

E4-E5 (CM)

Mobile VAS

WELCOME

- This is a presentation for the E4-E5 Technical Module for the Topic: Mobile VAS
- Eligibility: Those who have got the Upgradation to from E4 to E5.
- This presentation is last updated on 15-3-2011.
- You can also visit the Digital library of BSNL to see this topic.

AGENDA

- **Introduction:**
- **What is VAS?**
- **Why VAS?**
- **VAS Value Chain:**
- **ABC of VAS content**
- **BSNL VAS Services:**

Introduction

- **Introduction:**

- In India, Mobile VAS has become a big part of the mobile user's life today.

With over 450 million mobile phone subscribers in India today and having the second largest subscriber base in the whole world - Indian Telecom Industry has started witnessing an era when Users buy mobile phones not just to be in touch, but to express themselves, their attitude, feelings and interests

Value Added Services

- They use their cellular phones to play games,
- read news headlines,
- surf the Internet,
- keep a tab on astrology,
- listen to music,
- make others listen to their music,
- check their bank balance.

What is VAS?

- Value Added Services are those services which are not part of basic voice but are availed by telecom service providers to enrich their offerings.
- Typically, in nineties SMS and itemized billing would be categorized as VAS.
- VAS data services are based on bearers like SMS, USSD (Unstructured Supplementary Services Data), WAP, GPRS, EDGE and 3G.

Value Added Services

- Later on with the evolution of mobile networks from
- GSM to GPRS
- and EDGE Personalized Ringtones
- Caller Ring back tones(CRBT)
- SMS based information
- Multi media messaging (MMS) etc became the main value added services.

Why VAS?

- In the fast evolving mobile telephony space
- Average Revenue Per User (ARPU) from Voice services are plateauing as plain voice service is increasingly becoming commoditized.
- In such a scenario, innovative Value Added Services offer an opportunity to Telecom Service Providers to *differentiate* their offerings in the market.

Value Added Services

- providers are bringing new value added services in order to satisfy the growing demand of Indian consumers. Many a times customers choose a particular service provider depending upon the VAS offerings from that service provider.
- So as the competition is becoming fierce to acquire and retain customers. Mobile service providers are making all out efforts to introduce newer and newer services to woo customers.

Value Added Services

- Value Added Services used by a particular customer are often extension of his persona.
- Understanding needs of different segment of users is essential for offering right kind of services.
- Thus unlike voice business, market dynamics play an important role in VAS business.

Value Added Services

- Understanding the market needs and accordingly applying the principles of Segmentation
- Targeting and Positioning (STP) to decide a particular service, have a key role.
- These fundamental aspects about VAS can not be overlooked while formulating a strategy for VAS business.

Various types of VAS

- **NEWS:** National, International, Business.
- **Finance:** Stocks, Forex Rates, Commodity Prices.
- **Entertainment:** Games, TV, Jokes, Bollywood Songs.
- **Travel:** Railway Airline
- **Downloads:** Logos, Ringbones, Caller Tunes
- **Astrology Services:** Horoscope/Prediction
- **Contest:** Reality Shows
- **MMS:** Picture Messages, Clippings

