

Expression of Interest

Bhutan Broadcasting Service Terms of Reference for Reality Shows for 2022 and beyond (Updated, September 2024)

Background

The first reality show on the BBS was broadcast in 2008. It was an instant hit. The viewers, especially those living in rural areas, loved it. Its popularity grew and so did the numbers. But it wasn't without problems.

The reality shows were being organised by the same reality show organisers year after year and the people started complaining. They said they too should be given the opportunity of hosting reality shows on the BBS.

There were also complaints that a lot of money was involved and the talent shows weren't necessarily being won by the talented.

In 2022, the BBS introduced the system of selecting the reality shows by publicly inviting expressions of interests to address these issues.

New applicants

At the time, there were six reality shows;

1. Druk Super Star
2. Druk Gi Kalapingka
3. The Voice of Bhutan
4. Drinchen Phami Sungkey
5. Druk Gi Tsepom
6. Palden Drukpa

In addition to the six reality shows, there were six new applicants waiting for the opportunity to host their own shows on BBS. They had applied for and been granted permits by BICMA to host shows on the BBS.

They constantly asked the BBS management to give them the opportunity to host their shows on BBS. They said the BBS should not give the opportunity to the same six reality show organisers year after year. They argued that, as a public service broadcaster, BBS should give the opportunity to all interested Bhutanese.

Talent show not being won by the talented

In the past, the reality shows selected the winners by votes through SMS. Since 2018, the reality show organisers started using mBoB, mPay and other banking apps in addition to the SMS votes to decide the winners.

Using the banking apps (mBoB, mPay), the contestants were asked to deposit money directly into accounts the show organisers opened for the purpose. The amount decided who remained in the competition and who was eliminated. Ultimately, the money decided the winner. The amounts were not disclosed to the participants, BBS, or the public.

Although this payment was called a voting system, votes were bought and not cast. Some of the contestants had to resort to selling property, borrowing money and reportedly other means.

This practice was disallowed since it went against the principle of a talent

competition and also degraded the image and reputation of the show.

Revenue generation for reality shows

The reality show organisers keep 80% of the revenue from the SMS votes.

The two telecoms receive 20%.

In addition to the revenue from the SMS votes, the reality show organisers get eight minutes of advertisement airtime every hour.

Each show lasts up to two and a half months, over ten weeks. This translates to eight hours of advertisement airtime for the reality show organisers to sell.

In addition, they can look for sponsors.

BBS' role

As a fee, BBS charges Nu. 70,000 (seventy thousand Ngultrums) per episode if the show is hosted at a BBS studio and Nu. 50,000 (fifty thousand Ngultrums) if it is hosted at other studios.

Initially, the BBS was paid 20% of the SMS votes.

In 2010, that was Nu. 1.9 million from just one show, the Druk Star.

In 2011, there were two shows – Bhutan Star and Druk Super Star. From the former the BBS received Nu. 2.5 million and from the latter Nu. 2.8 million.

The amount was slashed by more than half when it was replaced with a fixed rate per episode.

The way forward

In 2022 when the guidelines were introduced, there were six reality shows. There were also six new applicants.

For equity and fairness, the BBS proposed to invite Expressions of Interest from interested individuals and parties/firms to organise reality shows.

Objectives;

1. To provide an opportunity to interested individuals and parties/firms in a transparent and fair manner.
2. Promote Bhutanese culture and tradition.
3. Provide a platform for budding Bhutanese performing artists.
4. Provide healthy and wholesome entertainment.
5. Encourage originality, innovation, and creativity.
6. Ensure transparency.
7. Ensure that the talent show is won by the most talented.
8. Ensure that the participants/ contestants are not exploited.

