

Thanks

SECTION 4

STATEMENT OF SERVICE REQUIREMENTS

(See Condition 1.1.)

1. INTRODUCTION

1.1 The Contractor will undertake to provide a satellite TV News Service that will be available to TV broadcasters in all parts of the world except North & South America. The service has a particular but not exclusive, focus on the Islamic and Arab world.

2. OBJECTIVES

2.1 The objectives of the service are:

- (a) to publicise, explain and win understanding for Government policies;
- (b) to project a UK view of topical and world events;

- (c) To promote a positive perception of a modern, multicultural UK, its goods and services, its way of life and government, among overseas television audiences.

2.2 To achieve the necessary usage and impact the service needs to be credible, accurate, newsworthy and made to the highest standards of professional journalism, with competitive appeal to news editors as source material for their programmes.

2.3 It is essential that the service has the flexibility to respond quickly and positively to fast moving events as necessary

3. FACILITIES

3.1 Where no Post Production Facility has been specified by the Authority, the Contractor will provide to the Authority details of the Facility that they propose to use. The Contractor must obtain the approval of the Authority to the proposal before engaging the services of the Facility.

3.2 Where a specific Post Production Facility has been specified by the Authority the Contractor will make the necessary arrangements for the services of that Facility to be used.

3.3 Where no particular person is specified by the Authority as the Senior Journalist, Producer, Camera Operator, Sound Recordist or Co-ordinator for the production the Contractor will provide to the Authority details of the person they propose to engage. The Contractor must obtain the Authority's agreement to the engagement of the person proposed before he makes the arrangements for their services to be obtained.

3.4 Where the Authority specifies a particular person as the Senior Journalist, Producer, Camera Operator, Sound Recordist or co-ordinator, the Contractor will make the necessary arrangements for the services of that person to be used.

4. COPYRIGHT AND PERMISSIONS

4.1 The Contractor will submit to the Authority a list of all facilities and other things required for the production, which may not be used without the licence or approval of the Authority. The Authority will be responsible for obtaining all such licences and approvals.

4.2 The Contractor shall obtain all necessary consents (including any required by the Dramatic and Musical Performers' Protection Act 1958) for the use throughout the world (excluding theatrical use) in any media of picture and sound material used. The Contractor shall indemnify the Authority against all claims in respect of infringement of copyright and any other rights.

4.3 The Contractor shall provide any incidental music required for inclusion in the production. The Contractor shall indemnify the Authority against all claims for the payment of royalties in respect of any such incidental music.

5. POST-PRODUCTION REQUIREMENTS

5.1 Unless and until otherwise instructed by the Authority, the Contractor shall retain and hold to the order of the Authority and shall keep safely:

The edit masters of all finished stories, which must be kept with original sound or voiceover tracks

- All recordings made during the production of the news stories must be kept for a period of one year after termination of the contract and disposal must be agreed in advance with the Authority.

6. MATERIAL RIGHTS

6.1 All material rights in the production and all rights of exploitation shall become the property of the Authority. This includes all right in the pictures and in the sound but excludes the licensor's rights in material used under licence or taken from the Contractor's library.

7. REPRESENTATIVES

7.1 The Contractor shall work in close association with the Authority's Representative who may from time to time give the Contractor, in writing, any reasonable instructions as to the production or as to the variation of the brief and/or any treatments and/or shooting scripts supplied therewith.

7.2. The Contractor shall promptly comply with all instructions of the Authority's Representative given under this or any other provision of the Contract.

8. AUDIENCE

8.1 The target audience is journalists, politicians, opinion formers, decision-makers and informed viewers worldwide. The service has a particular, but not exclusive, focus on the Islamic and Arab world. Currently the satellite footprint covers all areas except North and South America.

9. TRANSMISSION

9.1 The BSN service is to be provided directly to broadcasters by transmission at an agreed time (currently 13.05 GMT) as part of the contractor's normal satellite news-feed. The BSN feed may be re-edited as required by the local broadcaster to be incorporated into their own programmes without attribution.

9.2 The service is not intended for direct domestic reception.

9.3 The daily feed is also to be made available to all London TV Correspondents - either down the line via the BT tower or via videotape. There is also a tape distribution direct to selected TV stations (see Appendix A)

9.4 The Contractor may be required to provide pool coverage of FCO events on an ad hoc basis. The feed should be freely available to media in the Islamic and Arab world via the BT Tower or any other comparable service if this is not available.

10. TECHNICAL SERVICES

10.1 The feed should consist of 15 minutes at a fixed daily time Monday to Friday with an additional 10-minute Friday feature. However, the Contractor must be prepared to provide a seven-day service in exceptional circumstances as required by the Authority. Each feed should include at least four stories.

10.2 There should not be an English voiced commentary. The feed should be transmitted with an international sound track. A shot-list, transcript and (written only) suggested commentary should be transmitted simultaneously with the feed on a data channel on the satellite. This information should also be sent separately by fax or other electronic means as required.

10.3 A voiced version of the weekly compilation tape should be produced in Arabic. The shot-list,

transcript, suggested commentary and synopses are to be translated daily into Arabic and distributed to appropriate TV Stations. The Contractor should allow for the provision of extra tapes to key areas as required "up to the maximum value of £50,000 as budgeted in the contract".

10.4 Prior to satellite transmission, daily synopses in English and Arabic must be distributed as required to the Authority, London TV correspondents and other users of the service.

11. INTERNET SITE

11.1 The Contractor should design, develop and host an up-to-date, free standing BSN website, to include versions in English and Arabic. The Contractor will be responsible for management/administration of the site, including regular monitoring of performance, the provision of statistics on site traffic, security and upgrading. The content shall include: updated daily contents, daily scripts, archives, transmission details, technical and other information about BSN, an archive search facility and an evaluation questionnaire. The website should conform to Government Guidelines on accessibility.

