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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

BSNL 3G >>> **BSNL LIVE**
Power Your Thoughts 2010

VAS-12/CBS EOI- 2013

Dated: 29th April, 2014

To,

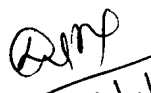
1. All CGMs of Telecom Circle/ Districts
2. GM/ GM (CMTS/ VAS) Chandigarh/Pune/Trichy/Kolkata.

Subject: New Revenue stream by provisioning of Cell broadcast based services.

1. Cell Broadcast is capable of broadcasting one single message to reach all mobile handsets in an area as small as one radio cell and as big as the entire country. This service, receive message, is available to the customers who have activated the Cell broadcast (CB) channel in their handsets. It's broadcast is real time and fast.
2. Cell Broadcast is a technology that allows a text or binary message to be defined and distributed to all mobile terminals connected to a set of cells. Whereas SMS messages are sent point-to-point, Cell Broadcast (SMS-CB) messages are sent point-to-area. This means that one SMS-CB message can reach a huge number of terminals at once.
3. A Cell Broadcast Entity (CBE) is a multi-user front-end that allows the definition and control of SMS-CB messages. A CBE can be located at the site of a content provider or Operator premises.
4. Cell Broadcast Centre (CBC), is the heart of the Cell Broadcast System and acts as a server for all CBE clients. It takes care of the administration of all SMS-CB messages it receives from the CBEs and does the communication towards the GSM network. The GSM network itself takes care of delivering the SMS-CB messages to the mobile terminals.
5. Cell Broadcast system was primarily designed to provide location information to mobile users based on serving cell site or BTS. Accordingly BSNL has procured Cell Broadcast Systems at Zonal levels and are being used primarily for providing the cell id information. The available system is one way communication. CBS was not a source of revenue due to deployment of legacy system which was not interactive, call to action and allow customers a convenient call to action. In some Circles the service is being used on commercially for advertisement of local businesses and charging is being done on a fixed amount per month per sector.
6. Presently Telecom Industry is using Cell Broadcast channel for Advertisement, Marketing and Promotion of various companies/ product including VAS. This channel can be used as a new revenue stream to BSNL and to become at par with industry. It has been gathered that number of competitors are deploying a third party system by which they are generating revenue.
7. Accordingly BSNL has floated an EOI for integration of interactive Cell broadcast system with latest available specifications to provide Cell broadcast based services. On the

conclusion of EOI M/s Celltick has been selected for Integration CBS with BSNL network. M/s Celltick will deploy end to end management of providing content, promotions , contest etc.

8. These services will be available to the new BSNL SIM holders. However for existing BSNL SIM holders, an application will be provided by M/s Celltick which can be sent through OTA platform and downloaded by the customer. The same can be made available to various Point of Sell (POSs) of BSNL for more penetration. As the apps will reside in customer handset, dependent upon handset operating system, it is presumed that most of smartphone holder customer will be able to use these services.
9. Following are the revenue stream by using cell broadcast channel.
 - 9.1 Existing VAS can be sold by promotion on the fixed EUP as per respective agreement with various VASPs.
 - 9.2 Advertisement , promotion and marketing of various business entities by approaching advertisers & get business for CBS. The tariff, for Advertisement may also work on Click per Response (CPR) and/ or on Click per Acquisition (CPA) basis, can be decided by BSNL depending upon business volume and demographic conditions. EB Cell of each Circle has to act proactively to grab such business in coordination with the Cell broadcast service provider.
 - 9.3 The Cell broadcast service provider will also offer infotainment services on mutually agreed EUP through SMS/USSD/IVR/WAP/GPRS/Data/3G bearers including games.
10. Initially BSNL may communicate to the customers via sms or any other channel about Cell broadcast services for popularization of the services. Customer needs to educate for activation of Cell broadcast channel to receive message alongwith deactivation.
11. The award of work and signing of agreement is under progress. As per EOI terms and conditions, the roll out will take 6 month from provision of connectivity by BSNL. Hence to expedite the integration and its early roll out , it is desirable to deliberate on project execution plan , study the network architecture for space , power , connectivity (free of cost) and various network element to be connected with CBE.
12. The immediate need is to validate / test the application developed by M/s Celltick (Perso package) for BSNL customer. Memory space of 15KB has been assigned for Cell Broadcast services in the SIMs. Accordingly the supplier of SIM including Telecom Factory be asked to validate/test the CBS apps. On successful testing of application the same is to be burnt in the new SIMs at the time of personalization.
13. To carry out the above business , it is requested that a SPOC be nominated by each Circle to coordinate with Corporate office, EB cell and Cell broadcast services Provider. The name , contact details be intimated to this office by 5.5.2014.


(D.K. Agrawal)
GM (VAS)

Copy to:

1. CMD BSNL for information please .
2. Dir (CM)/Dir (CFA)/Dir (EB)/Dir(Fin) BSNL New Delhi.
3. GM(TF)/GM(EB)/GM(NWP)CM/ GM(NWO) CM/GM(SM &PP) CM BSNL Corporate office New Delhi.
4. GM Telecom Factory Mumbai.