



PRODUCERS BRIEF FOR DOCU-REALITY SHOW

ISSUED: NOVEMBER 2008

1. INTRODUCTION

Each day professionals from medical rescue services, the police force, fire fighters, highway patrol, sea rescue services and life guards deal with emergencies and critical situations as part of their day-to-day business.

e.tv is looking for a production company to produce a reality television series that highlights the real-life adventures and dramas of these professionals and introduces us to the ordinary men and women that serve and protect the South African public.

The series can be based on any of the aforementioned professions.

2. THE BRIEF

Your proposal should consider the following:

- 26 x 30' programmes
- The programmes will be broadcast during prime time
- The target market is middle to upper income viewers and must have broad appeal
- Each episode must be based on one or more particular real-life adventure/drama stories
- Each episode must have strong character identification in relation to the personnel involved in the particular drama/adventure
- Each story should contain a mix of live action footage and background interviews with the emergency personnel and those who are rescued
- R9 000 CPM
- Proposed TX in 2Q2009

SUBMISSION PROCESS

e.tv will accept proposals only from registered South African production companies, based on the terms and conditions set out in this invitation.

All proposals submitted will be evaluated by e.tv. Short-listed producers will be required to present their proposals to an e.tv panel at e.tv offices in Hyde Park. Producers are required to cover any and all costs incurred in making and submitting the proposals as well as, in the case of short-listed producers, presenting the proposals to the e.tv panel.

The selected producer will be required to work within the final budget determined by e.tv and to sign e.tv's standard commissioning agreement.

The successful producer will be required to work with an executive producer from e.tv and any such other staff as e.tv may, in its sole discretion, determine. The produced programmes are subject to e.tv's final editorial control.

The selection of proposals, the determination of the budget for the programme and the terms and conditions of the standard commissioning contract are all entirely within e.tv's discretion.

3. CONTENT OF PROPOSALS

The proposals must contain the following information:

- A detailed treatment of the programme
- A full production budget incorporating a detailed description of personnel, equipment and resource requirements
- A production schedule
- The key personnel who will be working on the series



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4. FORMAL REQUIREMENTS

All proposals from production companies must include the following information:

- Name and registration number of production company
- BEE certificate (if available)
- Names, race and gender of shareholders of production company
- Names, race and gender of directors of production company
- Names, race and gender of senior personnel at the production company and their positions
- Details of training initiatives engaged in by the production company over the past 12 months

All proposals must contain the name, address and telephone numbers of the person/s representing the company for purposes of the proposal.

5. TERMS AND CONDITIONS OF THIS INVITATION

Submission of the proposals is based on the unconditional acceptance by the producer of the terms and conditions in this invitation.

e.tv may, at any time prior to the closing date for the submission of the proposals, inform interested persons of an amendment to this document.

The documents requested and information sought (as set out above) must be provided. Failure to furnish all required information or documentation or the furnishing of any false or misleading statement or document may disqualify the proposal.

All costs incurred in the preparation and submission of the proposals must be carried by the producer concerned. e.tv will under no circumstances be liable for these costs.

e.tv's decision concerning the commissioning of programme proposals is final.

e.tv is under no obligation to provide feedback on particular proposals and will not enter into any correspondence on the proposals.

Producers who supply material or tapes do so at their own risk. Owing to the administration involved, e.tv will not return to producers any materials submitted to it in terms of this invitation.

6. SUBMISSION OF PROPOSALS

The proposals must be submitted to the attention of:

ZANELE MTHEMBU
Head of Local Productions
e.tv
No. 5 Summit Road
Hyde Park
Johannesburg
2196

7. SUBMISSION DEADLINE

19 DECEMBER 2008