

Expression of Interest for providing CatchUp-TV services

APSFL created fibergrid infrastructure that can deliver Triple play services (TV, Internet and Telephony) and also provide rich and quality applications to households / enterprise customers. In fulfilling its objectives, APSFL is looking for a Catchup TV Services Partner to enable CatchupTV to the end subscribers, which are innovative, feature rich and stable platform creating new revenue opportunities to APSFL in the form of VAS, etc.

The detailed proposal should address delivering the services to the customer:

- a) Catchup TV – Recording
- b) Catchup TV – Organize Content
- c) Catchup TV – Delivery
- d) Catchup TV – Server, Storage and Network Architecture

a) Catchup TV – Recording:

- Record request from Middleware to be addressed by Catchup TV
- Store media in 2 desired formats. (Original and Mobile Delivery)
- Record the program and store efficiently for further delivery
- Handle CDN for Storage and Delivery
- Catch-up TV support for any number of channels

b) Catchup TV – Organize Content:

- Organize media files according to Metadata
- EPG made available for organizing the content
- Record User activity on Content for further Analytics
- Global search based on program synopsis

- All the video content which can be streamed or available must be DRM protected

c) Catchup TV – Delivery:

- Handle View (Deliver) Request from Users
- Handle ADR (Adaptive bit rate) delivery
- Load Balance Delivery requests
- Record User activity for further Analytics
- Should have compatibility with Android software versions 4.0 and above
- Enable delivery on Mobile Devices (Android 4.0 and above). Showcase Mobile App.
- Need to handle API calls from other applications and platforms
- Any number of catch-up TV support
- Pause, Rewind & Forward support

d) Catchup TV – Server, Storage and Network Architecture:

- Need to provide scalable solution
- Need to handle multiple record requests in Concurrent mode: Explain Architecture
- Need to handle storage effectively – Explain in detail
- Need to handle high volume users: Provide Delivery Architecture

Roles & Responsibilities of the Software Partner:

- Should provide Software for Catchup TV and configure and support the system within the timelines specified as per the scope of work.
- Integrate with Middleware used for Delivery at AP Fibergrid network.
- Manage, Service and Maintain the Software as per the defined SLAs.
- The software should be scalable to handle growing subscriber base.

- All the software upgrades to be provided.
- All the requisite machinery, tools, consumables, etc for operation, maintenance and management of software to be arranged by Software partner at its own cost.

In view of offering the best services, APSFL would like to invite service providers for providing CatchUp TV services over AP fiber network on revenue sharing model.

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