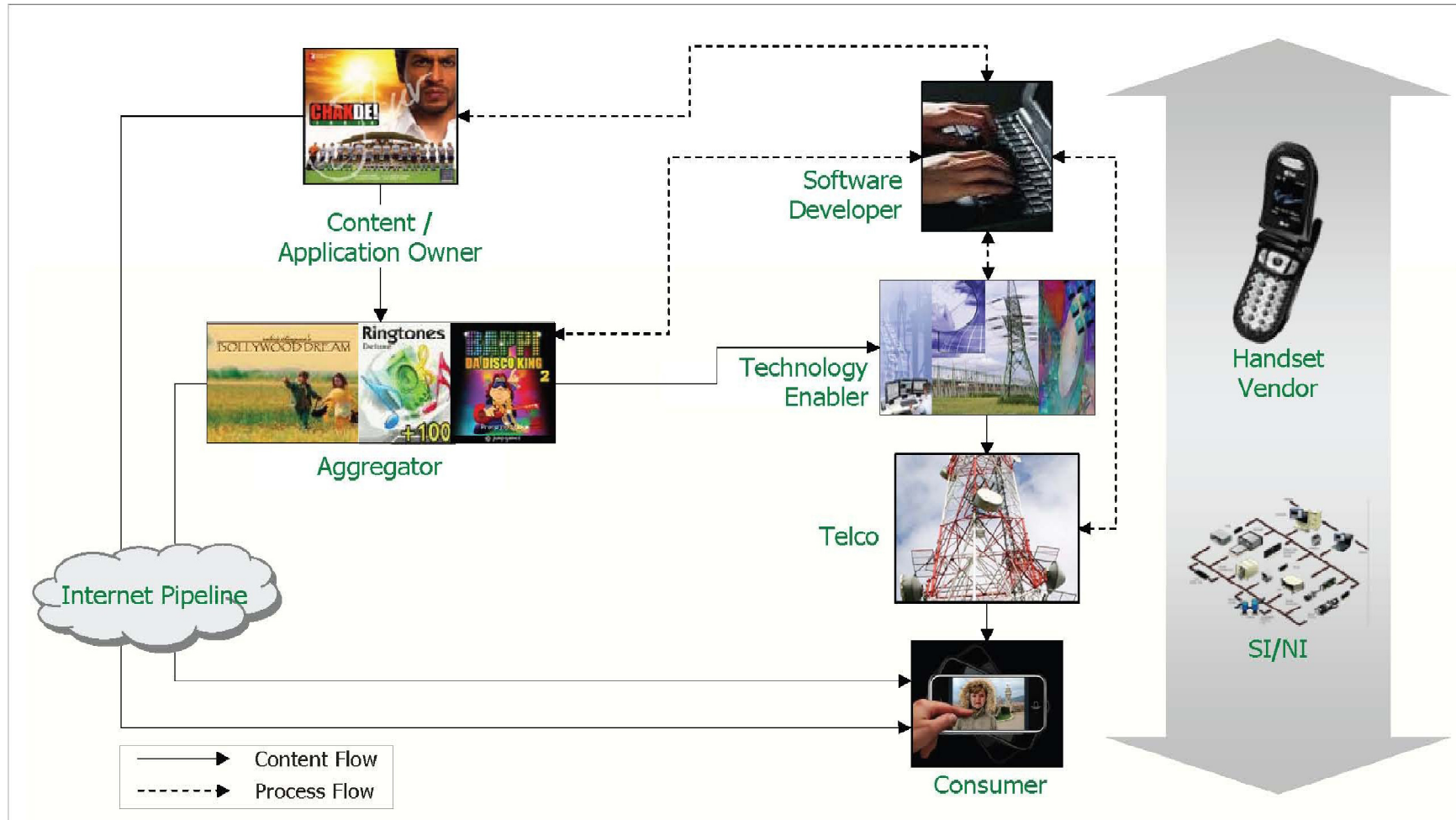
Various types of VAS

- **Music on Demand:** Sing a Song and download.
- **Cricket:** Cricket, Score, Clipping, Commentary
- **GPRS/WAP:** Mobile Internet, Chat, TV
- **Call Alert:** When Mobile is Switched off, Busy
- **Health:** Health, Tips, Beauty Tips
- **m-commerce:** Transaction-Based Services
- **Miscellaneous:** Devotional songs, Movies & Music
- **Voice Based Applications.**

VAS Value Chain:

