



Policies and Procedures

Procurement of Local Content (Programme Commissioning Guidelines)

Title: **SBCPOL-02-Procurement of Local Content**

1.0 Policy Statement

The SBC's key strategic priority for 2019-2021, (and as stated in its PPBB statement), is:

- **Improving the Quality (& Quantity) of SBC's Outputs**

The Corporation identified the following challenges during its strategic review:

- a) Insufficient local content to satisfy the public's expectations
- b) Insufficient content generally to sustain two SBC channels in the Digital Terrestrial Television (DTT) era
- c) A fast-changing Broadcasting Sector, bringing alternatives for content consumption to a demanding and sophisticated Seychellois public

Increasing the amount of local programmes that it broadcasts, as well as to continuously improve upon the quality of such content, are strategic objectives aimed at mitigating these challenges.

As part of its strategic plan, the SBC is expanding its local content portfolio to include programmes produced by local independent producers, to supplement its in-house programme production efforts.

The procurement and commissioning of local content shall be implemented within a set of guidelines and procedures, as outlined in this document.

2.0 Policy Objectives

- a) The SBC's main objective is to have enough local programmes, and of good quality, in order to satisfy viewer expectations in the Digital Terrestrial Television (DTT) era, where offering multiple channels has become a reality.

At the same time, the SBC will;

- b) enrich its offerings with varied production styles and formats;
- c) promote and nurture Seychellois talent in the field of TV and Radio production;
- d) contribute to making TV and Radio production a way of earning a livelihood for more Seychellois.

In doing so, the SBC also recognises the important role it can play in nurturing a viable local content production market, including being an enabler in exporting such contents outside of our borders.

3.0 Procedures and Guidance

3.1 Procurement

3.1.a Content Procurement Principles

The principles governing the procurement of local content shall be to:

- a) procure the best possible content and at affordable and sustainable costs
- b) ensure a flexible, pragmatic and efficient approach to the procurement process, whilst ensuring transparency, fairness and accountability within the same process

3.1.b Content that SBC seeks to acquire

SBC seeks to acquire contents across all genres.

(Please refer to *SBCPOL-01-A2-Programme Genres* document, which provides a comprehensive list of all genres)

The caveat here is that acquisition of programmes based on genres is dependent upon the amount needed to meet the particular genre's quota in the SBC's schedules. In other words, one of the criteria's SBC will consider when commissioning or acquiring content will be whether it is of a genre that SBC has a requirement for it in its programming schedules (at that point in time or for the foreseeable future).

SBC aims for its content to be varied and comprehensive, providing a balance of **information, enlightenment** and **entertainment** for men, women and children of all ages, interests and tastes.

Content must also seek to **inspire, educate, enthuse** and **provoke enriching discussions**, as appropriate.

Programmes must reflect established journalistic principles and must not contravene SBC's Editorial Guidelines.

3.1.c Procurement Procedures

The SBC will procure completed programmes and programmes yet to be produced under the following procurement arrangements:

- a) **Completed Programmes**
SBC acquires broadcasting rights in a programme which is already produced and ready for broadcast.
- b) **Programmes yet to be Produced**
There are two options:
 1. Co-Production: SBC enters into a co-production agreement with the producer
 2. Full Commissioning: SBC provides 100% financing for the programme.

3.1.d Methods for sourcing local content

The SBC will use the following approaches to source quality local programmes:

a) **Unsolicited Proposals;**

- SBC evaluate programmes as and when they are offered to the Corporation

b) **Solicited Proposals:** sourcing of completed programmes for licensing or programme proposals for commissioning through open invitation

1. SBC will let independent programme-makers know about the genres and formats it wants for a particular schedule period and invite programme proposals accordingly
2. SBC produces detailed criteria for very specific programmes that it has a particular need for, and invites independent programme-makers to submit bids for the production of same.

The invitations shall be publicised in local newspapers & on SBC's platforms (TV, Radio, Facebook and Website)

3.1.e Submissions of Proposals

Proposals, regardless of the two categories outlined above, shall be submitted on the **prescribed form**. (This standard form shall be made available on SBC's website, alongside options for hard-copies and e-copies for email.)

The need for written submission is in the interest of consistency and accountability for every proposal, whether subsequently endorsed or not.

Written submission ideas are strongly recommended, before they are discussed to avoid disputes in the future.

If it is necessary to discuss ideas with SBC before submission, then the initial contact should be by email.

Emails shall be retained by the applicant and the SBC for future reference.

All proposals shall be transmitted in writing to the Deputy CEO of the SBC or emailed to:

commissioning@sbc.sc

Confidentiality

All submitted proposals will be treated with confidentiality.

Access to submitted offers will be restricted to authorised SBC staff only.

3.1.f Eligibility

There are no restrictions to eligibility.

Any individual, group, company or other entity is eligible to pitch ideas, submit programme proposals, or offer completed programmes to the SBC.

The caveat is that the programmes or proposals must meet the expectations outlined under section 3.1.b

3.1.g Procurement Decisions

Decisions regarding the commissioning or acquisition of local content shall be made by the **Content Commissioning & Procurement Committee** duly established for that purpose.

The Committee will be guided by the Content Procurement Principles outlined under section 3.1.a.

It will ensure that its decisions are transparent and verifiable, and based on published criterias.

