

ESWATINI TELEVISION AUTHORITY (ESTVA)

SIBUKO SEMASWATI



COMMISSIONING MANUAL BOOK 1

JULY 2020

ESWATINI TELEVISION AUTHORITY REQUEST FOR PROPOSALS

2020

This is an official Commissioning Manual (book 1) of 2020 that will serve as a guide on any work that is commissioned to Independent Producers by the Department of Programmes through the Commissioning Unit at ESTVA.

**ESTVA
COMMISSIONING
MANUAL BOOK 1**

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LETTER FROM ESTVA CEO

Dear Stakeholders, Partners and Independent Producers

Eswatini Television Authority (ESTVA) is pleased to launch its 1st ever Commissioning Manual Book 1 of 2020.

It has been two years since the institution has embarked on a journey to increase local programming on our scheduling and we would like to thank all the first television production companies and stakeholders who were with us on our first baby steps.

In a bid to be inclusive, transparent, promoting growth and reaching out to all aspiring content producers in the country, ESTVA has put together this document to act as guidelines on how the institution commissions content from Independent Producers effective from the 30th of July 2020.

In the wake of the world economic restructuring in the digital age and in pursuit of His Majesty King Mswati III's vision 2022, there is a need to diversify the economy with the creative sector taking centre stage. There is still a huge gap in the market of television and film production in ESwatini, an unmet consumer need that can potentially see the birth of businesses and entrepreneurs.

Therefore, ESTVA is waiting eagerly to receive proposals from local Independent Producers to fill that void, but above all, to be entertained and flooding our screens with compelling Siswati content that speaks to who we are as EMASWATI.

Yours Faithfully

Mncedisi Mayisela
ACTING CHIEF EXECUTIVE OFFICER

TERMS AND CONDITIONS FOR SUBMITTING PROGRAMME PROPOSALS

Please read the following terms and conditions of the programming commissioning round carefully as these terms and conditions set out the basis upon which proposal(s) to Eswatini Television Authority (ESTVA) will be considered.

As an independent producer, you are required to sign at the end of these terms and conditions in the manner indicated below as evidence of your acceptance of these terms and conditions and to then return to ESTVA the signed terms and conditions together with your completed application:

1. Issue of Documents:

- 1.1 All proposals should be completed in accordance with the Proposal Writing and Guidelines set out on pages 9 to 13 of this Request for Proposals document and the ESTVA Budget Summary at the end of each brief.
- 1.2 To avoid any doubt and confusion, the budget stipulated at the bottom of each and every brief written on this document; the ESTVA Budget Summary, the Proposal Writing and Guidelines set out on pages 9 to 13 of the Request for Proposals; the ESTVA Television Budget Summary; (together with the proposal documents) form part of these terms and conditions.
- 1.3 ESTVA does not intend to create any legally binding contractual or other rights by calling for proposals; considering any submitted proposals; or negotiating with any of the preferred independent producers pending any decision by ESTVA to enter into a legally binding contractual agreement.
- 1.4 This invitation by ESTVA to independent producers to submit a proposal should not be considered as a recommendation to any person to submit one or more proposals.
- 1.5 When more than one proposal is submitted from one company, each proposal must be clearly marked and separate from any other.
- 1.6 All shortlisted Companies will only be notified through an email. Failure to submit correct e-mail information will lead to the Company not receiving any

response from ESTVA.

- 1.7 All costs incurred in the preparation and submission of programming proposals must be borne by the independent producer, ESTVA will not be liable for payment of any costs incurred.

2. Closing Dates:

- 2.1 Proposals must be hand delivered at ESTVA and inserted at the tender box on or before the last day of the call for proposals.
- 2.2 Proposals received at any other location or after the stated deadline noted in programme briefs will not be accepted.
- 2.3 Late submissions WILL NOT BE ACCEPTED.

3. Proposers to Inform Themselves:

- 3.1 Proposers must make their own independent investigations regarding all matters relevant to the commissioning round.

