

NOTICE OF PROPOSAL SUBMISSION: DRAMA LONG FORM SERIES

REQUEST FOR CONTENT: SOLICITED BRIEFS MAY 2023

Open date: Friday 26 May 2023

Closing: Friday 28 July 2023

Video Entertainment is very excited to launch The Solicited Brief for submission of Long Form Drama.


Overview

Our focus for SABC Video Entertainment is to acquire compelling, culturally authentic content with editorial uniqueness that resonates with our viewers. We are looking for new voices and fresh approaches to existing genres.

Drama continues to be the home of original African authentic stories. Our **Vision** is to be the authentic, original African storyteller in a globally competitive market. Our **Mission** is to produce high quality, innovative and authentic African content that affirm social cohesion and harmony. We embrace a shared common future, that inspire change, give hope, through a focus on our rich diverse stories to empower a unique African identity, as we move to impact a globally aware audience. Drama Programmes hold the prime-time pillar on SABC 1,2 and 3 to drive the Public Mandate of the SABC to meet Local Content, Local Language, Regional Production License Quotas. Drama is also a platform for Co-Funding partnerships and Industry Development initiatives to advance the local industry.


Drama engages the SABC audiences as we entice them into the exciting, compelling, emotional, and dynamic world of drama, where action, thrillers, comedies, and dramas will keep you glued to your seat. We offer series and soaps, miniseries and limited series that promise appointment viewing and open up worlds within worlds to our audiences, worlds that reflect their hopes and dreams, worlds that inspire them to be a better version of themselves, a better version for the future of South Africa, and through our stories, and through our diversity and through our longing remind us who we are and where we are going. Come along for the ride!

REF NO.:	RFC SDRA S1
BRIEF TITLE	LONG FORM SERIES – REINVENTING IN YOUR OWN TERMS
CHANNEL	SABC 1
GENRE	LONG FORM/TELENOVELA
SUB-GENRE	Thriller/Action/Crime/Fantasy/Romantic/Science Fiction/Dramedy/Procedural/ Teleplay/Adaptations/True Crime
SERIES	<p>23 minutes x 52 Episodes (script & production)</p> <p>23 minutes X 105 Episodes (script & production)</p> <p>23 minutes X 156 Episodes (script & production)</p> <p>23 minutes X 260 Episodes (script & production)</p>
EDITORIAL GUIDE	<p>“Reinvention” is the art of change. To disrupt and challenge the status quo, to live life in your own terms, to be bold, authentic and in touch, to influence and connect you to Africa and Africa to the World. We are looking for worlds of story that put young people at the heart of the story as they start a new journey – whether that journey sees them starting their careers, relationships, family, etc. We are looking for unexplored worlds, either in the music world, young estates and complexes, university, worlds that focus on starter life / starting a new life. We want stylish, extremely fashionable, or sexy worlds that exudes swag and confidence.</p> <p>SABC 1 is looking for long running series of any genre that explores the contemporary urban world of “Youth”. The themes and issues should be rooted, resonant and authentic to the realities confronted by the young in this rapidly changing world. The concept should capture the spirit of our times, with a premise that is relevant and resonates with youth culture, music, fashion, retro being cool, side hustles, disruption of the norm.</p> <p>Characters should be original, multi-layered, and complex on a journey of self-discovery and truth. They should be agents of change, committed to forging a future that allows them to realize the fullness of who they</p>

	<p>are or aspire to be. Key focus areas include but not limited to the LGBTQ+ Community, Strong Female Skewed Stories, People with Disabilities.</p>
<p>CREATIVES</p>	<ul style="list-style-type: none"> • Must bring a rich understanding of the psychological, social, and cultural context of the subject matter. • Must demonstrate a keen understanding of the genre chosen for their proposal. • Must have a minimum of 3 years' experience in producing Long Form Drama with at least one complete Long Form Drama Produced and Broadcast.
<p>SUBMISSION REQUIREMENTS</p>	<ul style="list-style-type: none"> • Register and complete your profile on our ECAS Portal via https://www.sabc.co.za/sabc/content-submission-2/ before submitting any proposals. This step is crucial to ensure that you meet all requirements, and that we have accurate and comprehensive information to ensure a smooth and efficient process. • Concept, Brief synopsis of the whole series with an indication of the beginning, middle and an end, Controlling Idea, Dramatic Question, Premise, Logline, and a statement of intent. • Script sample. • Outline of main character journeys over series. • Episode summaries for episodes 1-13. • Full budget on SABC Budget Pack template. • Finance Plan for Hybrid Funding Models • Company Profile
<p>SABC  sion</p>	<p>BRAND POSITIONING</p> <p>SABC 1 remains the leading TV brand in South Africa with its local dramas and entertainment formats featuring prominently on the Top 20 most watched programmes. The channel continues to look for new ways of entertaining, educating, and Informing audiences, particularly the youth and the young at heart.</p> <p>Living in Mzansi. The brand is grounded in and arising out of youthful contemporary SA culture. We strive to empower and uplift with social realism and authentic storytelling. We promote local content that resonates with the youth of SA. We want our content to reflect the lives of ordinary South Africans. At SABC 1 we see you. We hear you.</p>