The criteria's shall include but not be restricted to:

- a) Audience appeal
- b) Originality
- c) Quality of the Produced programme
- d) Genre and format that the Corporation is seeking
- e) Affordability
- f) Sustainability
- g) International Appeal
- h) Editorial Standards**
 - Submitted Completed Programmes must be reviewed fully to verify whether they meet SBC's Editorial Standards
 - Commissioned Programmes: Ensuring Editorial Standards will be part of SBC's oversight responsibility throughout the programme commissioning process

3.1.h Turnarounds and Communications on the Committee's Decisions

Once a decision has been made, the applicants shall be notified immediately after.

Unsuccessful applicants will be provided with the reason(s) as to why their proposal(s) have not been approved.

SBC shall aim to provide final feedback on all submissions within **30** days of receiving the documents pertaining.

3.2 Contractual

Where a proposal has been approved by the committee, the SBC will enter into contractual discussion phase with the successful proposer.

The aim of the contract discussions is to ensure mutually agreeable terms and conditions with the producers and content suppliers.

Discussions on contractual terms shall be handled by a different panel separate from the Commissioning Committee.

Acquisition of Completed Content and Commissioning of Content shall be subject to different contractual arrangements.

Standard contract templates will be used for each of these two categories. Variations to the clauses of the standard contracts will be based on the agreed terms, particularly around Rights and Ownership.

3.2.a Ownership and Rights

Ownership of the Content

Depending on the Agreed Contract Terms:

- a) Ownership may be retained by the Producer.
- b) Dual Ownership by the Producer and the SBC
- c) Ownership retained fully by the SBC.

Rights

The SBC will determine what rights it requires to procure, based on the following or other considerations, as appropriate:

- platforms (e.g. terrestrial, satellite, internet or other new media)
- any other rights to be acquired (e.g. merchandising, sub-licensing)
- number of transmissions
- licence period
- exclusivity

3.2.b Completed Programmes (Acquisitions)

Rates and Payments

Payments for Acquisition of completed local programmes will be based on SBC's Rates for Commissioning of Local Programmes.

These rates are published in the document: ***SBCPOL-02-A1-Commissioning Rates***

The rates are within specified ranges for each genre and payments within these ranges will depend on a number of criterias, including, but not restricted to, the programme's:

- a) The scoring given by the Commissioning Committee
- b) Exclusivity (Whether Programme is exclusive to SBC or will be licensed to other Broadcasters)
- c) Ownership
- d) Rights
- e) Added Value (E.g. Spin-Offs, Multi-Platform format)
- f) Formats:
- g) Monetisation Potential
 - Sponsorship and/or advertising potential
 - **On-Sell potential** (Selling of the Programme to other Broadcasters (National or Commercial) or Content Suppliers)

The commissioning rates will be revised periodically (with a view to remaining competitive) and published accordingly.

Payments will be made on delivery of material within technical requirements, and as per contractually agreed payment schedules.

Deliverables

All deliverables, including media storing a copy the programme, releases, publicity material, to be delivered to SBC, and those to be returned to the producer, shall be specified in the Contract agreement.

3.2.c Programmes yet to be Produced (Commissioning)

SBC will consider the following commissioning arrangements for programmes yet to be produced.

- a) Co-production: SBC enters into a co-production agreement with the producer
- b) Full Commissioning: SBC provides 100% financing for the programme.

Contractual terms and conditions shall vary based on what options are pursued.

SBC may commission programmes either on Fixed Budget or Assessed Budget basis.

a. Fixed Budget Mode:

In the Fixed Budget Mode, the applicant would be expected to submit a proposal to produce the programme within the episode price specified by SBC.

Fixed Budget shall apply only for full commissioning.

b. Assessed budget Mode:

In the Assessed budget mode, the producer would be asked to indicate the budget.

The assessed budget mode would be applied only in case of Co-Productions

Budgeted Estimates

The submission should include a brief budget proposal with breakdown of all expected costs-i.e. costs for payments, talents, post production etc...

3.2.d Oversight and Control

During the production period SBC will undertake monitoring and control oversight. SBC will work closely with the programme maker, to ensure that:

- Production work is going to meet the set deadline,
- Agreed synopsis, story-line and broad outlines of script are being respected
- Issues that could prevent the programme from being broadcasted from and Editorial or Quality standards standpoint are being mitigated

3.3 Editorial Control

The SBC maintains and exercises editorial control and responsibility for all programmes broadcasted on its platforms.

SBC must view and editorially approve all programmes before broadcasting.

- a) Submitted Completed Programmes must be reviewed fully to verify whether they meet SBC's Editorial Standards
 - Such programmes that fail this verification will fail the submission process outright.
 - SBC will advise the applicant what they need to amend if the programme is to pass the Editorial review
- b) Commissioned Programmes: Ensuring Editorial Standards will be part of SBC's oversight responsibility throughout the programme commissioning process.
 - Commissioned programmes that do not pass the final editorial review will be subject to penalties stipulated in their contract agreement

4.0 Associated Documents

- a) SBCPOL-02-F1-Content Proposal Form
- b) SBCPOL-02-F2-Submitted Proposals Assessment Form
- c) SBCPOL-02-F3-Submitted Proposals Decision Form
- d) SBCPOL-02-F4-Contract Template A-Completed Programmes
- e) SBCPOL-02-F5-Contract Template B-Commissioned Programmes
- f) SBCPOL-02-A1-Commissioning Rates
- g) SBCPOL-01-Editorial Guidelines**
- h) SBCPOL-01-A1-Journalistic Principles
- i) SBCPOL-01-A2-Programme Genres

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Version Control

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AMENDMENT HISTORY

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