4. Submissions of Proposals:

- 4.1 Proposals must be prepared in the form required by the Proposal guidelines section of this document (see page 9-13).
- 4.2 The cost of preparing and submitting a proposal will be met by the Proposer.
- 4.3 Once the Commissioning process is completed all unsuccessful submissions will be destroyed to avoid copyright infringement.

5. Acceptance of Proposals:

- 5.1 ESTVA is not obliged to accept any proposal or the lowest priced proposal.
- 5.2 No preferred independent producer will acquire any legally binding contractual or other rights until ESTVA has accepted a proposal in the manner set out in paragraph 6.1 below.
- 5.3 Any statements made by or on behalf of ESTVA during the course of any meetings, discussions or negotiations with any independent producer prior to the acceptance by ESTVA of a proposal in accordance with paragraph 6.1 below do not legally bind ESTVA.

6. Formation of legally Binding Contractual Obligations:

- 6.1 Any successful content provider will be required to enter into an Agreement to Broadcast with ESTVA on terms and conditions acceptable to ESTVA.
- 6.2 Eswatini TV shall hold exclusive broadcast rights of the television series programme commissioned.

7. Programme deliverables upon signing:

- 7.1 Submission format of programmes:
 - Video: H.264 or AVI files
 - Audio : -12db
- 7.2 Safety margins shall be observed at all times when in production to create room for ESTVA broadcast packages like Corner Logos, squeeze backs and lower thirds.
- 7.3 **When submitting a programme for broadcast it is expected to have the following:**

- Colour bars with a tone, indicating that the programme has been colour corrected, the sound is balanced and has been checked.
- The color bars are followed by a 10 seconds programme outline stating the name of the programme, duration, and advert breaks time slot and topic for the day.
- A count down from 10 seconds follows and fades to black at 3 seconds before the start of the programme.
- Each and every programme shall have in its broadcast package a bumper logo indicating an advert break at 8 minutes and 16 minutes respectively per 24 minutes programme.

7.4 Standards and Programme promotion packages expected from the content creator:

- Submission of a one minute generic promo once a month.
- A submission of a weekly 30 seconds promo depicting what will happen in the next episode.
- Submission of a Season's poster of the programme.

7.5 Submission of a monthly five minutes long Electronic Programme Kit (Behind the scenes) of the artists and technical crew, elaborating on their experience of working on the production. These clips shall be used as fillers and for social media platforms to promote the programme.

7.6 The content provider is required to submit signed consent forms by a legal guardian in the case of a filmed minor.

7.7 A submission of a release form of musical rights used in the programme. The usage of local relatable music on local productions is highly preferred.

7.8 Location release forms and any contracts signed with a third party

in fulfilment of the production needs shall be provided to the Commissioning Editor prior to broadcasting of the programme.

8. Failure to adhere to the commissioning requirements outlined on this document like change of programme format mid-season, from what was presented; ESTVA holds the right to stop that programme from airing and order a reshoot. It must be noted that all costs incurred during the reshoot shall be solely carried by the content provider.

9. Declaration of acceptance of terms and conditions:

Ion behalf of
Company..... Unconditionally accept the terms and
conditions of submitting programme proposal at Eswatini Television Authority
(ESTVA)

DATE:.....

SIGNATURE:.....

WITNESS:.....

PROPOSAL EVALUATION POINTS

When evaluating the proposals received, ESTVA may need to seek further information from one or more content providers and reserves its right to do so in accordance with the below evaluation pointers.

a) CONTEXTUAL RELEVANCY TO ESTVA

Is the proposed concept suitable and aligned to the broadcast mandate and values of ESTVA? Does it suit the company's local programming strategy of achieving a 60% locally produced and compelling programming?

b) AUDIENCE RELEVANCY

Is the concept relevant to our audiences and can it appeal to audiences across different platforms beyond television? Will it strengthen the station's relationship with viewers?

c) EXCEPTIONAL SIGNIFICANCE

What is the quality and value of the content being offered? Is it mandate, branding, financial or competitive value?

d) CAPACITY

Does the company profile demonstrate competitive capacity to execute the proposed programme?

e) BUSINESS VIABILITY

Is the budget aligned to the idea and within the ESTVA's stipulated budgets for the category of the proposed programme? Has the value for money and efficiency of the idea been considered when budgeting? Are there licensing opportunities to other broadcasters and other multi-media platforms?

