

Expression of Interest for providing Video on Demand (VoD) / Content on Demand (CoD) services

APSFL Triple play services include Value Added Services (VAS) like Videos and Content on Demand (VOD/COD).

Video on Demand (VoD) is an interactive multimedia system that works unlike the traditional cable Television, where the customer can select a movie from a large video database. Individual customers in an area are able to watch different programmes when they wish to, making the system a realisation of the video rental shop brought into the home. IPTV technology is often used to bring video on demand to televisions and personal computers. Television VOD systems can either "stream" content through a set-top box, a computer or other device, allowing viewing in real time, digital video recorder (also called a personal video recorder) or portable media player for viewing at any time.

The Setup

The video server to store and provide access to programmes, the data delivery network to interconnect the subscriber and the user-end set-top box to interface home TV equipment with the VoD services.

Formats

Prerecorded videos be digitally stored in a video server. These videos are then transmitted in a coded, compressed format. After the videos are ordered (either via interactive voice response or two-way remote control), they are decoded and decompressed by set-top converters in individual homes. In preliminary demonstrations, picture quality has been equal to standard VHS.

Functionality

The customer can call on a range of services. While watching movies, performing operations such as video selection, pause, rewinding etc. can be selected as if it were a video player. These are processed by the set-top-box and sent to the local server. The local server processes the request if possible, otherwise it relays the request to a video archive server, much as a hierarchy system.

Digital video/audio can be compressed and stored on hard disk and advertised for users on the network. Multiple archive servers can simultaneously be running over the network, depending on the bandwidth available.

APSFL is envisaging an aggressive growth in terms of subscribers with an aim to reach 1 Mn households in the immediate future and 6+ Mn households in the near future. With the increased rise of demand on content it is expected that nearly 10% of total IPTV subscribers will be watching VOD services concurrently.

As a part of VAS, APSFL would like to offer VoD services for all its subscribers.

VoD services include the following sectors:

Entertainment

The system allows subscriber to watch entertainment videos such as movies, short films, comedy clips, music, web series etc., on demand by subscribing to the selected genre.

Education

The system allows students to select and watch video content of their choice via IPTV services. VOD allows teachers to customize and live stream their own content to students in remote areas by providing access to the most effective lectures.

- "Conduct" Seminars/Lectures by Local Instructors
- "Conduct" Forums/Conferences/Seminars from Other Institutions
- "Conduct" Staff/Students Orientation or Similar Events

- Teaching material can be encoded and stored on media server, allowing simultaneous real-time access to the same piece of information for teaching in various locations.

Health

VoD in health would bring in the best medical treatment to the remote rural areas by connecting specialist doctors through tele-medicine. These services can bridge the gap between the patients and specialist doctors. The services can be connected between District/Area hospital to Public Health Centres (PHCs) or Urban Health Centres (UHCs) directly. The specialist doctors can also connect with the patient at home through IPTV and web camera.

The system allows everyone to select and watch video related to various health programs related to Asthma, Cancer, Dermatology, Cardiology, Diabetes, Yoga, Liver, Lung, Neurology, Pregnancy, Radiology, Surgery, etc.

Agriculture

Videos pertaining to Agriculture platform focused at training the farmers related to crop farming, remedies to insects, etc.

APSFL would like to offer innovative services to the farming community of the state for improving the production capacity of various crops by accessing literature related to the best practices of farming.

In view of offering the best services for all the above sectors, APSFL would like to invite prospective content providers to utilize AP fiber network infrastructure platform for offering VoD/CoD services to end-users: households / offices / enterprises on a revenue sharing model.

Interested agencies may submit their proposals to cmo.apsfl@ap.gov.in or apsfl@ap.gov.in.