

TAMIL NADU ARASU CABLE TV CORPORATION LIMITED - Chennai.
(A Government of Tamil Nadu Undertaking)

EXPRESSION OF INTEREST NOTICE

No: TACTV/MIDDLEWARE SERVICE/TECH /B19/TACTV/LCO/2018 .

Tamil Nadu Arasu Cable TV Corporation (TACTV) intends to invite **MIDDLEWARE** service providers for offering a comprehensive solution to provide **Middleware** to the Standard Definition (SD) and High Definition (HD) set top Boxes that are presently deployed in the Tamilnadu Arasu Cable TV (TACTV) Network and also to provide revenue generation through **Advertisements** with suitable **Middleware Platform** on revenue sharing basis for a period of three years

1	Authority to Finalise EOI	Managing Director, Tamil Nadu Arasu Cable TV Corporation Ltd., 34/1113, Dugar Towers, 6 th Floor, Marshalls Road, Egmore, Chennai 600 008.
2	Purpose Expression	Tamil Nadu Arasu Cable TV Corporation (TACTV) intends to invite MIDDLEWARE service providers to provide Middleware to SD and HD Set top Boxes in its Cable TV Network and also arrange to provide revenue generation to TACTV through Middleware platform on revenue sharing basis for a period of three years.
3	Entry fee for the EOI	On payment of Rs.1,000/- (Rupees One thousand only) by way of Demand Draft or Banker's Cheque drawn on any Indian Nationalized / Scheduled Commercial Bank in favour of "Tamil Nadu Arasu Cable TV Corporation Ltd" payable at Chennai Auction Application can be downloaded free of cost from our website: www.tactv.in for each participating channel.
4	Document to be submitted before Auction	i)In case of Private/Public Limited Companies. <ul style="list-style-type: none">• Copy of Incorporation Certificate issued by the Registrar of Companies• Copy of memorandum and Articals of Association (ii)In case of partnership Firm, <ul style="list-style-type: none">• Registered partnership deed (iii)In case of Proprietorship Firm, Copy of GST Regn.Certificate. (iv)Copy of Copy right Agreement. (v)List of Films (Enclosure). (vi) GST Registered certificate.
5	Time and Place of submission.	21-3-2019 at onwards the address mentioned in SL.No.(1)above.

Managing DirectorTACTV

Conditions for offering the Middleware services for Standard Definition and High Definition Set Top Boxes that are deployed in TACTV cable TV Network and marketing of Advertisements through the Middleware features for revenue generation to TACTV through these services

1. PREAMBLE

Tamil Nadu Arasu Cable TV Corporation Ltd is a Government of Tamil Nadu undertaking, incorporated under the Companies Act, 1956 with an aim to provide high quality cable signals to the public through Local Cable Operators at an affordable cost. The service provided by the TACTV Corporation is welfare step taken by the Government in the interest of the public and Cable TV operators. TACTV Corporation is operating in Tamil Nadu with a digital subscriber base of around 30 Lakhs.

TACTV invites Expression of Interest from Middleware Service Providers of Digital Set Top Boxes (STB) to provide Middleware Solution to Standard Definition (SD) and High Definition (HD) Set top Boxes that are currently deployed in TACTV Cable TV Network and also to provide revenue generation to TACTV through marketing of advertisements with the middleware application on a revenue sharing basis through transparent bidding process.

TACTV has deployed both SD & HD, STBs in the field (Majority of them are SD Set Top Boxes) The present STBs provide Electronic programming guide, Menu Bar, search Menu. Bar etc. In order to generate additional revenue, TACTV would like to add additional features to the already deployed STBs by adding suitable MIDDLEWARE **to all 36 lakhs Standard Definition STBs and 0.4 Lakh High Definition STBs.**

The MIDDLEWARE should have compatibility to the already deployed STBs whose specifications are attached.

2. QUALIFICATION CRITERIA

Clause	Qualification Criteria	Supporting Document
1	The tenderer should be a registered legal entity	(i) In case of Private/Public Limited Companies. <ul style="list-style-type: none"> • Copy of Incorporation Certificate issued by the Registrar of Companies • Copy of memorandum and Articles of Association (ii) In case of partnership Firm, <ul style="list-style-type: none"> • Registered partnership deed (iii) In case of Proprietorship Firm, <ul style="list-style-type: none"> • Copy of GST Regn. Certificate.

2	The bidder should have minimum ONE year experience in the field providing middleware. end to end solution including marketing.	(i)Copy of work order/Agreement etc., substantiating domain experience.
3	The Bidder can be individual or a consortium and with prime bidder having average annual turn over of Rs. 2 crore..	(ii)Last three years audited balance sheet& profit and loss sheets should be given.(2015 to 2016, 2016 to 2017 and 2017 to 2018).
4	Should be registered with Goods and Services Tax Department.	GST Registered certificate.