STANDARD REQUIREMENTS TO QUALIFY TO PRODUCE FOR ESTVA

1. Fully Registered Company with all the necessary documentation (Copy of a trading license and company tax clearance certificate).
2. Copies of valid TV Licenses of company owners and technical crew.
3. Must have offices.
4. Companies are required to have their own production equipment as ESTVA will not be responsible for acquiring equipment for prospective Companies.
The required minimum equipment is as follows:
 - 2 X HD cameras with all accessories
 - Boom microphone for dramas, and in a case of a discussion shows, radio microphones are preferred.
 - A set of three lights to fulfil the 3 key lighting points.
5. Crew's Curriculum Vitae for all technical crew Members.
6. Company Profile.

PRODUCER'S PROPOSAL DELIVERABLES

DRAMAS (Securing the production)

1.1 Narrative Title & Synopsis

- State the Title of the production and then write out narrative summary of the proposed drama series.

1.2 Genre of Production

- Explain the genre of the production with reference to other productions under the same genre, locally and international references.

1.3 Cultural Elements

- Discuss cultural elements encountered in this narrative and in what sub-culture group.
- (Specific relevance) the protagonist finds himself predominantly through the course of the narrative.

1.4 Target Market

- Identify a primary target market/target audience for the planned production. Motivate your choice of primary target audience.
- Identify a Secondary target market/target audience for the planned production. Motivate your choice of secondary target audience.

1.5 SWOT Analysis of the Economy of the Target Market.

- List the Strengths, Weaknesses, Opportunities and Threats of the economy (income and expenditure) of your chosen primary and secondary target market.

1.6 Key Resources Needed to Produce the Production

List all key resources needed to produce the production under the following sub-categories:

- **Specialized personnel**
- **Cast Members**
- **Locations**
- **Production Design (Set Dressing, Props, Wardrobe, Make-up)**

1.7 Plan of Action to Produce the Planned Production.

- Discuss how you plan to pull off the production the execution of the production as a whole from Pre-Prod through to Post Production. Stay Specific to your production.

1.8 SWOT Analysis of the Narrative

- List and discuss the Strengths, Weaknesses, Opportunities and Threats of the planned narrative.

1.9 Explain how you plan to organize/source every one of the items:

- Specialized Personnel
- Cast Members
- Locations
- Production Design (Set Dressing, Props, Wardrobe, Make-up)
- Film Equipment
- Transportation, Catering and Accommodation
- Marketing Material (Social Media)

TALK/REALITY SHOWS AND DOCUMENTARIES DELIVERABLES

1. Well-articulated programme treatment with a clear outline of the programme format;

1.1 CONCEPT/SYNOPSIS/TREATMENT

- Introduction – a clear explanation of the concept.
- Synopsis – outline of the programme.
- Treatment – how the programme will be treated: its visual and audio presentation.
- Script – where appropriate and according to the programme genre.
- Full production schedule – from 1st drawdown to delivery.
- Full programme format – (e.g. 00:00:01 to 00:24:00) include specified content.
- Clear references for proposed programme e.g. (Eswatini lifestyle: a good reference will be Top billing or Selimathunzi).
- Talk shows/ Discussion shows: Outline each and every episode, guest, topic and discussion points for all 13 episodes.

2. PROGRAMME DEMO (First episode).

3. TARGET MARKET:

- Identify a primary target market/target audience for the planned production. Motivate your choice of primary target audience.
- Identify a Secondary target market/target audience for the planned production. Motivate your choice of secondary target audience.

4. SWOT Analysis of the Economy of the Target Market.

- List the Strengths, Weaknesses, Opportunities and Threats of the

economy (income and expenditure) of your chosen primary and secondary target market.

5. PERSONNEL

- Key personnel involved in the production, their proposed roles, experience and references. Evidence of success and/or impact on production.
- Full crew list. -. State the individual's professional qualification and experience.

