

## DRAMA EVALUATION CRITERIA

In addition to the SABC's policies for procurement, proposals will be evaluated in a three phased approach:

- 1.1 Phase 1: Creative evaluation of proposal by the team. Proposals that meet the functionality scoring will move to the second phase The Drama department and the needs of SABC determine the Creative evaluation as indicated below:

1.2

Item	Score
<b>a) FIT TO CHANNEL</b> Does the concept and idea fit with the channel strategy and positioning? Will this idea be effective in achieving the channel's targets?	<b>10</b>
<b>b) AUDIENCE APPEAL</b> Will this idea work for our audiences in this slot? Will it strengthen the channel's relationship to viewers? Does the concept allow content to live across different platforms beyond television?	<b>20</b>
<b>c) UNIQUE VALUE</b> What is the quality and value of the content being offered? Is it mandate, branding, financial or competitive value?	<b>30</b>
<b>d) CAPACITY</b> Is there capacity to execute the idea? What is the company profile and does it demonstrate a commitment to equity and affirmative action?	<b>30</b>
<b>e) FINANCIAL FEASIBILITY</b> Is the budget aligned to the idea? Is it affordable? Is there value for money? Is this the most efficient idea? Are there exploitation opportunities by licensing it to other broadcasters and other multi-media platforms?	<b>5</b>
<b>f) DOES THE PROPOSAL MEET THE BRIEF?</b> Did the producer understand the brief, and the intent of the channel?	<b>5</b>

**1.3** Phase 2: Successful producers will be invited to pitch to the SABC, either physically at the SABC's Auckland Park headquarters or through online means. The pitch will be evaluated on the concept realization, ability of the team to deliver and understanding of the SABC's creative needs to the audience.

Score	Criteria
40	<p><b>CONCEPT:</b></p> <ul style="list-style-type: none"> <li>• Innovation, cutting edge, South African context, originality and currency.</li> <li>• Clear proposition for series or proposal. Is it local and original?</li> <li>• Is the structure clear?</li> <li>• Are the characters believable and appealing?</li> <li>• Does the creative treatment, the style of shooting, production design and location suit and support the concept?</li> <li>• Is the series' structure sustainable and achievable?</li> <li>• Are the stakes high, will it carry through the series?</li> <li>• Are the characters appealing to the proposed channel's target audience and the channel's identity?</li> <li>• Is the creative, production and technical team able to deliver in terms of concept (experience)</li> </ul>
30	<p><b>AUDIENCE UNDERSTANDING</b></p> <ul style="list-style-type: none"> <li>• Are there marketing opportunities?</li> <li>• Will the programme drive cross-consumption on various platforms?</li> <li>• Will the show appeal to THE SABC Platform/ Network audience?</li> <li>• Do the characters appeal to the audience?</li> <li>• Is the world appealing to the target audience?</li> </ul>
15	<p><b>ENTERTAINMENT VALUE &amp; COMPETITIVE EDGE</b></p> <ul style="list-style-type: none"> <li>• Is the set/location appropriate?</li> <li>• Does the concept have the potential to become popular culture?</li> <li>• Has the producer demonstrated all creative elements to deliver a visually appealing and strong content driven concept?</li> <li>• Is there uniqueness in the story, world and characters to give the programme a competitive edge in the current drama landscape in South African</li> </ul>
15	<p><b>REVENUE DRIVER</b></p> <ul style="list-style-type: none"> <li>• Is the proposal likely to be profitable for the channel on traditional SABC revenue streams?</li> <li>• Has the producer demonstrated an understanding of the commercial elements of programming and broadcasting</li> </ul>

<b>CREATIVE SUBMISSION REQUIREMENTS</b>	<p>Your proposal should contain the following creative:</p> <ol style="list-style-type: none"> <li>(1) A Brief synopsis of the whole series with an indication of the beginning, middle and end.</li> <li>(2) Controlling idea, dramatic question, premise, logline and a statement of intent</li> <li>(3) Outline of main story arcs</li> <li>(4) Character outlines and a clear description of the relationship between characters and their position to the controlling idea</li> <li>(5) 10 pages of a sample dialogue/script</li> <li>(6) Series creative treatment and visual approach</li> <li>(7) Cast suggestions aligned to SABC 3 brand positioning and core target audience</li> </ol>
<b>PRODUCTION SUBMISSION REQUIREMENTS</b>	<ol style="list-style-type: none"> <li>(1) Completed SABC budget pack for development, script and production. The pack includes line budget and schedule</li> <li>(2) Key Creatives must demonstrate relevant experience in the scripting and production of long form drama series</li> <li>(3) Producers must have at least 7 years' experience in drama/fictional creation and production</li> <li>(4) The SABC reserves the right to approve all creatives and key technical crew on the production</li> <li>(5) List of key creatives</li> <li>(6) Biography of producing team and filmographies</li> <li>(7) Company Profile</li> </ol>
<b>TECHNICAL</b>	<p>Please refer to the SABC's standard technical requirements on <a href="https://www.sabc.co.za/sabc/category/commissioning-briefs/tv-content/">https://www.sabc.co.za/sabc/category/commissioning-briefs/tv-content/</a></p>
<b>FURTHER INFORMATION</b>	<p>Please log on to <a href="https://www.sabc.co.za/sabc/category/commissioning-briefs/tv-content/">https://www.sabc.co.za/sabc/category/commissioning-briefs/tv-content/</a>  To get information on how to get vendor registered with the SABC, email <a href="mailto:vendormaster@sabc.co.za">vendormaster@sabc.co.za</a>. Please note this is <b>not</b> a prerequisite for submission but if you are successful you would need to be vendor registered with the SABC</p>