

# CBOSSip Option:

## Content Billing

A flexible rating of services strengthens subscriber loyalty and boosts the company's revenue. The provisioning and rating of content services at the application layer requires flexible rating systems.

CBOSS Association offers CBOSSip option 'Content Billing' that will be popular among both 2.5/3G telecoms companies, ISPs and broadband service providers (WiFi, WiMAX, xDSL).

This option allows you to organize centralized billing of content and to streamline the integration with new content aggregators and content providers.

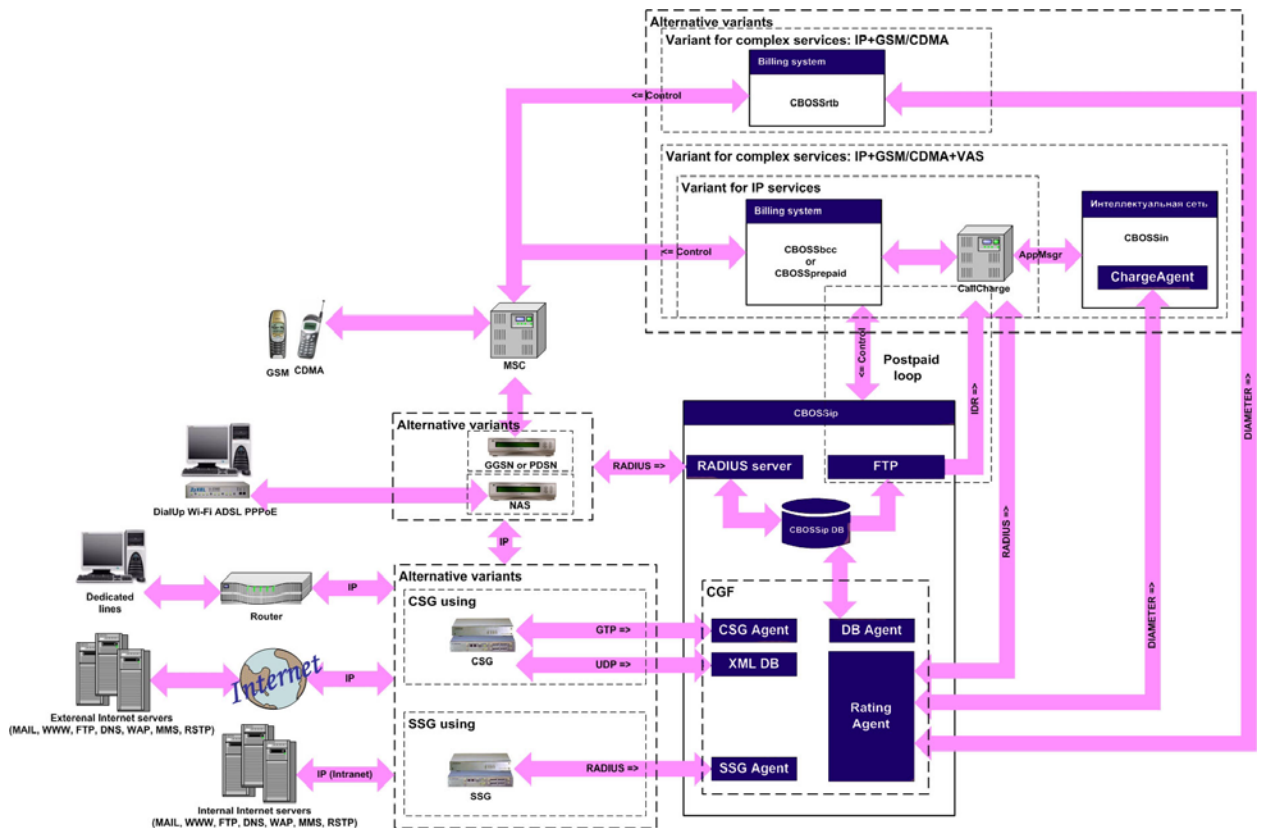
'Content Billing' offers your subscribers intuitive and anonymous access to IP content e.g. audio, video, e-content, games or info sites charged to one account, and provides convergent bills for all services.