6. FINANCIALS

- Submission form plus full production budget – which covers stages of development, pre-production, production, post-production, and includes management, production team.

BUDGETING FOR THE PRODUCTION

1. Costing in the Development Category

- List costs that will be incurred in the Development category.

2. Costing in the Pre-Production Category

- List costs that will be incurred in the Pre-Production category.

3. Costing in the Production Category

- List costs that will be incurred in the Production category.

4. Costing in the Post-Production Category.

- List costs that will be incurred in the Post-Production category.

5. Costing in the Marketing/Promotion Category

- List costs that will be incurred in the Marketing/Promotion category.

6. Package deals

- Discuss possible opportunities where package deals might be negotiated pertaining to all relevant resources like equipment, props, cars, sets, costumes, locations, production services etc.

SUBMISSION FORM



Brief no:		Genre:	
Working Title:			
Company Name			
Contact name:		Position:	
Telephone:		Cell:	
Email:		Fax:	
Postal Address:			
Street Address:			
<i>PROGRAMME SYNOPSIS:</i>			

No. of Episodes:		Minutes per episode:		Total Minutes:	
Cost per Episode:			Total Budget:		
Cost per minute:					
<i>SYNOPSIS OF COMPANY PROFILE:</i>					
(A) Number of Permanent Employees					
(B) Number of Permanent Male Employees					
(C) Number of Permanent Female Employees					
(D) % of Shareholders Equity owned by Swati males in the Company.					
(E) % of Shareholders Equity owned by Swati Females in the Company.					
(F) % of Shareholders Equity owned by None-Swati males in the Company.					
(G) % of Shareholders Equity owned by None-Swati Females in the Company.					
Company Registration Number:					
VAT Registration Number:					
Name:			Date:		
Signature:					

CONTENT CREATOR'S CATEGORIES

In a bid to be inclusive and reaching out to all aspiring content producers in the country, ESTVA has come up with three different Categories that will act as guidelines of accepting and pricing of content at the ESTVA by the Commissioning Unit. The formulated categories are as follows:

1. Unscripted and unsolicited (category C)

- 1.1 The above mentioned content will be considered from producers that have learnt on the job and are without any formal relevant production professional qualifications. ESTVA through its Commissioning Unit will work closely with these content providers to impart knowledge and relevant production skills.
- 1.2 ESTVA shall acquire such content at E4 200 per episode (24 mins) across all genres of drama series.
- 1.3 Talk shows, reality shows, kiddies' programmes and documentaries shall be priced using this Category per 24 minutes.
- 1.4 The submission for proposals for this commissioning round under the unsolicited category shall open on two dates:
 - The 3rd of September 2020 and closes on the 30th of October 2020.
 - The 1st February 2021 and closes 2nd of April 2021.

2. Emerging producers/Companies(Category B)

- 2.1 The emerging content producers are those that have the basics of the Television and Film Industry through professional qualifications and entry experience. These are companies that have been recently registered and their directors have less than 10 year's footprints in the Film and television industry.

2.2 ESTVA has the following budget for this category:

2.2.1 Script per minute = E175

Production + subtitles = E450 per minute

2.3 This pricing category is reserved for drama series, comedy drama series and re-enacted film documentaries.

2.4 The submission for proposals for this category opens on the 3rd of August 2020 and closes on the 30th of August 2020.

3. Established producers (Category A)

3.1 Established producers are content creators who have over 10 years footprints in the local film and television industry. These producers deliver high quality, well-articulated and compelling scripting, as well as understand the international film and television industry standards and are able employ those techniques to the local industry. This will help increase Eswatini's content relevancy to the world stage and will enable Eswatini to export her stories.

3.2 ESTVA has the following budget for this category:

3.2.1. Script per minute = E300

Production + subtitles = E1 800 per minute

3.3 This pricing category for this commissioning round is reserved for high end produced drama series.

3.4 The submission for proposals for this category opens on the 3rd of August 2020 and closes on the 30th of August 2020.