	<p>TARGET AUDIENCE</p> <p>The SABC 1 audience represents the young fibre of South Africa. They're into fashion, technology, and the latest trends. They live in the now and exist in the digital world!! Always connected and switched on, they're the movers and shakers who live without precedent and seek insight. The Channel needs to satisfy all South African youth and the young at heart. The channel offering is premised on content with contemporary appeal and original local format approaches. SABC 1 services a distinct audience with its age epicentre being 23-year-olds and mainly a socio-economic lifestyle measure focus of 3-6. Its cultural language basis has been Nguni and the channel proudly represents this segment.</p>
<p>LANGUAGE</p>	<p>70% African Languages, 30% other</p>

REF NO.:	RFC SDRA S2
BRIEF TITLE	LONG FORM SERIES – THE POWER OF HOPE
CHANNEL	SABC 2
GENRE	DRAMA
SUB-GENRE	Thriller/Action/Crime/Fantasy/Romantic/Science Fiction/Dramedy/Procedural/ Teleplay/Adaptations/True Crime
SERIES	<p>23/46 minutes x 52 Episodes (script & production)</p> <p>23/46 minutes X 105 Episodes (script & production)</p> <p>23/46 minutes X 156 Episodes (script & production)</p> <p>23/46 minutes X 260 Episodes (script & production)</p>
EDITORIAL GUIDE	<p>The Power of Hope is an inherent part of being a human being. It defines what we want for our futures. Hope involves “planning, motivation and determination” to get what one hopes for. Hope links your past and present to the future. Hope is a motivator to take the next step forward to make things happen. Hope requires a clear vision; it keeps the dream alive. To have hope is to want an outcome that makes your life better in some way. Hope Grows!!!</p> <p>SABC 2 is looking for concepts and ideas that broaden and celebrate the South African family in the context of home, society, and workplace. It remains committed to representing South Africa as part of the African continent and projecting the rich diversity of the continent. The channel delivers to a diverse cultural and age demographics. Its content is aimed at education, informal knowledge building, and entertainment through a diverse representation of genre.</p> <p>SABC 2 is a Family Entertainment Platform that promotes and celebrates diverse families, family life and the fun that comes with it. Feel-good content that focuses on high entertainment and promotes families doing things together, Content that connects people, sparks off and promotes conversations amongst family members and people. Content that confronts challenges and social ills faced by families with the aim of building healthier relationships. Content that empowers, educates, nurtures and grows families and communities to reach their potential.</p>

	<p>Some areas for exploration should be mental health, family life and alternative family structures, nuanced classism; sexuality vs intimacy; individualism versus socialism and belonging. We will consider core prime or late prime. Key focus areas include but not limited to the LGBTQ+ Community, Strong Female Skewed Stories, People with Disabilities.</p>
<p>CREATIVES</p>	<ul style="list-style-type: none"> • Must bring a rich understanding of the psychological, social, and cultural context of the subject matter. • Must demonstrate a keen understanding of the genre chosen for their proposal. • Must have a minimum of 3 years' experience in producing Long Form Drama with at least one complete Long Form Drama Produced and Broadcast.
<p>SUBMISSION REQUIREMENTS</p>	<ul style="list-style-type: none"> • Register and complete your profile on our ECAS Portal via https://www.sabc.co.za/sabc/content-submission-2/ before submitting any proposals. This step is crucial to ensure that you meet all requirements, and that we have accurate and comprehensive information to ensure a smooth and efficient process. • Concept, Brief synopsis of the whole series with an indication of the beginning, middle and an end, Controlling Idea, Dramatic Question, Premise, Logline, and a statement of intent. • Script sample. • Outline of main character journeys over series. • Episode summaries for episodes 1-13. • Full budget on SABC Budget Pack template. • Finance Plan for Hybrid Funding Models • Company Profile
	<p>BRAND POSITIONING</p> <p>SABC 2 is a channel that reflects the shared experiences of families and individuals that no longer seek to just survive but <i>yearn to thrive</i> abundantly and reach their potential. Through thought-provoking, authentic, and inclusive content, SABC 2 seeks to affirm people's identities and impact lives.</p> <p>TARGET AUDIENCE</p>

	<p>Being a channel that focuses on family, the SABC 2 audience represents the backbone of South Africa. Families are the building blocks of any society. They are not static, instead they are transitional in nature which makes them an interesting, complex, and evolving space to navigate and create content for. Family members act as both an economic and emotional network providing individuals with a sense of belonging. South African families are diverse in terms of culture, religion, and languages but one thing that they have in common is that as families, they like to spend time together and the celebration of important occasions plays a big part in maintaining family traditions and culture which in turn reinforce important family values and beliefs. The South African family is modern and techno savvy. They are very active on social media to stay informed and connected with family members and friends. South African families are outgoing, adventurous, protective, supportive, and most importantly proudly South African.</p> <p>SABC 2 is a platform that embraces diverse families in all their formations. Although it is a full spectrum channel, its core target audience are 35–49-year-olds, LSM 4-6 with a Sesotho skew in terms of language group.</p>
LANGUAGE	70% African languages, 30% Other

