# Request for Proposals for Adaptation and Production of Czech TV Serial

Office of the High Representative invites production agencies to submit bids for adaptation of Czech TV series for BH audience and production of one local episode that will follow the concept and style of the Czech TV series **"U nás v Evropě"**.

The tender information is given in the following order:

**I) Background**

**II) Proposal Submission Conditions**

**III) Selection and Award**

**IV) Proposal Submission and Deadline**

**V) Statement of Work**

## I – Background

OHR will product TV serial "Kod nas **i** u Evropi" consisting of 26 episodes.

The aim of the serial is to show that:

- regardless of where they live – the average European family has the same issues on their agenda, issues such as managing everyday life, getting and keeping a job, educating children, securing mortgages and bank loans, etc, and that,
- they all have to work hard in order to achieve their goals, but that they are living in the EU – a

favourable environment that supports them in attaining their goals and helps them maintain a decent standard of living.

**The underlying message is: BiH can join in – but first reforms.**

## II – Proposal Submission Conditions

The proposal must be in English or local language, and include one original and one copy.

Proposals shall contain the following:

1. **Name and address of the company**, contact phone number, e-mail and name of the contact person.

2. **Work scheduling proposal** with the earliest start date and the time needed for completion of production.

3. **Description and methodology of the production** including draft script for BH episode, list of equipment which will be used, suggested narrator, etc.

4. **Detailed CVs of key team members:** project leader, director, scriptwriter, graphic designer, etc.

5. **List and description of at least three other projects, with references contact details, which company finished in the last three years.**

6. **Detailed break down of costs and terms of payment in EURO or KM, excluding VAT**. The price shall include all costs related to the work such as fees and out-of-pocket expenses (travel, accommodation, subsistence and other costs). Please note that should you request an advance payment you will need to provide irrevocable advance bank guarantee.

7. The proposal must be valid for acceptance for 90 days,

and the price fixed for the duration of the contract.

8. OHR will pay VAT in accordance with the Law on VAT.

## III – Selection and Award

The bids will be considered by the OHR against the stated description and methodology, professional experience of key team members, cost, timeframe, previous work and any other relevant elements. The OHR may wish to interview bidders.

Contract will be awarded to the most economically advantageous proposal in terms of:

- Cost. Weighting: 40 %.
- CV of key team members. Weighting: 20 %.
- Description and methodology. Weighting: 20 %.
- Previous work. Weighting: 15 %.
- Timeframe. Weighting: 5 %.

OHR reserves the right to enter into negotiations with any bidder or to end the Tender without awarding the contract. OHR will not bear any costs of bidders related the preparation of proposal.

## IV – Proposal Submission and Deadline:

The proposal should be in sealed envelope, clearly marked "REQUEST FOR PROPOSALS – TV SERIAL" and delivered **NO LATER than 15th December 2006 by 12:00 hours to the following address:**

***OHR***
*Head of Logistics*
*Emerika Bluma 1*
*71000 Sarajevo,*
*Bosnia and Herzegovina*

**Questions:**

We believe you have all the information necessary to prepare your proposal, but any questions or requirements for clarification, should be in writing only to the Head of Logistics on e-mail: tender@ohr.int, and not to other officers of OHR. It is in all bidders interest to register their intention to bid so that everyone may receive answers to any questions put by other bidders. Please address this registration to e-mail: tender@ohr.int.

## V Statement of Work

For this Project it is needed:

1. Production of 26 eighteen minutes episodes of TV serial "Kod nas i u Evropi":

(a) Adaptation for BH viewers of one part of each of 25 selected episodes of Czech TV Serial " **U nás v Evropě** ", average duration of 18 minutes.

(b) Production of one BH episode, duration of 18 minutes, which will follow the concept of Czech serial in context and stile.

2. Production of promotional trailer for the serial.

3. Design of press ads (three language versions), cover and sticker for DVD .

The Project should start in **January 2007**, and deadline for completion is end of **March 2007**.

**Detailed description:**

**1. Production of TV serial "Kod nas i u Evropi"**

(a) Adaptation of 18 minutes part of each of 25 episodes of

Czech TV serial “**U nás v Evropě**” for BH viewers.

Serial “**U nás v Evropě**” is consisted of 25 x 25 minutes episodes each divided into several parts. For this campaign the company should adapt part of average duration of 18 minutes related to the life of average family in 25 EU countries. The 25 selected episodes can be found at the following web link http://www.ceskatelevize.cz/vysilani/1167776154-u-nas-v-evrope.html and they are:

| | | | | |
|---|---|---|---|---|
| 21.4.2005 | 2.6.2005 | 13.1.2006 | 10.3.2006 | 21.4.2006 |
| 28.4.2005 | 9.6.2005 | 27.1.2006 | 17.3.2006 | 28.4.2006 |
| 12.5.2005 | 16.6.2005 | 3.2.2006 | 24.3.2006 | 19.5.2006 |
| 19.5.2005 | 23.6.2005 | 10.2.2006 | 31.3.2006 | 26.5.2006 |
| 26.5.2005 | 6.1.2006 | 3.3.2006 | 7.4.2006 | 2.6.2006 |

Eighteen minutes part which should be adapted consists of part produced in studio and reportage filmed in each of 25 EU countries.

For the purpose of adaptation the following is necessary:

- Production of BH version of studio part of 25 episodes of TV series “Kod nas i u Evropi” based on Czech model slightly adopt script for BH viewers, create studio using Czech studio model, etc.
- Adapt reportages filmed in 25 EU countries, which includes adaptation of voice-overs, graphics, titles, etc.
- Each adopted episode should be 18 minutes long.

(b) Production of BH episode

- BH episode must follow the concept of Czech serial by context and stile.
- This episode should present an average BH family (e.g. middle age family with two school aged children, with average income, etc.)

**The serial must be delivered on:**

- Digital Betacam tapes: master and 5 copies
- 10  DVD copies

**2. Production of trailer (20 sec)**

- The trailer should be produced with graphics in Latin and Cyrillic letters

The trailer must be delivered on:

- 4 Digital Betacam tapes
- 5  DVD copies

**3. Design of press ads, DVD cover and sticker**

Design of press ad,  DVD  cover and sticker should be made in three language versions (Bosnian, Croatian and Serbian). Press ad should be adjusted to specific format of each newspaper and magazine. List of newspapers and magazines will be delivered to successful bidder.

OHR will provide:

- TV serial (25 episodes x 25 min) on Digital Betacam format;
- Translation of transcripts (from Czech to Bosnian language) of 18 minutes part which should be adopted.

The campaign will be developed in co-operation with designated OHR project staff. . OHR staff will have editorial control over the form and content of all aspects of the production.