

GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
RAILWAY BOARD

No. 2017/NFR/12/1

New Delhi, dated 10/01/2017

The General Managers,
All Indian Railways

(Commercial Circular No. 1 of 2017)

Sub: Policy on Content on Demand

Preamble:

Hon'ble Minister of Railways had announced during the Railway Budget 2016-17 that "Although we enjoy the highest captive eyeballs in a railway system internationally, we earn less than 5% of our revenues through non-tariff sources. Many of the world railway systems generate 10% to 20% of their revenues from non-tariff sources. Over a period of the next five years, we will strive to reach this world average by monetizing assets and undertaking other revenue yielding activities."

Furthermore focusing on entertainment he announced "We propose to invite FM Radio stations for providing train borne entertainment by installing PA systems in trains".

Objective:

- The objective of this policy is to detail the various conditions to monetise entertainment based services on trains and stations

Main Features of the Policy:

Contract management

- RailTel shall be the nodal agency, responsible for floating the tender, awarding and managing the related contracts

- Railtel shall evaluate proposals on the basis of technical feasibility and generation of maximum financial revenue for the Indian Railways

Contract Tenure

- Indian Railways shall offer Content on Demand services contract for a tenure of ten years

Technology

- Entertainment services shall be provided through audio and video systems. The licensee/ service provider shall be permitted to use any technology available and will also be allowed to upgrade it at any time during the contract period
- Content on Demand video services should be made available on all personal devices and should support the prevalent technology/ mobile platforms

Provision of Internet Services

- Internet Services can be provided optionally by the selected service provider either free of cost, or on payment basis by the users.

Content on Demand Services on Trains and Stations

- The entertainment content on demand services shall be provided on the personal devices of passengers in all trains and stations in a phased manner, which shall be listed out in the Tender Document

Service Locations

- The licensee/ service provider will be allowed to provide streaming Audio and video content services on all trains

- The licensee/ service provider shall provide only video content services on stations. Audio streaming (Radio services) will not be permitted on stations.

Installation of Equipment

- The licensee/ service provider shall be responsible for installation of necessary equipment for delivering Content on Demand services and will bear the entire cost

Security of Equipment

- Indian Railways shall take feasible steps to ensure safety of the installed equipment. However, the licensee/ service provider shall be responsible for insuring all assets

Service Awareness

- Passengers shall be provided with digital/ physical brochures in order to create awareness of the availability of entertainment services on trains and stations
- Indian Railways will also make announcements on trains and on stations via Public Announcement (PA) systems (if PA system exists on the trains)

Paid and Free Content

- The licensee/ service provider shall provide video content in both paid and unpaid formats to the passengers
- The licensee/ service provider shall provide audio content free of cost to the passengers
- The licensee will provide a Digital payment system for paid content which will be required to be approved by RailTel.

Content Specifications

- The licensee/ service provider shall provide video and audio content services as per extant, relevant guidelines based on Government prescribed norms for public usage

- The licensee/ service provider shall provide only 'U', 'U/A', 'PG' rated video content. 'A' rated content shall not be permitted

Railway/ Government Information

- The licensee/ service provider shall allow free of cost dissemination of Railways and Government information via the content services provided
- The licensee/ service provider shall ensure content services technology and setup is capable to broadcast Railways or Government messages including live broadcast

Advertisement

- The licensee/ service provider shall promote advertisements through the content services provided, within the permissible limits as per relevant Ministry of I&B and Department of Electronics and Information Technology (DeITY) guidelines

Permitted Audio Levels and Timings

- Railtel shall prescribe the exact, permissible audio levels in Decibels in the Tender Document
- For audio services (Rail Radio) in trains, the licensee/ service provider shall follow the timings as per prescribed norms in order to avoid inconvenience to the passengers

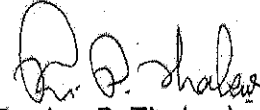
Revenue Share

- A hybrid revenue share model shall be adopted. The licensee/ service provider shall quote a Fixed Minimum Guarantee. Revenue Share shall be fixed by Railtel and shall be laid out in the tender document
- The revenue share between Railway & Railtel from the Content on Demand/Rail Radio services shall be 85% for Ministry of Railway and 15% for Railtel (management/maintenance fees)
- The licensee/ service provider shall develop necessary software to track revenue generation. This system shall be monitored by Railtel

- Detailed conditions of the contract will be developed by RailTel which will in line with this policy circular.

This issues with the concurrence of Finance Directorate of Ministry of Railways.

Kindly acknowledge the Receipt of this letter.



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Non fare Revenue
Railway Board

No. 2017/NFR/12/1

New Delhi, dated 10/01/2017

Copy to: FA&CAO, All Indian Railways, for information & necessary action.



For Financial Commissioner,
Railway Board