



The Policy and Purchase Procedure of Private Productions

1. PRIVATE PRODUCTION UNIT

- a) The Private Production Unit in Programmes Division at PTV HQ's Office is responsible for facilitating the work of the three committees established to process the acquiring of software/content from private sector. This unit undertakes the necessary correspondence with the private parties and processes the cases for payment and censorship of the programmes. All queries regarding the procedures or status of a proposal should be made to this unit through Head of Private Production Unit.
- b) PTV as a matter of policy purchases the programmes with perpetual world rights.
- c) PTV acquires telecast rights of following offers
 - i. Fresh Content purchased with Perpetual Rights
 - ii. Simulcast Proposals
 - iii. Limited Rights on Revenue Share Basis
 - iv. Barter Deals/Archival Programmes

2. THE PROGRAMME COMMITTEES

- a) The procedure for the purchase of programmes from Private Sector is completed mainly through three committees, constituted to evaluate and purchase programmes from private sector with the following mandate:
 - i. To receive ideas of programmes concepts and one liners and accord preliminary approval (after evaluation) for further processing without making commitment for purchasing the final product.
 - ii. To view and evaluate the programmes/pilot episodes submitted by the private sector and select the programmes of highest quality and establish the competitiveness of the prices/terms for purchase and ensure transparency of the process.
- b) All three committees work under the Standard Operating Procedure (SOP) guidelines to ensure transparency.
- c) Private production houses, writers, directors and producers can submit their ideas/concepts or pilot episodes to PPU at any time of the year.

3. FUNCTIONS AND PROCEDURES OF PROGRAMME COMMITTEES

The procedure for the purchase of programmes from Private Sector through three committees will be as follows:

3.1 CIEC (CONCEPT AND IDEAS EVALUATION COMMITTEE)

- a) The Committee accepts detailed ideas from private sector in order to evaluate on the basis of its plot, character development and a compelling storyline.
- b) All concepts are evaluated on a prescribed form and rated by the individual members independently. The committee may suggest changes, addition or deletion of any part, character or any track of the story/concept.
- c) After evaluation, the Committee recommends concerned production houses, writers, directors or individuals to initiate projects without making any commitment for the purchase of the finished product.
- d) Private parties may choose to produce pilot episodes for submission for next step of evaluation through PEC (Programmes Evaluation Committee). This is entirely at their own risk and cost of production. PTV is not liable in any manner.

3.2 PEC (PROGRAMMES EVALUATION COMMITTEE)

- a) After approval from CIEC, private parties submit their pilot episodes (one or two) to the Director Programmes or Head of Private Production Unit. It is then presented to the Programmes Evaluation Committee for the purpose of previewing and its rating.
- b) The Committee is responsible for previewing any sort of programme received for evaluation according to PTV Censor Policy/Guideline. Content, Star/Market Value and Quality of production are the main focus of appraisal.
- c) If any producer/production house presents the finished product/pilot episodes of any programme without getting the idea/concept presented and approved from CIEC first, it is accepted for previewing by the Programmes Evaluation Committee and the committee can evaluate the programme at its own discretion.
- d) The individual members independently mark rating of the appraisal in the following manner:

EVALUATION

(Out of 100)

POINT TABLE	ALLOTTED POINTS	EARNED
Direction, Script	35	
Casting, Performance	15	
Lighting , Sound, Camera Work	15	
Post Production, Music	10	
Sets, Locations, Wardrobe, Makeup	10	
Star Value, Production Cost, Market Potential	15	
Score	100	

STANDARD

85-100	70-84	50-69
OS (Valid for serials having duration 40 minutes only)	A	B

- e) All private productions/programmes go through this Committee. The Committee has the right to accept, reject or ask for any changes before making its final decision.

3.3 PNC (PRICE NEGOTIATION COMMITTEE)

- a) After the approval of Programmes Evaluation Committee, the case is referred to Price Negotiation Committee to finalize the price of the product and other terms with the private party.
- b) The committee considers the quality and cost of production and star cast while determining the cost of a programme.
- c) The committee can offer and decide the price of private programmes from the range of approved price categories of different formats. PEC's evaluation and category awarded to any programme during content evaluation sets the price range from approved tariff.

4. ROLE OF PTV CENSOR BOARD

- a) Broadcast of all purchased programmes is subject to clearance from PTV Censor Board. Censor Board will also have a check on the quality of content/production and if the quality of programme (including story, cast, performances, pace of drama, direction or overall production) declines during the telecast or it does not meet the standards as it was approved, Censor Board can issue warning to the production house through Private Production Unit. Based on PTV Censor Board recommendation and continuous declined quality by the production house, PTV will have the right to cancel the agreement with the production house or reduce the number of episodes at any stage.
- b) Feedback of PTV Censor Board on various issues regarding programmes of private sector can be obtained on request and it will have an impact on decision making in relevant matters.

STEP BY STEP PROCESS AFTER THE THREE COMMITTEES COMPLETE THE PURCHASE PROCESS

1. Once the deal with private party is done, formal **approval is obtained from Managing Director** to sign the agreement.
2. After MD's approval, Private Production Unit **drafts an agreement** according to the decided terms and conditions. The draft is sent to the party for feedback.
3. When both the parties (PTV and the Private Party) go through all the clauses, the draft is sent to Finance and Legal departments for **necessary vetting**.
4. The agreement is **signed by both the parties** and original agreement along with MD Approval is sent to Accounts Department and a copy is kept with PPU. Director Programmes is allowed to sign all the agreements with private parties after getting approval from Managing Director.
5. PTV shares the broadcast schedule with the party and the production house submits all promotion material along with first batch of episodes for censor. No episode can be aired without **Censor Clearance**.
6. The **process of payment** starts only after four episodes per month are aired or after every month broadcasts. The production house submits invoice along with Annex-C as proof of payment of Sales

Tax. Without airing of batch of four episodes or number of episodes aired per month, and Annex-C, payments are not made.

7. The private party must be a registered company with **valid STRN**.