

**NOTICE OF PROPOSAL SUBMISSION OPEN WINDOW - UNSOLICITED**

**Open date:** 16 November 2020

**Closing:** 27 November 2020

**Submission details**

- 100% commissions must be submitted by email in a PDF to [unsolicited@sabc.co.za](mailto:unsolicited@sabc.co.za)
- Pre-Sales; Licenses; Advertiser Funded Programmes; Fully Funded Programmes; Co-Finance submissions can be emailed to [commissioning@sabc.co.za](mailto:commissioning@sabc.co.za)

**Queries**

Only written queries will be accepted to either of the below email addresses

[katiyobt@sabc.co.za](mailto:katiyobt@sabc.co.za)

[nyembet@sabc.co.za](mailto:nyembet@sabc.co.za)

**Complaints**

Any complaints can be sent in writing to

[williamsrv@sabc.co.za](mailto:williamsrv@sabc.co.za)

**Overview**

The first three quarters of the fiscal, has led many entities to review their business models as everyone struggles through the economic impact of COVID 19, including the SABC. The benefits arising out of lockdown and social distancing has meant that audiences time at home and on devices including television has increased. The growth of over the top services has also increased thus audiences has access to a variety of local and international content. With such diversity, gaining audience interest and attention is critical to any entertainment network's survival.

The medium to long term focus for SABC Television is to acquire innovative format realization and editorial uniqueness. We are looking for new voices and fresh approaches to existing genres.

**SABC 1** remains the most watched channel in South Africa with its local dramas and entertainment formats featuring prominently on the Top 25 most watched programmes. The channel continues to look for new ways of entertaining audiences, particularly the youth. The channel is also seeking documentaries that have appeal to the SEM 3-6 audience group with a contemporary appeal and author voice; original approach to lifestyle and music programming and an integration of public service messaging across its portfolio. SABC 1 services a distinct audience with its age core being 24 years old and a socio-economic lifestyle measure of 3-6. Its cultural language basis has been Nguni and the channel proudly represents this segment. But it does recognize that the youth (18-24 years old) are

much broader than Nguni and thus looks forward to receiving ideas and content for the broader South African youth market.

**SABC 2** the family channel is looking for concepts and ideas that broaden the understanding of family in the context of home, community, workplace and society. It remains committed to representing South Africa as part the African continent and projecting the rich diversity of the continent. The channel delivers to a diverse cultural and age group. Its content is aimed at educating, informal and building knowledge through a mix of entertaining formats. A key focus area over the coming fiscal is traditional long form storytelling that will allow the channel to drive the national objective particularly in the fiction portfolio. Talk shows that don't rely on traditional execution means but will create a platform for discourse and engagement will be a key acquisition. Restorative history is the theme for documentaries allowing the filmmaker a space to reflect and document on known and unknown histories.

**SABC 3** has rebranded and positioned itself as a channel to meet the needs of the conscious millennial. The channel is looking for some interesting social experiment docu-reality formats and keen to look at reality in the love and relationship space and unique locally created formats in the talent space. They are keen to see some Advertiser Funded Programming (AFP) in the urban farming, travel, experience, environmental, lifestyle and entrepreneurial fields. With such an open progressive audience, the content needs to keep viewers globally connected yet explored through the eyes of a proud South African.

A key delivery for the **Network** is children's programming. The core pillar for public service broadcasting is children's programming with a focus on Early Childhood Development (ages 0-6); Intermediate (7-10 years) and tweens (11-14 years). Content for these age groups need to deliver value based content noting that these audiences particularly intermediate and tweens are exposed to other forms of media and entertainment and thus offerings to them need to be competitive and within their level of consciousness.

**The Network** has a stable of popular, well-loved programming brands that have been enjoyed by South Africans for many years. As means and consumption rapidly evolves, the SABC is looking for fresh approaches to popular programming brands and invites the industry to explore and submit their propositions to evolve, elevate and re-invigorate these staples.

### **Business Models**

The SABC is open to various business models including:

#### **100% commissions**

Where the SABC wholly funds the total development and production and retain the intellectual property

### **Pre-Sales**

Where the SABC acquires a license with editorial input before the programme is fully developed and produced. The fee will be negotiated depending on the value of the pre-sale fee, the upfront development costs, the rights SABC will acquire and the license period

### **Licenses**

Where the SABC acquires a license for a completed programme and the license fee will secure the term of the license, the number of runs, exclusivity, platform and region

### **Fully funded programmes**

Where content has been produced or being developed based primarily on public service needs in the form of education, information and informal knowledge building. The SABC will negotiate rights to the product based on the type of exposure provided to third parties within the programme

### **Advertiser Funded Programme (AFP)**

Where the producer has developed a concept/programme/audio-visual campaign to drive a commercial entity's brand and or product. The concept/programme needs to demonstrate the creative and editorial integrity required by the SABC for the entertainment value of viewers. The production costs will be carried by the commercial entity and said commercial entity shall be expected to pay the slot cost provided by the SABC's Commercial Enterprises division. The rights shall remain with the commercial entity and any contractual relationship in the making of the production shall be between the commercial entity and the production company.

### **Co-Funding**

The makeup of such partnership will be determined by the project's needs, the funders and SABC's involvement will be framed by its regulatory framework as a state owned enterprise.

### **Submission criteria**

Please ensure you refer to the commissioning guidelines on the SABC website to understand how to submit your proposal /programme to the SABC.

<https://www.sabc.co.za/sabc/commissioning-briefs/>

We look forward to receiving your proposals.

**Renée Williams, General Manager TV Content, SABC Television**

***williamsrv@sabc.co.za***