As 'Content Billing' considerably increases ARPU, this option will be especially useful for the provisioning of services to prepaid subscribers traditionally viewed as low value.

CBOSSip-based 'Content Billing' allows the carriers owning non-Camel Phase III equipment to provide GPRS services to prepaid subscribers and to enhance their data rating capabilities.

## System Operation

The operation of content billing solutions depends on the provider's provision technology and on the method of settlement between the provider and subscribers.



Solutions for content billing can contain the following components depending on the telecom standards and connection method:

- GGSN (Gateway GPRS Support Node) and PDSN (Packet Data Serving Node) used by GSM and CDMA operators as an IP gateway for provision of GPRS, WAP or MMS services.
- NAS (Network Access Server) used by ISPs as an IP network access point for dial-up subscribers.
- CSG (Content Service Gateway) used for analysis and accounting of services provided, as well as for control of service provision.
- A router used to connect subscribers via leased lines and control their network access.

Content Billing enables the volume-, time- and event-based billing of IP services that can be identified on the network, transport or application layers.

In prepaid mode, the system enables real time service rating, access and provision control as well as session termination due to insufficient balance. You can use CBOSSprepaid Intelligent Prepaid System or CBOSSrtb Real-time Billing System as a platform for prepaid billing.

In postpaid mode, the system generates a CDR on content delivery and sends it to the billing system for rating. You can use CBOSSbcc Billing & Customer Care system as a platform for postpaid billing.

## Key Features

The system can operate 24x7 with traffic processing, authentication and authorization subsystems in hot standby mode.

CBOSSip-based content billing allows you to greatly expand your service offer for all customer segments including the prepaid segment.

For prepaid billing:

- **Flexible rating**

The solution supports service rating:

- by session time
- by volume of incoming and outgoing traffic
- by number of content items.

- **Traffic classification**

After classification, the system rates content traffic separately from other types of traffic preventing double rating.

The system supports the following types of traffic classification:

- by IP address
- by UDP/TCP ports
- by URL of HTTP, WAP, RSTP (streaming media) or 'MMS over WAP' headers (simple regular expressions supported).

The following capabilities are also supported for postpaid billing:

- classification of SMTP and POP3 traffic by TCP/IP ports
- volume-based rating of incoming and outgoing traffic separately.

## Usage

### Postpaid billing of content services

CBOSSbcc required.

### Prepaid billing of IP and content services

The system, intended for ISPs and content providers, enables prepaid volume-based billing of all IP services, including content services. Either CBOSSprepaid or CBOSSrtb is needed depending on performance requirements.

### IP+GSM/CDMA service bundles

Comprehensive prepaid billing of telephone services (GPRS, MMS, WAP, CDMA), IP and content services. The integrated CBOSSrtb+CBOSSip solution ensures a high level of performance for a large customer base (more than a million subscribers).

## Integration

The CBOSSip option 'Content Billing' seamlessly integrates with CBOSSbcc Billing & Customer Care System, CBOSSprepaid Intelligent Prepaid System and CBOSSrtb Real-time Billing System.

This option is compatible with any Radius-enabled switching equipment (GGSN, PDSN, NAS), as well as with Cisco CSG Content Service Gateway.

## Benefits

- **Higher revenue**  
'Content Billing' enables carriers to boost their revenues by improving their service offers and by attracting subscribers with new IP services, while prepaid rating ensures ISPs' revenue.
- **Larger subscriber base**  
Content billing allows you to add flexibility to your rating system and offer new and attractive tariffs. Along with new IP services, this will attract new subscribers.  
You can also organize various marketing campaigns promoting newly introduced services or change your pricing policy for new or existing services in order to attract subscribers.
- **Customer segmentation**  
By monitoring subscribers' access to various paid resources e.g. stock exchange bulletins, industrial news and entertainment services, you can watch over your audience's interests and carry out marketing and advertising campaigns based on this information.