DRAMA SERIES COMMISSIONING BRIEFS FOR CATEGORY A

REF.NO:	COMM- DRM-01
BRIEF TITLE:	ESwatini traditional representation drama
GENRE:	Drama
SERIES:	26 episodes
EDITORIAL GUIDE:	<p>Local television’s programming images that floats through the minds of the viewers determines the very nature of national alliance and identity. Drama can be simply described as a work of art, richly layered with cultural practices of a certain group of people or country that move between ‘realism’ and ‘fantasy’; ‘art’ and ‘entertainment’.</p> <p>ESwatini Television Authority therefore invites the proposals for:</p> <p>2 x ESwatini Traditional reflective dramas that will contribute significantly to accelerating the building of social cohesion and achieving national identity of Emaswati, through the dissemination of appropriate content and context that effectively reflect the country's cultural norms and values.</p>

<p>CREATIVE REQUIREMENTS:</p>	<ul style="list-style-type: none"> ○ The successful Production Company should be able to explore their creativity through a variety of drama styles, themes and topics that are contextually relevant to Emaswati. ○ These themes embedded within the drama series should explore the societal beliefs and norms of Swati people to bring deeper understanding and awareness of Emaswati’s undocumented way of life. ○ The Company should further demonstrate a thorough understanding of all drama plotting and production techniques, including directing and editing skills and should display their ability to produce to a high standard. ○ 5 x printed copies each of your proposal together with the necessary submission forms.
<p>SUBMISSION REQUIREMENTS:</p>	<p>Proposals should display:</p> <ul style="list-style-type: none"> ○ Strong Evidence of research ○ Director’s virtual treatment ○ A storyline summary ○ Character bibles ○ Full budget pack around ESTVA guide pricing ○ Completed Submission forms ○ Detailed company profile ○ Biographies of owners ○ Valid tax clearance certificate ○ Valid TV License of company owners and technical crew ○ Company registration documents

LANGUAGE:	80% Siswati and 20% English
GUIDE PRICE: Script: Production &Subtitles:	E300 per Minute E1 800 per Minute
CLOSING DATE:	30 AUGUST 2020

COMEDY DRAMAS COMMISSIONING BRIEFS CATEGORY B

REF.NO:	COMM-COM-02
BRIEF TITLE:	Comedy drama Series (Inter cultural and Tall tale)
GENRE:	Drama
SERIES:	13 episodes
EDITORIAL GUIDE:	<p>Comedy plays a pivotal role in influencing the development of a society as a whole. Humor is just one of many common forms of human communication and social interaction. Its social character plays an important role in the shaping and communicating important messages to the society.</p> <p>Eswatini TV therefore invites the proposals for:</p> <p>1 x <u>Inter-cultural comedy drama:</u></p> <p>Intercultural describes communities in which there is a deep understanding and respect for all cultures, take for instance in Eswatini there is a lot of immigrants like Chinese, Indians and Nigerians, Mozambiquen people who are in our lives every day and have so much influence in our daily lives.</p> <p>1 x <u>Tall tale</u></p> <p>It is a story with unbelievable elements, related as if it were true and factual. Some stories such as these are <u>exaggerations</u> of actual events, for example in the salon where all funny gossips hale.</p>

CREATIVE REQUIREMENTS:	<ul style="list-style-type: none"> ○ The successful Production Company should be able to explore their creativity through a variety of Comedy drama styles, themes and topics that are contextually relevant to Emaswati. ○ 5 x printed copies each of your proposal together with the necessary submission forms.
SUBMISSION REQUIREMENTS:	<ul style="list-style-type: none"> ○ Proposals should display: ○ Strong Evidence of research ○ Director’s virtual treatment ○ A storyline summary ○ Character bibles ○ Full budget pack around ESTVA guide pricing ○ Completed Submission forms ○ Detailed company profile ○ Biographies of owners ○ Valid tax clearance certificate ○ Valid TV License of company owners ○ Company registration documents
LANGUAGE:	80% Siswati and 20% English
GUIDE PRICE Script: Production & Subtitles:	E175 per Minute E 450 per Minute
CLOSING DATE:	30 AUGUST 2020

CONTACTS

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