



**Communications
Commission
of Kenya**

**APPLICATION FORM
FOR A
SUBSCRIPTION MANAGEMENT
BROADCASTING SERVICE LICENCE**

NOT FOR SALE

CCK/F/SP-B/APL-05

(AUGUST 2011)

APPLICATION FOR SUBSCRIPTION MANAGEMENT BROADCASTING SERVICE LICENCE

Section 1: Licence Details			
Please identify the service being applied for:			
1.1.	Tick the category(s) of the service you wish to provide.	subscription management service /access control for self	
		subscription management service /access control for other content service providers	
1.2.	Provide the name of the area(s) you wish to provide the subscription management service.		
1.3.	Attach the rollout plan for the subscription management / access control system.		
1.4.	Provide the categories of broadcasting services that you intent to provide subscription management.		

Section 2: Applicant Contacts			
2.1.	Full name of the applicant (as it appears on the organisation's Certificate of Registration)		
2.2.	Physical Address: Town	Street/Road	
2.3.	LR No.	Floor	Room
2.4.	Postal Address	Postal Code	Name of Building
2.4.	Post office town		
2.5.	Telephone No.	Fax No.	Mobile
2.6.	Email Address		

Section 3: Technical Information

(Where appropriate the following information should be provided as an attachment to this application)

3.1	Indicate the proposed location (s) of the Subscription management / access control facility equipment.						
3.2	Describe the linkage between the subscription management /access control system and the content service provider platform.						
3.3	Capacity of the subscription management system /access control : (a)subscriber capacity for single content service provider (b) max number of content service providers served simultaneously and respective max subscriber capacity.						
3.4	List the details of the proposed subscriber receiving equipment (set top boxes, decoders, etc) expected to be handled.						
3.5	List the details of the proposed standby power equipment.						
	<table border="1"> <thead> <tr> <th data-bbox="263 1270 537 1339">Type</th> <th data-bbox="537 1270 808 1339">Quantity</th> <th data-bbox="808 1270 1432 1339">Manufacturer</th> </tr> </thead> <tbody> <tr> <td colspan="3" data-bbox="263 1339 1432 1409"> </td> </tr> </tbody> </table>	Type	Quantity	Manufacturer			
Type	Quantity	Manufacturer					
3.6	List the details of the proposed test equipment, if any.						
	<table border="1"> <thead> <tr> <th data-bbox="263 1669 537 1738">Type</th> <th data-bbox="537 1669 808 1738">Quantity</th> <th data-bbox="808 1669 1432 1738">Manufacturer</th> </tr> </thead> <tbody> <tr> <td colspan="3" data-bbox="263 1738 1432 1776"> </td> </tr> </tbody> </table>	Type	Quantity	Manufacturer			
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3.7	Indicate the type of signal encryption system to be used.						
3.8	Type of conditional access media to be used (smart card, etc).						

3.9	Description of proposed customer billing/payment system and how accuracy of subscriber billing shall be ensured.
3.10	Location(s) of subscriber management facility(s).
3.11	Type of equipment to be used for subscription management /access control.
3.12	Proposed turnaround times for installation, repair and relocation of customer premises equipment.
3.13	Proposed numbers and locations of customer care centres.
3.14	Proposed maximum number of hours of operation per day.
3.15	Proposed date of commencement of the subscription management service.
3.16	Proposed subscription management service identity.
3.17	Name of network operator who will carry the subscription management service / access control.

Section 4: Market Information	
<i>(Where appropriate the following information should be provided as an attachment to this application)</i>	
4.1	Provide the subscription population profile for the area the licence is being sought for.
4.2	Attach the market study of the area(s) the licence is being sought (indicate if attached).
4.3	Provide information on other subscription management services (if any) being provided in the area in question and explain the relevance of your proposed service.
4.4	Provide the projected subscriber base for each subscribed broadcasting category in the first three years (on per year basis).

Section 5: Management structure

(Where appropriate the following information should be provided as an attachment to this application)

5.1	Provide an organization chart explaining duties and responsibilities of the team managing the subscription Management system/ access control.
5.2	Provide names, address, telephone numbers and attach CVs of key management staff who shall include among others, and where applicable: (a) Board of directors; (b) Chief executive officer; (c) Programme coordinator; (d) Technical director (e) Maintenance In charge (f) Installation In charge (g) Finance/Credit Control (h) System engineer/Administrator (i) Sales manager (j) Customer Care Manager

Section 6: Station Financing and Business Plan

(Please provide separately a business plan and ensure the following details are included in the sequence as per the licence application guidelines)

6.1	Provide a business plan and relevant cash flow projections showing a realistic calculation of the expected levels of costs and revenue over a period of the licence term in particular with regard to: (a) Costs for capital investment (equipment, cable plant, buildings & land, offices, vehicles etc); (b) Recurring costs (operating expenses-staff salaries, royalties & programme distributor costs, pole access fees, maintenance, customer service, rent , energy , communications etc); (c) Financial investments from the applicant(s); (d) Anticipated revenue from installations, decoder sales/rentals, antenna/dishes, subscription fees, advertisements, sponsorships where applicable.
6.2	Attach a financial guarantee equivalent from a reputable financial institution in Kenya.

6.3	Are there any commitments from subscription broadcasting service providers? If so, show proof.
6.4	Give an estimation of the jobs you anticipate to create for the subscription management service; (a) Full time; (b) Part time;
6.5	Provide detailed information on subscription fees.
	Installation fees Relocation fees Maintenance fees Deposits (and terms & conditions thereof), if any Receiving equipment (decoder/set top box/antenna/dish) rental or purchase fees Subscription fees (for basic, premium packages) and how frequent the fee shall be levied (monthly, etc) Other penalties
6.6	Specify monthly fees for services offered on optional basis.
	Package/bouquet monthly fee programmes included in Bouquet

Section 7: Customer Care	
<i>(Where appropriate the following information should be provided as an attachment to this application)</i>	
7.1	Indicate your proposed hours of operation for subscription management system and customer care centers for each day of the week.
7.2	Do you intent to use third parties for receiving subscription payments? If Yes, provide details.
7.3	Provide details on how you intent to handle customer complaints?
7.4	Provide details on whether you intent to provide subscription management service for self only, or solely on behalf of other content service providers or a combination.
7.5	How many broadcast content service providers do you anticipate to provide subscription management?

Section 8: Certification of Application	
8.1	Briefly state any additional information that you think is not covered and will be helpful in the examination of this application.

Section 9: Certification of Application			
This application is made on:			
	Day	month	year
By:			
	(Applicant Name)		
or:			
	(or Name of Applicant's authorized representative)		
Signature			
Date	Day	Month	Year

Note: Where applicable, you may provide separate sheets for detailed description of your proposals on items that the provided space is not sufficient.

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The applicant **MEETS/ DOES NOT MEET** the Commission's requirements and is hereby **RECOMMENDED/NOT RECOMMENDED** to be licensed as a

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The reasons for not recommending the applicant are as follows:-

.....

.....

Name.....

Designation..... Signature.....

CLC No...... **Date**.....

Official stamp