

Standard Operating Procedure
Shalimar Recording and Broadcasting Company
Government of Pakistan

SOP FOR SALE OF AIRTIME IN CHUNKS

Date: 16.02.2022

Responsibility of the second party

1. The program Idea
2. Pilot of the program
3. Teasers / Promo
4. Selection of the time slot
5. Payment of the selected slots in advance
6. If need be SRBC will have the right to inject advertisements in agreement with the second party
7. The rights to reuse of the content will rest with SRBC whereas if any revenue earned by the said program on reuse will be shared with the second party @ 10% of the revenue earned
8. Any new situation if arises in terms of revenue sharing or property rights will be settled by both the parties
9. The second party will consult and follow the minimum rate for sale of airtime with SRBC.
10. The second party will obtain the rate list from the sale department of SRBC.
11. In case there is a proposal by two or more than two parties for a given time slot SRBC will have the final say to allot the time slot to the party basing upon recommendation of the selection committee.
12. The second party will encouraged to provide quality content on special events of a given quarter(s).

Responsibility of SRBC (First Party)

1. Approval of the content by Program Preview Committee (PPC) will have the right to accept or reject any program content by giving cogent reasons.
2. Provision of airtime as per agreement
3. Will share the responsibility of dropped advertisement
4. Provide the engineering and administrative support
5. Final allocation of time slot will be decided by the SRBC
6. The SRBC management will have the right to change, revise, modify or improve upon the SOPs
7. The SRBC will have the right to revise the rates of sale of airtime as and when deemed appropriately
8. The SRBC will have the right to offer any combination of time slot to a given party after approval of the selection committee.
9. The payment for the airtime will be given in advance.

SOP for revenue sharing of sale of airtime to private parties with SSI

- The gross revenue of airtime sale to private parties will be shared with SSI as per arbitration award
- The SOP will shared with SSI for input
- The administration department will prepare an advertisement for floating the offer for sale of airtime
- The advertisement will also be offered any combination of time slots
- The special rates offered to the parties will be applicable for one month only
- A committee comprising of headed by Director Finance and consisting of Director Program and Director Sales will examine the proposal on receipt.
- The committee will come out with concrete proposal for sale of airtime to the client.
- The sale department will pitch the airtime sale preferably to the following clients
 - i. Universities
 - ii. Research Institutions
 - iii. Government departments
 - iv. Advertisement Agencies
 - v. Academies
 - vi. Production Houses
 - vii. NGOs
 - viii. Companies / industries

- ix. Real estate business
- x. Tourism agencies
- xi. Airlines
- xii. Hospitality industries
- xiii. Think Tanks
- xiv. Education Sectors
- xv. Health Sector
- xvi. Journalists
- xvii. Imminent Persons
- xviii. Media Houses
- xix. Banking Sector
- xx. Press clubs
- xxi. Social media influencers