SPECIFICATIONS

3. MPEG 4 Basic SD Set Top Box:

Features:

- Fully compliant with DVB –C digital TV reception standards
- Comply with MPEG 2, MPEG 4 and H .264 Standard.
- Channel List, Genre Wise bouquet , EPG
- Should also support quoted CAS
- Should be able to store and support 1000 Channels
- It should be possible to choose LCN from 0 to 9999.
- The chipset (System on a Chip) must be High Performance , Programmable ,High speed , Central Processing Unit Cores for Audio/Video and Application Systems , fully compliant with DVB-C & ITU J83 /AC Specifications supporting from 16 to 256 QAM , Multistandard Video decoding, Multistandard Audio Decoding , Programmable Output , Peripheral Interfaces , Advanced security system, Low Power consumption with standby control modes.
- Favorite Creation
- User friendly STB Remote control with ease of navigation
- Parent Controls
- Software upgrade through USB & OTA
- Support USB 2.0 PVR, MPEG2, MPEG4, VC-1, MP3, AAC, Digital Photos JPEG, GIF, TIF/TIFF, BMP, PNG etc.
- Variable aspect ratio 4:3 /16:9, pan&scan or Letter Box Modes.
- Bouquet based tuning and quick boot up
- Video Graphics: on screen display graphics plane.
- Remote Control : IR (38 K.Hz) , 2 x 1.5 V AAA
- Power Consumption in St.by mode < 1 W

Chip Processor & Memory

- Chipset : **ALI Chipset**
- Flash Memory 8 MB
- System Memory 64 MB

4. MPEG 4 HD Digital Set Top Box:

Features:

- DVB –C Tuner
- HD Set Top Box shall also have all the features of SD Box
- Multiformat video decoder capable of HD MPEG2/ MPEG AVC/H.264 decoding
- Should support all profiles and levels of video decoding as per ISO/IEC 14496-10
- Support USB 2.0 PVR, MPEG2, MPEG4, VC-1, MP3, AAC, Digital Photos JPEG, GIF, TIF/TIFF, BMP, PNG etc
- Should be able to decode MPEG 1, MPEG 4 Stereo, 5.1 , Dolby Digital Audio
- Should be capable of supporting 576 i, 576 p, 1080 I and 720 P formats to allow optimum picture performance with standard TV's and HDTV's
- Should be able to store and support 1000 Channels
- It should be possible to choose LCN from 0 to 9999.
- The chipset (System on a Chip) must be High Performance, Programmable, High speed, Central Processing Unit Cores for Audio/Video and Application Systems, fully compliant with DVB-C & ITU J83 /AC Specifications supporting from 16 to 256 QAM, Multistandard Video decoding, Multistandard Audio Decoding, Programmable Output, Peripheral Interfaces, Advanced security system, Low Power consumption with standby control modes.
- Should support PVR Control
- Software upgrade through USB & OTA
- Shall support real time scrambling of VOD Services
- HDMI connector for connecting High Definition Television
- Digital Audio Output to connect to high end audio equipment's
- USB 2.0 port connectivity for external mass storage devices through USB.
- Remote Control : IR (38 K.Hz) , 2 x 1.5 V AAA
- Power Consumption in St.by mode < 1 W

Chip Processor & Memory

- **Chipset : Hi-Silicon**
- Flash Memory : 128 MB Flash

5. SCOPE OF WORK

The bidder shall provide middleware & other softwares for SD& HD DVB (C) set top boxes that are currently deployed in the TACTV network. The CAS deployed is Gopell CAS.

The Middleware & backend server software shall be installed in the TACTV Digital Headend at Nungambakkam, Chennai. Middle ware software shall be installed & Integration shall be done to the already deployed STBs that are currently supplied through updation in TACTV Network.

The selected bidders have to provide a **complete end-to-end software solution for smooth delivery of services, marketing of advertisements that can be displayed in STBs , its management support & maintenance for a period of three years. The bidder must provide all related Hardwares and softwares that are required for the solution.**

6. BIDDING AND REVENUE SHARE MIDDLEWARE

6(a) TACTV expects a holistic solution from the bidder through the Expression of Interest for this project .

6(b) The holistic solution includes

- i. development and integration of Middleware to the Set top Boxes
- ii. Deployment of necessary hardware and software for the Middleware
- iii. Generation of revenue through the advertisements that can be inserted and displayed in the info bar , Menu Bar , Audio Selection , Volume up /down etc.
- iv. Sharing of revenue from the Advertisement generation & any Value added services that can be offered to the subscribers.

6(c) The bidder should quote the rate per STB that can be offered to TACTV for a period of **three years.**

Upon finalization of rates as above , TACTV will issue the Letter of Acceptance to the successful bidder , whose offer is the highest per STB.

