

## **CHAPTER - IV**

### **M-VAS (MOBILE VALUE ADDED SERVICES)**

## M-VAS

**What is M-VAS ?** VAS (Value Added Services) in Telecommunication industry refers to non-core or non-basic services, which add value to core or non-basic services. M-VAS (Mobile Value Added Services) is a well established and rapidly growing set of mobile applications beyond basic voice and messaging services.

### **Characteristics of M-VAS:**

- Standalone in terms of profitability
- Stimulates incremental demand for core or basic services
- Do not cannibalize core or basic service
- May be sold at premium price
- Provides operational synergy with core or basic services

### **Types of M-VAS:**

There are two types:

- **Independent or standalone.** This is not required to be coupled with a basic service. Example- Mobile Advertising is not dependent on voice calls.
- **Dependent or non-standalone.** This is required to be coupled with a basic service. Example- In Voice Mail service, re-direction of call is dependent on basic services.

### **Necessity of M-VAS:**

- To maximize revenue
- To increase ARPU (Average Revenue Per User)
- To survive in competitive environment
- To satisfy the growing demand of customers
- To improve loyalty
- To continue expansion

### **Effect of M-VAS:**

M-VAS is very much effective for:

- Mobile Telecom Service Providers
- Value Added Service Providers
- Content aggregators

## E1-E2 Consumer Mobility

Rev date:17-03-11

- Content developers
- Handset manufacturers
- Others associated with Mobile context

### **Stakeholders' Concern:**

- Simplicity
- Availability
- Quantity of content
- Nature of content
- Consumer education
- Transparency
- Charging

### **Drivers of M-VAS:**

- Audio
- SMS
- MMS
- Music
- Video
- Cartoon
- Gaming
- M-Advertisement
- M-Commerce

### **Challenges for M-VAS:**

- Revenue sharing
- Customer Awareness
- Proper Handsets
- Cost of Handsets
- Content Delivery
- Bandwidth Constraint

### **BSNL M-VAS Solution:**

- BSNL implements M-VAS through SDP (Service Delivery Platform)
- SDP addresses the needs of both Operators and Content Providers
- BSNL SDP manages and delivers contents like- Music, Mobile TV, Videos, Games etc.
- BSNL can create its own content or can have partners to supply the content.
- BSNL SDP is capable to supports different formats requested by different terminals

**Availing of BSNL M-VAS:**

BSNL M-VAS may be availed through:

- STK (SIM Tool Kit)
- USSD (Unstructured Service Supplementary Data)
- 'BSNL Live'

**STK:**

Each BSNL SIM has an option 'Cellone' in the menu using which different M-VAS may be availed. Whenever a customer wants to use any of the services, he has simply to navigate through the corresponding Menu/Submenu, reach the concerned service and select it. The system automatically converts it to an SMS, sends it to the M-VAS provider and gets the reply. The Menu options are updated directly by the M-VAS Service without intervention of the customer. Some of the M-VAS display available through 'Cellone' are:

- My Portal
- News
- Finance
- Entertainment
- TV schedule
- Travel
- Downloads
- Astrology
- Cricket
- Others

The contents under STK come under various categories based on which the end user prices are fixed. Presently the content categories and prices are :

| SI No. | Name of the content under STK Menu                                       | End user price (Rs.)            |
|--------|--|---------------------------------|
| 01     | Plain Text:<br>News, Finance, Entertainment, TV schedule, Astrology etc. | 2.00                            |
| 02     | Premium Text:<br>Railway Services  | 2.00                            |
| 03     | Premium non-text Downloads:<br>Ring tones, Picture messages etc.         | 5.00                            |
| 04     | Picture Messages:<br>Logos, Animated SMS                                 | 5.00, 7.00, 10.00, 15.00, 20.00 |

Table No.: 01

**USSD:****Features:**

- Session oriented
- A menu based service
- Flexible to design dynamic menus
- Accessible directly from phone screen
- Extremely user friendly
- Almost seven times faster than conventional SMS
- A message of a maximum of 182 characters
- USSD has a dialogue concept but no store & forward

**Benefits:**

- No clogging inbox since there is no storing mechanism
- Faster
- Non intrusive alerts can be received without filling SMS box

**Activation and Deactivation:**

This scenario is shown in the Table No. 02 as below:

| Subject         | Activation Code | Deactivation Code | Frequency of Information given Per day | Rate per months (Rs.) |
|-----------------|-----------------|-------------------|--|-----------------------|
| Astrology       | *456*21#        | *456*22#          | 2                                      | 30.00                 |
| Automobile      | *456*96#        | *456*97#          | 2                                      | 25.00                 |
| Bhagawad Gita   | *456*71#        | *456*72#          | 1                                      | 30.00                 |
| Cricket         | *456*11#        | *456*12#          | 6                                      | 30.00                 |
| Health Care     | *456*636#       | *456*637#         | 2                                      | 30.00                 |
| News            | *456*31#        | *456*32#          | 5                                      | 30.00                 |
| On Gandhiji     | *456*08#        | *456*09#          | 3                                      | 30.00                 |
| Word of the day | *456*88#        | *456*89#          | 2                                      | 25.00                 |