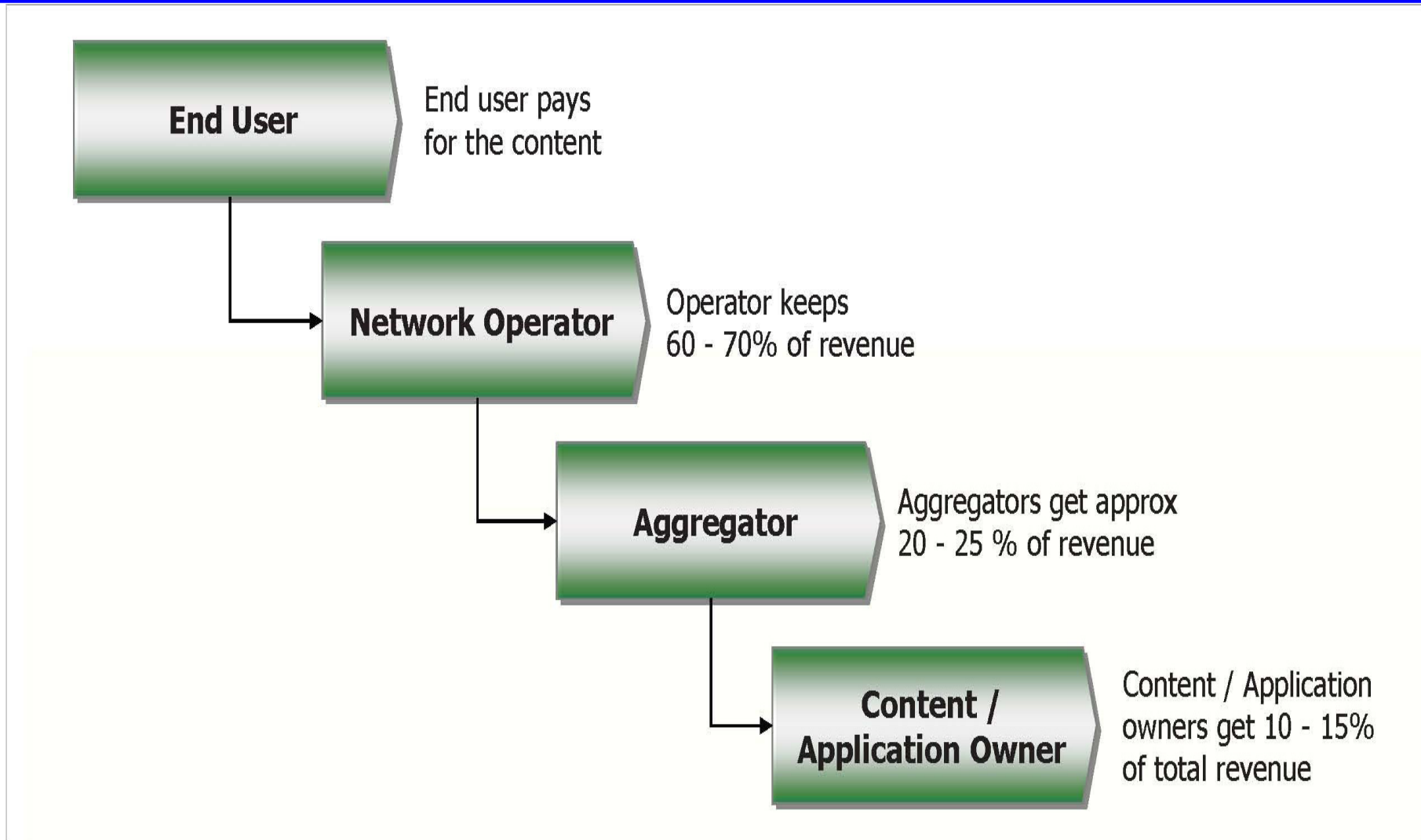
- It is primarily consists of six entities involved in the flow
- Network for VAS to make an impact on services.
- Consumer ,Devices (Handsets) and Applications are critically important.
- Content owner owns the contents for VAS.
- Aggregator modifies that content to suit requirement of Consumer and device capability.
- Software developer.
- Technology Enabler assist Aggregator in modifying the content.

