are eligible for many such discounted offerings during the validity period

2

Package services:

Availability of Best content in a special packing to users with different interests at a very reasonable take away prices. Special Packs for Lifestyle & Health, News & Sports, entertainment & Infotainment, Film & Music and many such exclusive Content Film & Music and many such exclusive content.

3

Subscription Service:

On Subscribing services, user will get unlimited access to view premium content. On offer are asset types of Music, Videos, TV, Movies and Much more

For Using these Services, just log onto <http://bsnllive.in> from your BSNL mobile phone and experience entertainment like never before.

To get the settings for using this service, log onto <http://bsnllive.info>

[Call on 1503](tel:1503) (toll free) to get assistance from Call Centre operator to download settings

For using these service, customer needs to download Setting in this handset.

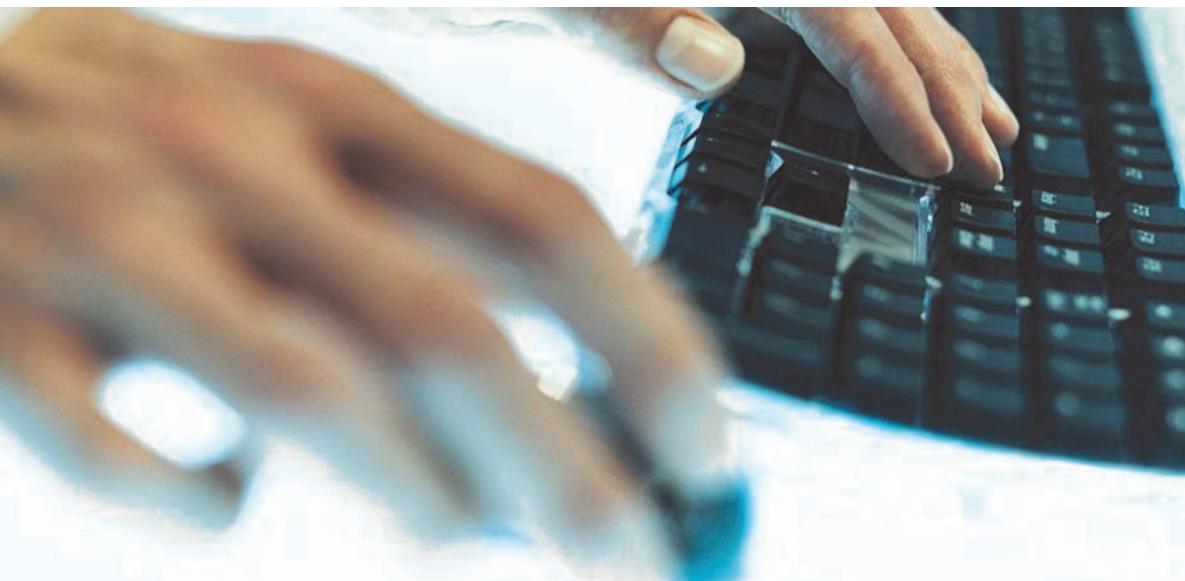
Various methods of downloading setting are as under

Send SMS make <space> model (of your mobile set) to 58355.

Settings will automatically get downloaded in your set.

Save these and set bsnlnet as default APN and start browsing the internet services or VAS services by

typing the website in url box. You may also get VAS contents by BSNL LIVE APN



BSNL VAS Partner of the Month– PK Online

Founded in 2007, it has continued to deliver excellence in the field of Mobile value Added Services through innovation, new Technology and excellence in Service.

PK Online has one of the best Technology teams and content partnerships in the market, which enable it to deliver the best services to the customers of BSNL. It has been operating the BSNLlive WAP portal Since April 2009. The service can be accessed from all handsets, including IOS, Android, Windows, Symbian, etc.

PK Online is capable to give services to all the GPRS subscribers of BSNL from any part of the country. Going forward, PKonline will continue to provide unparalleled service quality and delivery to its customers by adding more channels across a variety of genres to provide round the clock entertainment to its customers. Partnerships with all major operators will ensure to have the maximum reach to the subscribers across the length and breadth of the country.

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