

Information note to the Press (Press Release No. 93/2012)

For Immediate release

Telecom Regulatory Authority of India

TRAI Releases Recommendations on ‘Application services’

New Delhi, 14th May, 2012- The Telecom Regulatory Authority of India (TRAI) has today issued its recommendations on **“Application Services”**.

Various application services are being provided through telecommunication network. Newer applications and services are evolving with changing technologies and present a great potential for growth. The expansion of these services will contribute in enhancing the lifestyle & capability of customers as well as providing an additional revenue stream of telecom service providers. Considering the enhanced market potential for application services due to rollout of 3G & BWA services, deployment of 4G services in the coming years, implementation of National Broadband Plan and migration to Next Generation Networks (NGN), need was felt to develop a suitable framework for growth of application services.

To address the issues related to growth of Application Services, TRAI issued a Consultation paper on “Mobile Value Added Services” on 21st July 2011. Subsequently comments received from stakeholders were placed on TRAI website. Open House Discussions (OHD) was held at Bengaluru on 24th November 2011. Based on the written submissions of the stakeholders, the discussions in open house and prevailing international practices relevant to our country the Authority has finalised the recommendations.

The Authority has recommended Licensing through Authorisation for Application Service Providers(ASPs). Bringing application service providers under provisions of Section 4 of the Indian Telegraph Act, 1885, by covering them under Licensing through Authorisation, ASPs will be able to seek interconnection with service providers and avail of dispute resolution mechanisms available to a licensee. To address the issue of difficulties being faced by application providers for allotment of short codes for launching the application services, Authority has recommended a framework for allocation of short code centrally through a short code council (SCC). The SCC will allot Short codes centrally through an online web based system in accordance with the National Numbering Plan. Short codes will be allotted to both ASPs and TSPs independently. This will help independent application providers to get short codes of their choice. In addition, definition of application services and measures for growth of utility application services has also been recommended.

The detailed recommendations are available on TRAI's website www.trai.gov.in .

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