

**Standard Operating Procedure**  
**Shalimar Recording and Broadcasting Company**  
**Government of Pakistan**

**CONTENT ACQUISITION**

Date: 16.02.2022

**Content Description**

1. Core Idea/ Theme approved/not approved  
If approved
2. Detailed presentation to PPC  
Kind of program
3. Drama / Sitcoms / Soaps/ Tele Films

Time line: Three months before the launch

- i. Title
- ii. One liner
- iii. Producer/Director
- iv. Writer
- v. Cast
- vi. Production (indoor/outdoor)
- vii. Number of episodes
- viii. Durations of each episode
- ix. Proposed Time slot
- x. Proposed Budget
- xi. Market input/recommendation
- xii. Program should at least be of 10 mbps mpeg-II format.

#### **4. Talk Shows**

Time line: Finished product be provided to the sales and marketing department at least 15 days before the launch

- i. Title
- ii. One liner
- iii. Producer/Director
- iv. Compere
- v. Proposed participants
- vi. Researcher/Script writer
- vii. Studio production
- viii. Number of episodes
- ix. Durations of each episode
- x. Proposed Time slot
- xi. Proposed Budget
- xii. Market input/recommendation
- xiii. Program should at least be of 10 mbps mpeg-II format.

#### **5. Music Program**

- i. Title
- ii. One liner/Idea
- iii. Producer/Director
- iv. Compere
- v. Proposed list of singers
- vi. Researcher/Script writer
- vii. Studio production
- viii. Number of episodes
- ix. Durations of each episode
- x. Proposed Time slot
- xi. Proposed Budget
- xii. Market input/recommendation
- xiii. Program should at least be of 10 mbps mpeg-II format.

**6. General Programs (documentaries, discussion, kids programs, comedy shows)**

- i. Title
- ii. One liner/Idea
- iii. Producer/Director
- iv. Compere
- v. Proposed participants
- vi. Researcher/Script writer
- vii. Studio production / Outdoor
- viii. Number of episodes
- ix. Durations of each episode
- x. Proposed Time slot
- xi. Proposed Budget
- xii. Market input/recommendation
- xiii. Program should at least be of 10 mbps mpeg-II format.

**7. Special Transmissions (special occasions like Ramzan transmission / calendar events)**

- i. Title
- ii. One liner
- iii. Producer/Director
- iv. Compere
- v. Proposed participants
- vi. Researcher/Script writer
- vii. Studio production
- viii. Number of episodes
- ix. Durations of each episode
- x. Proposed Time slot
- xi. Proposed Budget
- xii. Market input/recommendation
- xiii. Program should at least be of 10 mbps mpeg-II format.

## **8. MARKET REQUIREMENTS**

- i. Title
- ii. One liner
- iii. Detailed presentation
- iv. Promo , teaser, pilot episode as per requirement
- v. Producer/Director
- vi. Compere
- vii. Proposed participants
- viii. Number of episodes
- ix. Durations of each episode
- x. Proposed Time slot by the marketing department
- xi. Recommendation (input by the marketing and sales department to PPC)
- xii. The Secretary PPC will convey the information of relevant program genre to the market department in writing as and when received.
- xiii. The director marketing and Director A&P will not be the member of PPC but would provide its input to the PPC as and when required.
- xiv. Program should at least be of 10 mbps mpeg-II format.

## **9. Mode of partnership**

- i. Outright purchase of Airtime by the party
- ii. Revenue sharing at agreed ratio

## **10. Price Negotiation Committee**

PPC will be responsible to engage the parties and negotiate terms of engagements.

Director Finance  
Director A&P  
Director Sales and Marketing

The committee will provide its input factoring in the internal approval dated 31.07.2019 regarding prices