

Reply to Pre- Bid Queries for Tender Number: RailTel/Tender/OT/CO/NTP/2022-23/COD/004

Request for Proposal For Selection of Digital Entertainment Service Provider (DESP) for delivering Content on Demand (COD) services on Build Own Operate (BOO) model for Indian Railways

Reply to Queries raised by the following organisation is given as under:

1. M/s Oasys Cybernetics Pvt Ltd

S.No.	Section No	Page No	Point No	Content of RFP requiring Clarification	Points of clarification required	Response to Queries
1	V	6	Service Locations	❑ The service provider will be allowed to provide streaming Audio and video content services on all trains. ❑ The service provider shall provide only video content services on stations. Audio streaming (Radio services) will not be permitted at stations.	This needs to be changed. Managing content at every station would be strenuous.	No change. As per RFP
2	V	7	Content Specifications	❑ The service provider shall provide only 'U', 'U/A', 'PG' rated video content. 'A' rated content shall not be permitted.	Will this hold good for advertisements also ?	The bidder has to adhere the Content and Advertisement guidelines as per RFP as well as any relevant guidelines given by the Government. Please also refer to the below mentioned clauses of RFP: 1. Section 3- Schedule 5-CONTENT AND ADVERTISEMENT ADHERENCE 2. Section 3-Clause 3.79- Phases of Service Level Agreement- Relevant SLA's for Content and Advertisement. 3. Section 3- Clause 3.11-Point no. b- <i>"The Indian Railway/ RailTel reserves the right to disallow content or Advertisement at any point of time which has a bearing on safety, aesthetics, security of Indian Railways. The message through content/ advertisements should not be socially offensive and should be keeping with public morality"</i> 4. Section 5- Clause 5.5.2- Point no. 7- Regulatory Adherence.

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3	V	7	1. Right Content	The solution should provide various content types across genres and languages which is required for the variety of passengers travelling by Indian Railways- 1st AC, 2nd AC, 3rd AC, Sleeper class and unreserved passengers: ► Exhaustive content library across the various genres to cater to diaspora of passengers from various regions or local languages.	What are the details of right content ?	Please refer to Section 5- Content specification- Page 7 of RFP. Further detail of Scope under Content given in Section 5- Clause 5.5.2- Content of RFP
4	V	8	2. Right Technology	The solution should provide a blend of high performing and cost effective technology to support the delivery of content on demand over trains. Technology used should be robust and scalable as per requirements. It is expected to provide superior passenger experience by providing a user friendly design and the software enabling the service delivery of Content on Demand must cater to all the requirements. It is up to the discretion of the bidder to choose the technology for deployment for delivering Content on Demand as a service. The bidder is expected to deploy the best possible solution given the Railways ecosystem and characteristics. The bidder is free to explore technology options either/both online, offline/ online-offline/ any other state of the art technology that will work in the given environment..	Is there any preferred technology envisaged ?	The bidder is free to explore technology options either/both online, offline/ online-offline/ any other state of the art technology that will work in the given environment.

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5	V	9	V. Advertising	The solution is intended to provide relevant advertisement for maximising the revenue through advertisement as per different parameters like age, gender, language etc. Advertisements should not compromise the viewing experience of the passenger. The DESP is expected to strategize the timing of advertisement to maximize the revenue without disturbing the user experience.	Should the bidder choose the advertisers or the railways would choose them ?	Bidders is free to choose the advertisers as per their business model. However, as per Section V- 5.2.2- Detailed Objectives of COD-Railway/Government Information-" <i>The service provider shall allow free of cost dissemination of Railways and Government information via the content services provided. The service provider shall ensure content services technology and setup is capable to broadcast Railways or Government messages including live broadcast</i> "
6	V	14	Passengers	• Browsing and availing the services provided by the bidder on the COD platform provided by the bidder	Should the browsing contents be filtered for adult contents ?	The bidder shall adhere the Content specifications defined in Section 5- Content specification- Page 7 of RFP
7	V	20	Safety of on board hardware installations	All hardware to be installed in a train should be in compliance to EN 50155:2007 global rail safety standard.	Is there any equivalent certification in ISO etc ?	No Change. As per RFP
8	V	22	5.5 Future State at Indian Railways	❑ Subscription based monetization – This model will be for the paid content which has to be premium/ exclusive for which the passengers will be willing to pay. To enable payment, the DESP has to evaluate various payments mechanisms prevalent in industry like payment gateway/ 3rd party/ own/ railways wallet/ SMS based operator billing/ and suggest in their solution which mode will be used to payments.	How will this work ? Will the system store the amount paid by the customer and then use the amount on a later date or there would be a credit ?	Bidders is free to develop payment solution/model. However, the solution shall adhere to the model and timelines of payments and reconciliation to RailTel.

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9	V	30	5. Monetization models	Subscription based monetization – This model will be for the paid content which has to be premium/ exclusive for which the passengers will be willing to pay. To enable payment, the DESP has to evaluate various payments mechanisms prevalent in industry like payment gateway/ 3rd party/ own/ railways wallet/ SMS based operator billing/ and suggest in their solution which mode will be used to payments.	Will there be option to revoke subscription or convert them to other forms ?	Bidders are free to provide various services as per their business model.
10	V	46	5.5.9 Call Centre	5.5.9.1 The bidder shall provide call centre service to the passenger for COD service grievance resolution and / or any IT related issues. .	How many staffs are required for call centre ? What are the languages to be known by them ?	The bidder has to provide the call centre staff as per their their solution proposed and bussiness model. It is expected that the call centre staff shall preferably know Regional languages. However in any scenario, the SLAs of the project shall be maintained.
11	V	47	5.5.12 Security	5.5.12.1 The bidder should ensure that the local content box server cannot be accessed remotely on board. DESP/Successful bidder is required to provide anti-theft arrangement to all hardware installed in trains.	This would require the participation of the railway authority also.	Please refer to Section 5- Security of Equipment (Page no. 6) of RFP according to which " <i>Indian Railways shall take feasible steps to ensure safety of the installed equipment. However service provider shall be responsible for insuring all assets</i> "
12	VI	3	Solution wide functionalities	The system should allow user to scale up or scale out solution with easy to use GUI.	What are the levels of scale up and scale out envisaged ?	The requirements mentioned are indicative requirements for the COD solution. However the SLAs of the project shall be maintained.