VAS Value Chain:



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VAS Value Chain:

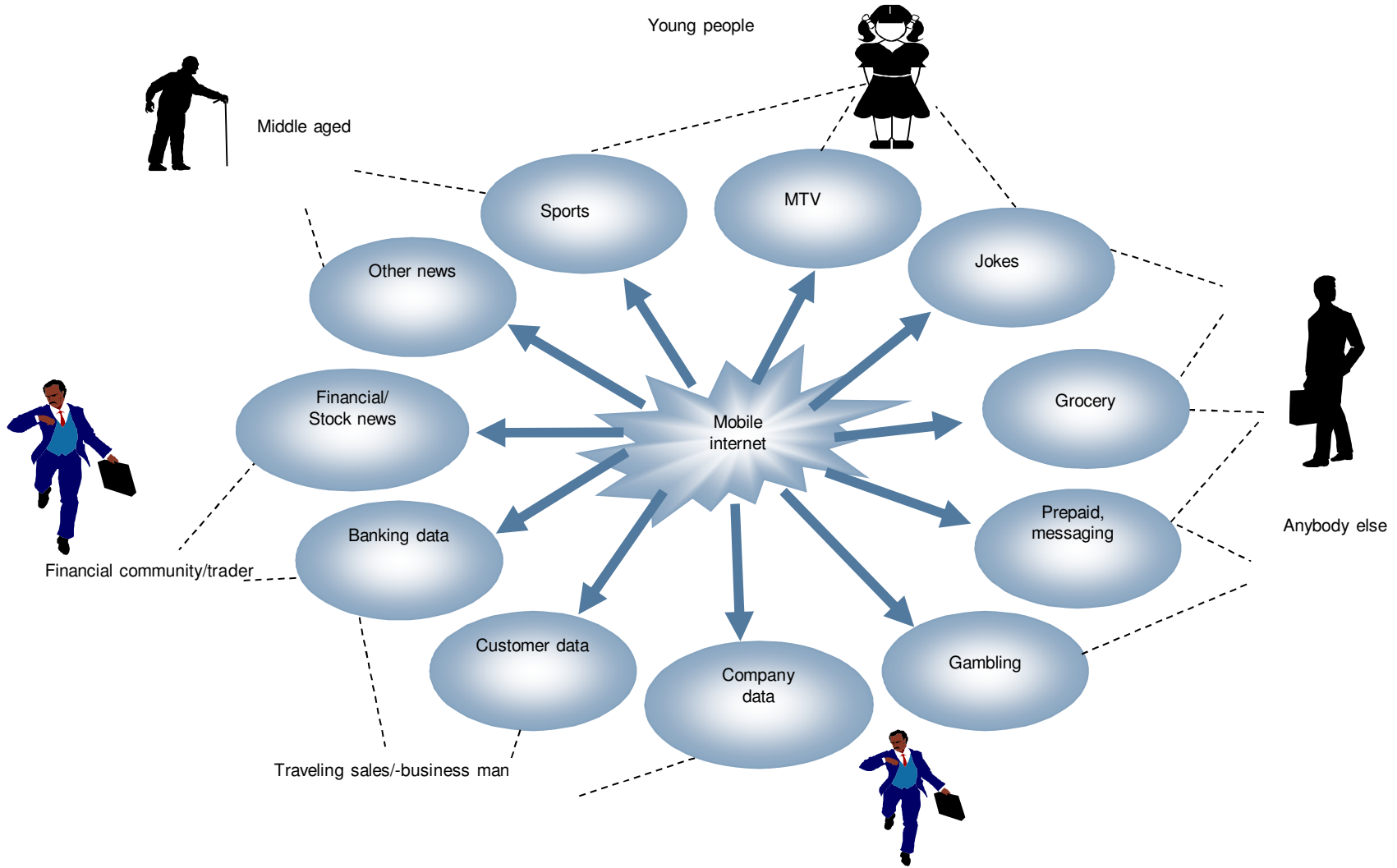


VAS Value Chain:

- Telecom Service Provider presently dominates the revenue share arrangement in VAS industry.
- Overall revenue share split of 70:30 applies to both GSM and CDMA operators.
- However this is not the case in developed countries where major share of VAS revenue is kept by content owner.

VAS : End User Perspective:

- Understanding consumer perspective of VAS is significant for correct positioning of the VAS.
- From end user perspective the important considerations are-
 - i) Services as per user need.
 - ii) Simplicity to use.
 - iii) Reliability, and
 - iv) Affordability.