REF NO.:	RFC SDRA S3
BRIEF TITLE	LONG FORM SERIES – NEW AGE POST-DEMOCRATIC WORLD
CHANNEL	SABC 3
GENRE	DRAMA
SUB-GENRE	Science Fiction/Dramedy/Procedural/ Teleplay/Adaptations/True Crime
SERIES	<p>23 minutes x 52 Episodes (script & production)</p> <p>23 minutes X 105 Episodes (script & production)</p> <p>23 minutes X 156 Episodes (script & production)</p> <p>23 minutes X 260 Episodes (script & production)</p>
EDITORIAL GUIDE	<p>The continued increase of socio-economic inequality, polarised political discourse, and rapid saturation of digital media, combined with an imploding man-made environmental crisis, all contribute to the erosion of trust on critical democratic institutions; bringing on a renewed urgency to the need for the reform of society centred on humanity and inclusivity.</p> <p>The post-covid world new era has emerged with a shift in mindset; a redefining of the meaning of life, reassessing priorities and understanding this new way of being.</p> <p>S3 is looking for drama series that explore the impact of this seismic shift in society on the individual, the family, Community, and institutions at large. We are looking for original, highly authored stories driven by complex characters, set in a world that reflects the complex realities and contradictions of the lives of urban South Africans, where High End Brands gets them a seat at the table, travel is part of self-care, and code-switching is a critical tool in building social capital.</p> <p>We are looking for high end/high concept dramas that speaks to S3 DNA with themes that focus on class distinction, social mobility, career success, policy advancement and explores the interpersonal dynamics that define this world. Key focus areas include, but not limited to Nature & Environment, Economic Reform, Gender Equity, Mental Health, Culture & Identity.</p>

<p>CREATIVES</p>	<ul style="list-style-type: none"> • Must bring a rich understanding of the psychological, social, and cultural context of the subject matter. • Must demonstrate a keen understanding of the genre chosen for their proposal. • Must have a minimum of 3 years' experience in producing Long Form Drama with at least one complete Long Form Drama Produced and Broadcast.
<p>SUBMISSION REQUIREMENTS</p>	<ul style="list-style-type: none"> • Register and complete your profile on our ECAS Portal via https://www.sabc.co.za/sabc/content-submission-2/ before submitting any proposals. This step is crucial to ensure that you meet all requirements, and that we have accurate and comprehensive information to ensure a smooth and efficient process. • Concept, Brief synopsis of the whole series with an indication of the beginning, middle and an end, Controlling Idea, Dramatic Question, Premise, Logline, and a statement of intent. • Script sample. • Outline of main character journeys over series. • Episode summaries for episodes • Full budget on SABC Budget Pack template. • Finance Plan for Hybrid Funding Models • Company Profile
	<p>BRAND POSITIONING</p> <p>SABC 3 has rebranded and positioned itself as a channel to meet the needs of the progressive millennial. With this audience demographic in mind, its drama offering needs to keep viewers globally connected, yet explored through the eyes of a proud South African.</p> <p>The channel recognises that we are complex beings that instinctively seek spiritual connections - be it through social capital, space, culture, career, education, or holistic health - and the channel is seeking unique formats that can represent this daily challenge of achieving balance and personal success and showcase the diverse spirituality of being.</p> <p>TARGET AUDIENCE</p> <p>SABC 3 (Age 26-39) is the channel for woke progressive millennials who also see themselves as global citizens. They are young adults who are also new parents, new couples, and career starters. This audience is</p>

	passionate about socio economic conditions and their environment. Their lives are lived digitally.
LANGUAGE	80% English, 20% South African Languages

FUNDING MODELS

1. 100% commissions.
(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)
2. Pre-Sales Licences.
3. Licenses. *(Completed Programme that are Fully Funded by third party).*
4. Advertiser Funded Programmes.
5. Co-Finance

The SABC reserves the right to move around the proposal to different funding models and Platforms than proposed. Proposals with funding support will be prioritised.

(Please refer to our website link at the end of the document to get information for above submissions)

SUBMISSION DETAILS

- Register and complete your profile on our ECAS Portal via <https://www.sabc.co.za/sabc/content-submission-2/> before submitting any proposals. This step is crucial to ensure that you meet all requirements, and that we have accurate and comprehensive information to ensure a smooth and efficient process.
- **Must have a minimum of 3 years' experience in producing Long Form Drama with at least one complete Long Form Drama Produced and Broadcast.**
- Submit your proposal through the designated SABC ECAS Portal available at <https://www.sabc.co.za/sabc/content-submission-2/>
- All proposals must be submitted no later than **23:59 28 July 2023 to be accepted.**
- The SABC will send electronic receipts to producers 14 working days after their submission.

- The volume of the submissions and timelines for responses will be communicated accordingly.
- 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/>

QUERIES AND QUESTIONS

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

dramaLFS@sabc.co.za