7. AWARD OF THE CONTRACT

7(a) The highest quoted price, as revenue share to TACTV per STB in the EOI will be awarded contract for a period of **Three Years.**

7(b) The monthly Billing for MIDDLEWARE service will be based on the SMS report for the number Of Active STBs at the end of every month.(**Taken as average of Active STBs taken on 7 th , 14 th, 21 st and 28 th of Every month divided by 4) .**

7(c) After the Allotment Order and the payment of Security Deposit and execution of the agreement, by the MIDDLEWARE Service provider.

8. SECURITY DEPOSIT

On receipt of the Letter of Acceptance from the TACTV, the successful MIDDLEWARE service provider should remit a Security Deposit (SD) of Rs.20,00,000/- (Rupees Twenty lakhs only) by way of Demand Draft drawn on any scheduled commercial bank in favour of "Tamil Nadu Arasu Cable TV Corporation Limited, within 3 (three) working days from the date of receipt of Letter of Acceptance.

9. AGREEMENT

The successful MIDDLEWARE service provider should execute an agreement as may be drawn up to suit the conditions on a non-judicial stamp paper of value, as prescribed in law on the date of remittance of Security Deposit and shall pay for all stamps and legal expenses incidental thereto. In the event of failure to execute the agreement, within the time prescribed, the SD amount remitted by the Middleware service provider will be forfeited besides cancelling the bid and TACTV reserves the right to award to another successful bidders.

10. PERIOD OF CONTRACT

The Awarded MIDDLEWARE service provider would be given the contract **for a period of Three Years** from the date of issuance of LOA . The bidders are not allowed cancel the contract within **12 months**. However TACTV reserves the right to terminate the contract due to issue like non payment. On cancellation of contract **before 3 years**, the security deposit will be forfeited.

11. OBLIGATIONS MIDDLEWARE service provider :

11(a) The Middleware must be integrable to the existing SD and HD STB's that are deployed in the TACTV Network.

11(b) The Middleware so developed must be user friendly & easy to navigate through remote.

11(c) The Selected vendor must work closely with the STB manufacturer (Gospel) to achieve the middleware upgradation of SD & HD STBs.

11(d) The selected vendor must assume full responsibility for the development of middleware in close co-ordination with the STB manufacturer.

11(e) The MIDDLEWARE must be interfaceable to the Gospel conditional Access system (CAS), that is already deployed in TACTV's standard definition (SD) & High definition set top boxes.

11(f) The MIDDLEWARE should support receiving messages firm Headend & display.

11(g) The MIDDLEWARE must be capable of providing value added services to TACTV.

- 11(h) The MIDDLEWARE must be capable of providing “Image Branding” for TV channels thr’ Graphic Insertion.
- 11(i) The MIDDLEWARE must have a feature to display banner in the Information bar to display advertisements.
- 11(j) The MIDDLEWARE must be capable of displaying banners that can display advertisement in the menu page.
- 11(k) The MIDDLEWARE shall have a feature to display the Graphics of the image in the information bar, every time the subscriber changes the channel.
- 11(l) The necessary services & related hardwares to support the Middle ware functions must be integral part of the offer to TACTV.
- 11(m) The bidder must provide the Middleware & other related software with in the timelines specified.
- 11(n) The bidder shall enclose a detailed note on the proposed solution to be offered for the suggested work, work order copies of any similar work already carried, complete software solution for providing Middleware & other Software services including Management service the maintenance & technical compliance to the requirements. A PPT presentation may be demanded to satisfy the compliance requirements of the offered solution.
- 11(o) The bidder must take full responsibility for Advt. insertion in the Info bar, Advt in the menu screen, Advertisement in the start up boot of Set top box, Advt during volume Up/Down etc. The necessary marketing activities for all the advertisement generation the’ the Middleware features will be the responsibility of the bidder.
- 11(p) The bidder **shall support with the necessary manpower at the TACTV Headend** , who shall be responsible for the advt. generation and insertion , software and Hardware support for the offered solution . **They will remain posted for a period of three years @ TACTV Headend after the awardcontract.**
- 11(q) TACTV deploys Gospel CAS and ITPL SMS in the Headend . The Middleware service provider must co-ordinate with these service providers and ensure smooth implementation of the Middleware service features in TACTV Network .
- 11(r) The implementation of Middleware in SD & HD STBs should in no way alter the already existing functions of CAS & SMS , Which have already passed many Broadcaster Audits
- 11(s) After implementation of Middleware ,**all the functions of STB shall be verified with regard to CAS & SMS as per SCHEDULE III , Addressable System Requirements of THE TELECOMMUNICATION (BROADCASTING AND CABLE) SERVICES INTERCONNECTION (ADDRESSABLE SYSTEMS) REGULATIONS, 2017. The developed Middleware should comply with the Above requirements without fail. The developed Middleware deemed to have been successful , only if it complies with the above Addressable System Requirements.**

12. Additional Features :

- 1)The Middleware Upgradation should be possible Over the Air commands.
- 2)It should be possible to manage Advertisements thr’n OTA.
- 3) Should be possible to agregate offers & promotions feature online e-Commerce platforms.