ABC of VAS content

- An analysis of Indian VAS customers psychology has shown that
- Astrology.
- Bollywood songs and movies.
- Cricket are the main content popular with Indian consumer.
- Hence *Astrology, Bollywood* and *Cricket* related content is termed as ABC of VAS content.

BSNL Value Added Services

- Mobile VAS of BSNL can be broadly classified into two categories –
- **Under BSNL Branding-**
- A1. SIM Tool Kit (STK) Based Services: These are SMS based services, embedded in SIM tool kit and are easier to use as they are preconfigured.
- A2. WAP Portal: Services are GPRS/MMS based and are accessed through wap.cellone.in or www.cellone.in.
- A3. PRBT services:

VAS under Third Party Branding:

- B1. Pull Based Services- These services are user initiated as customer sends SMS to a particular short code in order to get the services.
- B2. Push Based Services. These services are not user initiated. Customer receives an SMS alert from an Insurance company, Bank or Financial Institution or a utility company. Such SMS alerts may relate to reminding the customer about the payment due or about new scheme or a new insurance product.

VAS in GPRS & 3G:

- B3. GPRS Based Services: These services are available on short code through content providers own WAP site.
 - **New VAS in 3G:**
 - In 3 G higher bandwidth, maximum up-to 2 Mbps, would be available to end users.
 - This will enable provisioning bandwidth hungry applications and services with rich multimedia content to customers. BSNL has planned Video on Demand (VoD) video streaming and other multi-media applications in 3G network.
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'BSNL Live' Value Added Services

- It is a WAP Portal which offers one stop shop for:-
- all Informations
- Entertainment.
- Communication related requirements.
- Through 'BSNL Live' one can access on demand Videos clips for various categories like Bollywood, Astrology, recipes/ Cookery, entertainment, cricket, comics/ animation, Movies and Movie trailers, Music, Multimedia games and wallpapers, and different tones/tunes etc.

Value Added Services

- It enables us to get many Value Added Services in much simpler and friendly way.
- **'BSNL Live'** provides a variety of services to suit our every day mood.
 - **The name of few following services are -**
- **Movies:** Movies will be streamed on demand i.e. the content will be played in real time on your mobile from 'BSNL Live' directly without first getting stored.

Value Added Services

- **Music** - Full track song download: You can download full track audio songs (mp3) of our choice through 'BSNL Live'.
- **Videos:** Video clips of 3-5 minutes on an average are available on demand. We can choose videos and download from the available huge library of content.
- The categories of content varies from
 - Astrology,
 - Recipes/ cookery,

Value Added Services

- Entertainment,
- Cricket
- The beauty tips/
- Clips,
- Comics/ animation,
- Movies and Movie trailers,
- Music,
- Multimedia games and wallpapers,
- Different tones/tunes.

Value Added Services

- **Games:** Various Categories of Games viz. Regular (Simple & premium) and
- Multiplayer branded games are available.
- We can see only games which are compatible with our handsets.
- Thus one needs not to worry about compatibility of games. At the time of download the customer will be required to pay charges of games.
- Any handset with WAP browsing capability can be used to access 'BSNL Live'.

Accessing `BSNL Live`:

- `BSNL Live` can be accessed by all GSM (2.5 G and 3G) subscribers.
- However the videos, movies and full track songs and multiplayer games are heavy on data and to access these services one needs to have a 3G connection otherwise his experience will be greatly reduced and the downloads for audio and video clips will take longer time.

Value Added Services

- Before one can access the 'BSNL Live', one needs to have correct settings in his mobile.
- Settings may be got done in the following way:
- All the settings required to access 'BSNL Live' & avail different services on 'BSNL Live' will be pushed to your handset by BSNL.
- One can also ask for the settings by sending <make> space <model> of your

Value Added Services

- Handset to 58355 by SMS e.g. <Nokia> space <N79> to 58355. After you send the SMS you will in response get several settings on your handset viz. 'bsnllive' or 'bsnlstream' etc.
- One may also call BSNL Customer Care Center to know the settings.
- Once we get all the settings, we have to save all of them. Out of these several settings the one pertaining to 'BSNL Live' (will appear as 'bsnllive') should be saved as default.