12. CONTENT AND EDITORIAL APPROACH

12.1 The service must be run by a dedicated unit, to include a Senior Journalist/editor-in-chief, reporters, back up support staff, camera crews, editors and technical equipment as necessary. The production unit will need to work closely with the Islamic Media Team /Public Diplomacy Group at the Authority and establish relations with other Government Press offices and agencies to remain informed of Government policy, trends and events as they unfold. The senior journalist/editor-in-chief will be expected to attend a weekly editorial meeting with the Authority. There will be daily telephone briefings and a weekly editorial meeting. Regular strategy and policy meetings will take place between the Contractor's senior journalist/editor-in-chief, PDG and IMT during which the FCO will be informed of how the editorial content of BSN broadcasts could be tailored to appeal to the Arab and Islamic World and other priority countries.

12.2 The Contractor will employ professional journalists to write and compile all news items. Working under Authority guidance, the senior journalist/editor is responsible for initiating stories and commissioning research. Staff should be familiar with Authority activities and objectives and all aspects of current affairs.

12.3 It is essential that the news service does not duplicate material already being produced by other TV news agencies. This does not mean that it will not sometimes carry the same stories, but that it must convey the Government's point of view and the UK interest. This will be achieved by approaching the stories in a different way, offering an alternative interpretation, more detailed coverage of exclusive interviews. All stories must be topical and relevant to an international audience. The service must be complementary to the information available from TV News agencies.

12.4 News items should regularly include, inter alia:

- (a) Government policy announcements and press conferences including, where possible, statements by Ministers;
- (b) Items drawing on current topics and events as supplied by PDG (e.g. Political, Economic, Commonwealth or Environmental matters);
- (c) Major current news stories about the UK and international stories in which there is a UK interest;
- (d) Commercial stories about UK trade and industry and its competitiveness in the global market place.

- (e) Softer items on culture, arts, science and technology and sport.

12.5 The longer Friday feed should include the *Friday Feature* - a feature length (10 minutes) in-depth analysis of an aspect of the British political, economic or cultural scene or of a topic of international interest in which the UK is playing a significant role.

12.6 Although the majority of stories are to be shot in UK, BSN crews will be expected to accompany Ministers on selected overseas visits and to shoot other stories in any region of the world as required. Arrangements for transmission of footage back to London must be fast and reliable. The Authority will provide an annual budget of up to £50,000 to cover the additional costs associated with overseas travel and filming.

12.7 The Contractor will provide all office space, equipment, access to the Contractor's other news output and archive as well as information services such as Reuters, Press Association and Associated Press feeds and such other reference material as is necessary for successful operation of the service as part of the Contract.

12.8 The feed must be originally shot material (with occasional use of appropriate news agency and library footage). It must be supplied to the broadcasters free of charge as far as production, copyright and satellite transmission is concerned. BSN will not pay local reception (e.g. PTT) charges, but the method of transmission, including the satellites chosen, should keep any such costs down to a minimum for all broadcasters.

13. MARKETING

13.1 A pro-active continuous marketing effort must be directed towards increasing the audience for the material produced. We would expect the marketing team to include at least one Arabic speaker.

13.2 The Contractor will need to make arrangements to be kept informed about developments in overseas television broadcasting, including identifying possible new users of BSN. The Contractor should use, inter alia, contacts in the industry and should draw on the expertise of the Authority Press & Public Affairs and Commercial officers in overseas Embassies and Missions.

13.3 The marketing effort should be undertaken in close consultation with the Authority and should concentrate on those outlets with the greatest influence on the opinion formers and decision-makers in the Islamic and Arabic World and other priority countries.

13.4 A strong and effective BSN brand should be maintained for all products.

13.5 The Contractor should be in a position to supply the Authority with briefing information about all television outlets and the strengths and weaknesses of all client broadcasters.

13.6 Arrangements must be made to keep the London bureaux of overseas television stations informed about BSN output.

13.7 The production team will be expected to host visits and give occasional lectures to Government visitors and staff, including the Authority Press and Public Affairs Officers, and foreign broadcasters. The team will be expected to regard themselves as an integral part of the Authority Public Diplomacy effort. The Contractor will maintain a regular liaison with Posts (i.e. Overseas Embassies and Missions).

13.8 The Contractor will work with the Authority PDG to identify potential new users of the service,

promoting it at international TV markets and undertaking promotional visits to specific regions. Promotional literature including technical specifications must be made available for broadcasters, Posts and correspondents.

14. EVALUATION

14.1 The Contractor will be expected to undertake and share with the Authority a detailed monthly monitoring and analysis exercise, including electronic monitoring, on take-up and usage. The Contractor will also produce an annual report, which will be presented to the Authority. Occasional spot surveys on particular topics may also be required.

15. OPERATION

15.1 The Contractor will operate the entire service on behalf of the Authority, including staffing, technical facilities and management, translations and voice-over, duplication and distribution of tapes, the buying of satellite time, transmission to satellites and any regional re-transmission if necessary.

15.2 The Contractor will have extensive experience of daily news gathering and distribution on a global scale, detailed knowledge of television broadcaster' requirements throughout the world and be familiar with satellite technology including delivery and multi-point distribution of time-sensitive material. They will have the ability to record stories in all regions of the world and return them to the production centre in the minimum possible time.

15.3 The Contractor will continually review the present operation and submit ideas and suggestions for improvements and modifications, as appropriate.

15.4 Menus and scripts for all news items should be sent daily to the Authority. A weekly compilation tape and script of all bulletins should be provided.