

PTV PROGRAMMES EVALUATION COMMITTEE

PURCHASE OF SOFTWARE FROM PRIVATE SECTOR

GUIDING PRINCIPLES AND PROCEDURES

1) Background

PTV has recently decided to also procure content for open market to meet its software requirements to cater for its three 24-hours channels. For this purpose a Programmes Evaluation Committee has been set up, headed by Mr. Aslam Azhar, former Chairman and MD PTV with members from programmes and marketing departments. The Committee is mandated to evaluate the programmes received from the private sector and negotiate the purchase.

2) Guiding Principles

i) Private/PTV Partnership

PTV being a dynamic media organization strongly believes in private sector/public sector partnership in order to achieve quality productions and healthy competition between PTV's own and private sector production houses.

ii) PTV as a national institution is the predominant TV channel in Pakistan and has a responsibility to serve and cater for all communities, classes, geographical units, linguistic groups, all ages and special interest groups. PTV takes into account these factors when considering purchases of private programmes. It has to ensure that the national interest and priorities are reflected in the programmes being selected.

iii) While giving due importance to the social relevance and aesthetic quality of the programmes, PTV also gives due consideration to the marketing and revenue potential and appeal for viewers.

iv) The artistic/cultural value of the programme is a major consideration.

v) The selection of purchase of private programmes is done in a completely fair, objective and transparent manner. Although evaluation of a television programme cannot be quantified beyond a limit, all efforts are made to make the process as transparent and objective as possible.

3) Constitution of the Committee and its mandate

The Programmes Evaluation Committee was constituted in September 2004 to evaluate and purchase programmes from private sectors with the following mandate:

- i) To view and evaluate programmes 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.
- ii) To view and evaluate programmes produced by PTV submitted through the Programmes Division and select them for various PTV slot.
- iii) To receive programme ideas, one-liners and pilots and accord preliminary approval for further processing without making a commitment for purchasing the final product.

4) (1) The Committee

Programmes Evaluation Committee comprises of experts from within PTV and outside PTV, who have vast experience of working in the field of media/culture and are regarded highly in their respective fields. The members include representatives of PTV's Programmes and Marketing Departments as well as eminent media experts from outside PTV. The Committee meets regularly at PTV HQs. to preview and evaluate private sector programmes and approve new programme ideas. The Committee also accepts presentations by private sector production houses for new projects.

(2) Private Production Unit

A Private Production Unit in the Programmes Division at PTV HQs. is responsible for facilitating the work of the Committee and following up the decisions made. 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 (Tele.No.9202653, Fax No.9208410, email: committee@ptv.com.pk).

5) **The Purchase Procedure**

1) **Submission Requirements**

The producers should ensure that all relevant information in the check list has been provided along with the tape or the programme idea. If some important information is missing, the programme may not be previewed by the Committee.

2) **Approval of Ideas**

The programmes Evaluation Committee also accepts programme ideas which are considered by the committee on the basis of merit and the credentials of the producers, if the idea is approved the party is given a letter in this regard without making any commitment for the purchase of the Finished Product. A checklist is sent to the private producers for submission of ideas.

3) **Quality Evaluation**

The Programme Purchase Committee ensures the highest possible quality of the programmes being purchased and takes the following measures to ensure that:

A) Programmes Specific Factors

i) **Theme/Script.**

The committee evaluates the high standards of script and the social/artistic merit of the theme. The appropriate time band and target audience is also a factor in assessing the merit of the script. The committee also takes into account the social relevance of the theme and encourages programmes which have an entertainment as well as educational or social value.

ii) **Direction/Production Quality:**

The committee evaluates the standard of production, which includes selection of location, sets, costumes, background music and special effects/graphics. The pace of editing is also a consideration.

iii) **Technical Quality.**

The high standards of audio and video quality of the production are also assessed by the committee and any production, which does not fulfill the production standard is rejected.

iv) **Cast**

The actors, actresses, anchors and performers who add to the popular and commercial appeal of the programme are also regarded as a plus factor for the production.

6) A) Terms of Purchase

- i) PTV as a matter of policy purchases the programmes with perpetual world rights.
- ii) The payment for a serial is made in 3 installments i.e. 25% at the time of signing of agreement (if more than half of the master tapes have been given to PTV) 25% after 3 months of the signing of agreement and remaining 50% after another 3 months.
- iii) For ongoing series, payment is made after every 4 episodes. For Soaps and other programmes, which are shown more than once a week, payments are made at the end of each month. All other standards terms for programme purchase agreement are applied for these purchases.

B) Payments

The Private Production Unit is responsible for having the agreement signed with the private party and communicating with producers regarding censorship, master tapes, payments and related matters.

7) Review Procedure

To request a review of Committee's decision regarding a programme, applications should be addressed to:

*Chairman Review Committee c/o Private Productions Unit,
Programmes Division, PTV-HQ. Islamabad.*

Encl: (copies of)

1. Check list for submission of material