Value Added Services

- In some handsets the word 'Bookmark' is used instead of default.
- Thereafter whenever one wants to access 'BSNL Live' one can click on his Web browser in his mobile;
- The 'BSNL Live' bookmark will be visible and clicking on it will leads to the Welcome page.
- The Settings for movie streaming (will appear as 'bsnlstream') may also be saved in mobile.

Other New Value Added Services

- **Mandi Bhav** – Mandi Bahv service provides rate list of more than 500 commodities from over 3000 Manis across India.
- To subscribe to this service we need to send SMS MANDI to 59696.
- **YO SMS** – The service allows a subscriber to send SMS with fonts in different colours., backgrounds, sounds and simleys which essentially gives effect of MMS.
- To subscribe to this service we need to send SMS YOSMS to 54444

Other New Value Added Services

- **Handset Security**-The service provides a solution for security of subscriber's mobile handset. Whenever a mobile phone is stolen and SIM is changed, subscriber gets a message about change of SIM to pre-registered mobile nos.
- To subscribe to this service we need to send SMS MS to 52222.

Other New Value Added Services

- **Data Security and Backup-** In case of theft / loss of subscriber mobile handset, this solution protect the subscriber data stored in the phone book of handset. The stolen device can also be disabled remotely so-that data lying in the phone book is not used by anyone.
- To subscribe to this service we need to send SMS MS to 52222.

Other New Value Added Services

- **Call Tricker:** With this service a user can play various pre recorded sounds in the background while accepting the call. This sound runs while talking on the phone. The background sound can be traffic, rain, train etc.
- To subscribe to this service we need to send SMS CALL to 52222.
- **Mail on SMS:** This application makes it possible for a subscriber to receive mails on his/her mobile as SMS. It is also used for receiving/sending mail through mobile phones without using GPRS.

Other New Value Added Services

- To subscribe to this service we need to send SMS subemail 56688.
- **SMS Counseling:** This service provides counseling for general problems/queries from experts across the globe in 6 major fields namely Love, Workplace, Family, Stress Management, Feelings, Career and Visa.
- To subscribe to this service we need to send SMS HOPE to 54000

Other New Value Added Services

- **Mob-Share (Photo Video Sharing):** It allows BSNL mobile users to instantaneously share a mobile media viz photos and videos with other BSNL mobile users directly using a GPRS enabled phone.
- To start this service we need to send SMS 'subs name' to 59696.
- **Humshakal:** This application helps to understand the similarities a person has with other celebrities, icons etc.
- To subscribe to this service we need to send SMS HMM to 54000.

Regulatory Framework for VAS:



- **Regulatory Framework for VAS:**
- With a move to lay down regulation for VAS players, TRAI had issued a consultation paper for licensing VAS. At present, VAS providers are neither regulated nor licensed and mainly they act as channel partners of telecom operators. Telecom service providers by virtue of being owners of the network have near monopolistic advantage in revenue share agreement.

Regulatory Framework for VAS:

- Concerns have been raised about security related issues with respect to VAS. Recently there was a standoff between the DoT and RIM (the maker of the BlackBerry smart phone). RIM (Research In Motion), the Canadian company, was under scrutiny after security agencies had expressed fear that terror group might exploit this loophole as data sent between BlackBerry devices bypassed the network of Indian telecom service providers and therefore could not be monitored by the country's intelligence agency

Regulatory Framework for VAS:

- The appropriate regulatory regime for VAS is likely to provide clarity and transparency in tracking the source.
- Competition is really becoming fierce in VAS space and each service provider including BSNL is making all out effort to grab a share of VAS market.
- BSNL has introduced numerous VAS services on its 3G platform 'BSNL Live' and other VAS services. There is a need to create awareness about recently introduced services and to popularize the services.



Value Added Services

