

ENTERTAINMENT

ENTERTAINMENT - EVALUATION CRITERIA GUIDELINE	
Value	Criteria
15	Concept: Innovation, cutting edge, South African context, originality and currency. Clear proposition for series or proposal. Is it local and original? Does it have good format potential? Is this breaking new ground?
15	Structure: Clear dramatic structure, with series and episodic arc
10	Audience and Viewer Interactivity: What synergies are there on other platforms for viewer/audience interactivity? How does the show cater for interactivity and encourage audience channel loyalty?
10	Visual Realisation: How does the graphic treatment, the style of shooting, the choice of camera, production design and location suit and build the concept?
10	Entertainment Value: What is the tone of the concept? Is it entertainment or does it merely describe entertainment? Is the program making music rather than describing it? Is the talk entertainment? How current is it? Will the program set trends. Will it create new talent? Will the property be popular culture?
5	Contestants/Hosts etc: How do chosen participants or hosts linked to the proposal deliver on concept and suit channel positioning?
5	Value: Why is this entertainment property on a public broadcaster?
10	Audience And Revenue Driver How well does the proposal understand audiences on the channel? Is the proposal likely to be profitable for the channel? What are potential revenue streams?
10	SABC Mandate/Goals Will the proposal deliver on language mandates, regional coverage, representation, industry development, nation building, cultural diversity and mainstreaming disability?

5	<p>Production Team and Strategy to Deliver: The team and the task (concept), is there a match? Is there a clear strategy to enhance production capacity to deliver on chosen genre? What strategies are in place to deliver on content, for example what is the casting strategy? How does one hold auditions in 9 regions and so on? How does production schedule match concept?</p>
5	<p>Industry Development Is the production company based in region? Will the production be undertaken in the regions? Is this an emergent production company? Does the Production company require mentorship support?</p>
<p>CREATIVE SUBMISSION REQUIREMENTS</p>	<p>Your proposal should contain the following creative:</p> <ol style="list-style-type: none"> (1) A Brief synopsis of the whole series that speaks to the subgenre and an indication of show progression and entertainment value (2) A clear editorial premise, structure, logline and a statement of intent (3) Outline a clear structure, a dramatic proposition with a series arc; indicate how the show evolves over the series (4) Docu-style reality shows must outline the world, USP, approach, characters and entertainment value (5) Include series creative treatment, visual realisation and execution plan (6) Casting criteria for relevant shows as aligned to the respective platform's brand positioning and core target audience
<p>PRODUCTION SUBMISSION REQUIREMENTS</p>	<ol style="list-style-type: none"> (1) Completed SABC budget pack for development and production. The pack includes line budget and schedule (2) Key Creatives must demonstrate relevant experience in the production of entertainment shows (3) Producers must have at least 5 years' experience in creation and production of Entertainment shows (4) The SABC reserves the right to approve all creatives and key technical crew on the production (5) List of key creatives (6) Biography of producing team (7) Company Profile
<p>TECHNICAL</p>	<p>Please refer to the SABC's standard technical requirements on https://www.sabc.co.za/sabc/category/commissioning-briefs/tv-content/</p>
<p>FURTHER INFORMATION</p>	<p>Please log on to https://www.sabc.co.za/sabc/category/commissioning-briefs/tv-content/ To get information on how to get vendor registered with the SABC, email vendormaster@sabc.co.za. Please note this is not a prerequisite for submission but if you are successful you would need to be vendor registered with the SABC</p>