13. PAYMENT TERMS

The successful MIDDLEWARE service provider shall provide agreed share to TACTV , based on Subscriber Management Report) SMS) before 10th of next month.

14. TERMINATION OF THE CONTRACT

TACTV reserves right to terminate the contract at any time during the validity period on account of non-fulfillment of contract on any count. This will be in addition to TACTV right to make allotment of the slot to another channel at the risk and cost of the channel .

15. GENERAL CONDITIONS

15(a) Conditions in any form will not be accepted.

15(b) Any notice regarding any problems, shall deemed to be sufficiently served, if given in writing at usual or last known place of business.

15(c) TACTV reserves the right to relax or waive or amend any of the conditions.

15(d) The right of final acceptance is entirely vested with TACTV. its reserves the right to accept or reject any or all of the in full or in parts without assigning any reason whatsoever.

15(e) There is no obligation on the part of TACTV to communicate with who are not awarded.

15(f) After acceptance of the contract by TACTV, the channel will have no right to withdraw his contract of placement fee.

15(g) The MIDDLEWARE service provider shall NOT operate in another name unless a valid “name change certificate” is obtained from TACTV.

15(h) Any takeover/ change of management during the currency of contract should be intimated to TACTV within 15 days.

16. ASSIGNMENT

The MIDDLEWARE service provider awarded channel shall not directly or indirectly transfer, assign or underset the contract or any part, share or interest therein nor shall take a new partner without written consent of TACTV provided nevertheless any such consent shall not relieve the channel from any obligation, duty or responsibility under the contract.

17. TACTV reserves the right to accept or reject any or all the bids in part or in totality or to negotiate with any or all the MIDDLEWARE service provider or to withdraw/ cancel/ modify this auction without assigning any reason whatsoever.

18. JURISDICTION OF THE COURT

Any dispute arising out of non-fulfillment of any of the terms and conditions of this Auction /Agreement will be subject to the Chennai jurisdiction only.

We agree to the above terms and conditions.

AUTHORIZED SIGNATURE OF THE BROADCASTER IN AUCTION

DATE :

NAME IN BLOCK

LETTERS:

DESIGNATION:

ADDRESS:

ANNEXURE – II

Form for Expression of Interest as MIDDLEWARE service provider by in TACTV network

From,

Name:
Address:
Ph:
Fax:
E-mail:

To
The Managing Director,
Tamilnadu Arasu Cable TV Corporation Limited (TACTV),
34 /13, 6th Floor, Dugar Towers,
Marshall's Road,
Egmore, Chennai - 600
008

Date: _____

Sub: Expression of Interest for the fixation of fee for the allotment of MIDDLEWARE service provider in the digital transmission for telecasting throughout Tamilnadu –Reg .

Ref: Your Notice Dt.

With reference to above, we submit herewith our Expression of Interest application for the participation in auction for the allotment of MIDDLEWARE service provider in TACTV Network of Tamilnadu as specified by TACTV in this auction notice.

We enclose the following documents:

- 1) Conditions duly signed in each page and enclosed in token of accepting the auction conditions.
- 2) Demand Draft or Banker's Cheque for Rs _____/- (Rupees) as entry fee for each MIDDLEWARE participating (DD/ Banker's Cheque No. _____ dated _____ drawn on _____ Bank in favour of "Tamil Nadu Arasu Cable TV Corporation Limited", payable at Chennai).
- 3) Details of the MIDDLEWARE service provider particulars (Annexure-III) (One form for each particular).
- 4) Details of Service charges to be collected for MIDDLEWARE services.

ANNEXURE – III
DETAILS OF THE MIDDLEWARE service provider

1. Name of the Company/Individual/ Proprietorship opting as MIDDLEWARE service provider	
2. Registered Address	
3. Address for Correspondence	
4. Telephone Number	
5. Fax	
6. Email	
7. Website, if any	
8. Contact Person	Name: Designation: Phone: Mobile: E-mail
9. Date of Incorporation	
10. Name of the Directors	
11. Service Tax/GST Registration Number	
12. PAN Number	
13. Copy right ownership details for videos to be telecasted on new.(separate list can be enclosed).	

**Authorized signature of the MIDDLEWARE Service Provider with seal
(with seal and address)**

PRICE BID FOR MIDDLEWARE SERVICES**(Excluding GST)**

1. Fixed Revenue offered to TACTV per STB per Month Year One Year Two Year Three	Rs. _____ Rs. _____ Rs. _____
2. Maximum period required	

I agree for further negotiation in rates and moratorium period.

Signature of Bidder