Table No.: 02

**‘BSNL Live’:**

‘BSNL Live’ is a WAP (Wireless Application Part) Portal which offers one stop shop for all Information, Entertainment and Communication related requirements. It is a gateway for M-VAS. Through ‘BSNL Live’ one can access:

- Movies
- Videos
- Music
- Games

**Movies:**

Movies will be streamed on demand, i.e., the content will be played in real time on the Mobile from ‘BSNL Live’ directly without getting stored. ‘BSNL Live’ splits Movies into two to six ( or more) parts of 20-30 min duration each. The parts are shown like Part-1, Part-2 etc. Any part can be viewed in streaming time only. Total allowable time of streaming is displayed on the screen of the user before the streaming starts. Also price of the content is shown and confirmation of the user is obtained.

**Videos:**

Video clips of 3-5 minutes duration (approx.) are available on demand. Chosen Video clips can be downloaded from a huge library of content at 'BSNL Live'. Price of contents may be displayed on the screen and confirmation about payment is taken from the user before starting of downloading.

**Music:**

Full track songs (MP3) of any body's choice can be downloaded from 'BSNL Live'. Confirmation is obtained about the payment of the price of the Music item from the user.

**Games:**

Games of various categories like Regular (simple & premium), Multiplayer Branded Games are available in 'BSNL Live'. Games compatible with the users' handset will be displayed on the screen. He need not be worry about the compatibility of the Games.

**Streaming vs. Downloading:**

During Streaming content is sent in compressed form over Internet in a continuous stream and displayed on the compatible Mobile Set of the user in real time without getting stored in the memory of the Mobile set. It is to be viewed in a specified time limit. Usually, Movies are streamed.

Downloading allows to store the content into the memory of the compatible Mobile Set and it can viewed as many times as the user wants. Contents like Video clips, full track songs etc can be downloaded.

**Charges for 'BSNL Live' Services:****Two types of charges are applicable:**

1. Surfing/downloading charges as per plan chosen by the customer.
2. Whenever customer wants to buy any content , he will have to pay the price of the content. The price would be displayed before downloading/streaming. On getting confirmation of the customer, downloading/streaming will start.

**Handset configuration for 3G Services:**

There are a number of ways to configure the compatible Mobile Set for 3G working.

**Three commonly used ways are :**

1. APN settings through SMS
2. APN settings through Internet

## 3. mimobi.tv application settings

**APN settings through SMS:**

APN stands for Access Point Name. Presently four APNs are being used by BSNL:

- bsnlnet
- bsnlive
- bsnlstream
- bsnlmms

**Steps involved are:**

1. The customer is to send SMS to the number 58355 in the following format:  
Manufacturer <Space> Model <Space> XXX, where-  
XXX=NET for bsnlnet  
=LIVE for bsnlive  
=STREAM for bsnlstream  
=MMS for bsnlmms  
=ALL for setting of all the four APNs.
2. Reply would come in the form of SMS
3. The user is to save as directed in the SMS. bsnlive is to be set as default.

**APN settings through SMS:****Steps involved are:**

1. Go to the website- <http://cellone.in>
2. Click download button for *GPRS/MMS setting*
3. Click *East Zone, say*
4. Get a screen to feed the Mobile Number with country code
5. You get one time password
6. Click *login* option
7. Click *Device Management*
8. Now get options to choose manufacturer and model number
9. Now scope comes for choosing the options for setting the APNs.
10. Click as desired and then Click *Configure my Phone*
11. Message would come to the Mobile Set in the form of SMS. Save them.



**mimobi.tv application settings:**

- BSNL has tie up with APALYA technologies for 3G services
- mimobi.tv application is to be downloaded by sending SMS as below:
  - Send SMS MYTV to 55447 for 2G subscribers
  - Send SMS MY3GTV to 55447 for 3G subscribers
- The mimobi.tv application also can be downloaded from the website:  
<http://59.162.166.210:8080/OTA/DownloadMimobiTV/>
- The mimobi.tv icon is to be activated for registration
- Next APNs are to be set after opting the subscription plan

**Other Ways of three 3G configurations of the Set:**

1. Manual configuration of the set
2. Settings from Call Centre
3. Setting through TSD

.....

**Objective Type Questions:**

1. What is M-VAS ?
2. Write down the characteristics of M-VAS.
3. What is the necessity of M-VAS ?
4. What are the challenges of M-VAS ?
5. Mention any five M-VAS available under 'Cellone' of STK.
6. List out the benefits of USSD.
7. What do you mean by 'BSNL Live' ?
8. Indicate clearly the distinction between 'Streaming' and 'Downloading'.
9. Write down the names of four APNs needed for accessing 3G Services.
10. Write full forms of the following-
  - a. STK
  - b. USSD
  - c. APN