

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

**Open date:** 16 August 2021

**Closing:** 5 September 2021

**Eligible Proposals**

- 1. 100% commissions** (*here the SABC will acquire the full rights and take ownership of the concept, programme and all elements. The SABC will fully-fund the development and production*)

**WE ARE ONLY ACCEPTING 100% COMMISSIONING PROPOSALS CROSS CHANNELS FOR:**

- ❖ **DRAMA**
- ❖ **RELIGION**
- ❖ **EDUCATION & CHILDREN**

**No other genres will be accepted for 100% commissions. If you do submit other genres, the SABC not view the submission and you will receive email correspondence in this regard**

- 2. Pre-Sales; Licenses; Advertiser Funded Programmes; Fully Funded Programmes; Co-Finance** (*please refer to our website link at the end of the document to get information of these submissions*)

**THIS SUBMISSION REMAINS OPEN AND SABC WILL CONTINUE TO ACCEPT FOR ALL GENRES ACROSS CHANNELS**

**Submission Details**

- All submissions must be PDF'ed with all submission forms on the front of the submission with the proposal (not separate)
- **All 100% commission submissions must be emailed to: [unsolicited@sabc.co.za](mailto:unsolicited@sabc.co.za)**
- **All other submissions (Presales, AFP, Fully Funded and Co-Finance) to be emailed to: [commissioning@sabc.co.za](mailto:commissioning@sabc.co.za)**
- All 100% commissioned submissions for Drama, Religion and Education must be emailed between 05:00am on 16 August and 17:00 on 5 September 2021 by 17:00. If your submission is received before or after, it will not be accepted
- Proposals must be submitted on the **date stipulated** between **05:00 and 17:00**
- **License submissions** must be emailed to [sekhiduv@sabc.co.za](mailto:sekhiduv@sabc.co.za) (SABC 3) and [ngubanen01@sabc.co.za](mailto:ngubanen01@sabc.co.za) (SABC 1&2)
- Refer to the below website to get the submission forms to be fully completed and signed

- The SABC will send electronic receipts to producers 14 working dates after their email submission
- If you have not heard back from the SABC 6 months after your submission, your submission would be deemed to have been rejected

### **Queries**

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

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

### **Complaints**

Any complaints can be sent in writing to Blessed Katiyo, Category Manager Content:

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

### **Overview**

The previous fiscal and the first quarter of the new fiscal, has negatively impacted many industries including the broadcasting and entertainment industries as globally, sectors struggle through the social and economic impact of the 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 and the young at heart.

The demand needs for the channel to satisfy its SEM 3-7 youth and young at heart audience are premised on content with contemporary appeal and original format approach. 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.

The channel is looking for existing, competitive drama formats which include dramedy; high-impact limited series; long-form melodramatic sub-genres and high value fiction specials informed by historical events and living legends to ensure it remains the official Mzansi storyteller. The channel has 23minute weekday and 47minute weekend drama slots in core prime.

Education through entertainment and informal knowledge building remains a key performance period and daytime pillar for SABC 1. With its core audience ranging from 18-24 years old, the channel has to play a key role in uplifting, informing and educating one of the largest age demographic in South Africa. It's looking for genres and formats that meet the national developmental objectives and the channel's contemporary appeal.

SABC 1 has popular religious content including gospel and is seeking revamped religious programming that explores the diversity in religion and culture that explores the psych-social realities, mindset and values structure of the contemporary society. While the this content is traditionally scheduled in Daytime and thus the concepts and budget must speak to the schedule, the channel is also looking to broaden its offering into the primetime environment with competitive and high entertainment value sub-genres aligned to market segment.

**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.

SABC 2 is seeking socially beneficial fictional content in the varied drama genres for Afrikaans speaking audiences and contemporary dramas that promote South Africa's dynamic minority languages and culture and a strong focus on portraying our 9 provinces in the definition of identity. Note that SABC 2 has half hour drama slots for Afrikaans and minority languages and formats must align to the duration and all access in terms of themes and approach. The channel is also interested in telenovela formats for both Afrikaans and minority audiences and it will be beneficial if these concepts are produced in provinces outside of Gauteng.

From an educational perspective, the goal is to play a critical role in early childhood development for young South Africans and their caregivers and knowledge building content formats for the whole family to enjoy. The channel celebrates the wealth of knowledge and skills from our older citizens and its content must reflect the age diversity.

**SABC 3** has rebranded and positioned itself as a channel to meet the needs of the conscious millennial. The channel is looking for Advertiser Funded Programming (AFP) in the urban farming, travel, experience, environmental, lifestyle and entrepreneurial fields. Its AFP slots are Wednesday through to Saturday in entry PrimeTime (17:30) half hour slots.

With such an open progressive audience, its drama offering needs to keep viewers globally connected yet explored through the eyes of a proud South African. Various funding and business models will be

keenly accepted for the drama portfolio. SABC 3 has 2 hour drama slots; 2 long form drama slots and 2 half hour drama slots. SABC 3's drama slots offers both local and international content thus local drama concepts need to comfortably be running mates with international programmes particularly in production value and themes.

The channel recognises that we are complex being that instinctively seek spiritual connections be it through space, culture or religion and the channel is seeking unique formats that can profile and showcase the diverse spirituality of being.

SABC 3 is a lifestyle channel with a conscience and thus all concepts offered to the channel needs to be editorially, creative and aesthetically aligned to this consciousness. It welcomes events, specials and broadcast partnerships that speaks to its audience and revenue objectives.

### **Business Models**

The SABC is open to various business models including which will be considered on a project to project basis.

### **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/content-submission-2/>

We look forward to receiving your proposals.

**Renée Williams, *Head Local Productions***