General Guidelines

1. BBS will select four weekend shows for the year 2025-2026
2. Each show will last nine weeks, two months on average.
3. There will be 10 episodes minimum and 18 episodes maximum.
4. Each episode will be three hours.
5. The prizes will be declared publicly at the start of the show.
6. It shall also be announced once every month during the show.
7. If the prizes are to be given in the form of scholarships, it shall be made amply clear both in public announcements and contracts drawn (with BBS and the contestants) where the winners will get to study, the name of the

- university, the degree (Masters/ Bachelors/ Diploma), duration and how much/ what percentage the scholarships will cover.
8. The prize/ scholarship shall only cover the tuition fees. If the organiser should decide to cover other associated costs (in addition to the tuition fees) such as airfare, visa fees, living expenses, insurance, it shall be specified in writing, leaving no room for ambiguity or misinterpretation.
 9. The monetary value of the scholarship would also be specified in the contract agreement.
 10. If the winners are not able to avail themselves of the scholarship(s) because they couldn't obtain the required IELTS marks/ points, their visa was rejected, weren't given college/ university admission or for any other reason, they would be given the full monetary value of the scholarship/ prize they have won.
 11. If it is a full one year (two semesters) scholarship, the monetary value shall be Nu. 1.5m (one million five hundred thousand Ngultrums).
 12. If it is a 50% scholarship for a year (two semesters), the amount shall be Nu. 0.75m (seven hundred and fifty thousand Ngultrums).
 13. The organiser will not sign any agreement with the participants without involving the BBS.
 14. To ensure transparency, the organiser shall provide a comprehensive income and expenditure report to the BBS within a month of the show's completion. The report shall be factually accurate. The BBS on its parts shall treat the report as confidential.
 15. The revenue generated through voting via the two telecom service providers shall be maintained by the respective telecom partners. However, the release of funds to the organizers from this revenue shall require a clearance letter from BBS. For votes cast through the DrukVote application, the revenue account shall be maintained directly by BBS. The organizer will have the right to check the details of the revenue at any time during the show. The organizer's share of this revenue will be released within 10 days after the Grand Finale. BBS will deduct 10% of the total revenue generated through DrukVote as administrative and operational charges before disbursing the remaining amount to the organizers.
 16. The organiser shall ensure that the contestants are 18 years or above.
 17. The vote count for every contestant will be announced live publicly whenever necessary till a final winner is announced.

Conditions for judging

1. The winner will be decided based on the public votes and the judges score.
2. 50% of the weightage would be given to the public votes, and the other 50% to the judges score.
3. Limited bulk voting may be allowed.
4. Participants will not be allowed to approach individuals in person for votes.
5. Participants may solicit for votes only when they are on live TV.

Conditions for organisers

1. Show organisers will be given eight minutes of advertisement airtime every hour.
2. They may also seek sponsors for their shows.

3. BBS shall provide full professional support for the production of the show. This includes the use of its studio, allocated airtime, necessary equipment, and deployment of technical and creative personnel. Specifically, BBS will provide cameras, cameramen, video editors, and graphic designers to ensure the quality and consistency of the production. In the event that the show is hosted outside the BBS studio, BBS will also provide a complete live camera setup, an editing unit, and sound equipment. This includes microphones for the judges, anchor, and singers, along with two active speakers, if required.
4. BBS will charge Nu. 70,000 (seventy thousand Ngultrums) per episode if the show is hosted at a BBS studio and Nu. 50,000 (fifty thousand Ngultrums) if it is hosted at other studios.
5. The payment for the show shall follow one of two options, depending on the voting platform selected by the organizer.
 - a. If the organizer opts to use the DrukVote platform, in addition to the two telecom service providers, they will be required to pay 25% of the total show cost in cash or a demand draft as a security deposit at the time of the agreement signing. The remaining 75% of the cost shall be deducted from the revenue generated through DrukVote and will be settled accordingly. It is important to note that bulk voting through DrukVote is allowed up to Nu. 5,000 per transaction, offering greater flexibility for higher-volume voting.
 - b. On the other hand, if the organizer chooses to use only the two telecom service providers for voting, the following payment schedule shall be mandatory: 25% of the total cost must be paid in cash or demand draft before the start of the show, another 25% after the completion of 10 episodes, a further 25% upon the completion of the 14th episode, and the final 25% must be paid within 10 days following the Grand Finale. For telecom-based voting, bulk voting is limited to Nu. 1,000 per transaction.

This dual-option structure is intended to provide flexibility based on the organizer's preferences while ensuring timely payments and transparency.

6. If the show needs to be extended by an episode or two, the organiser would be required to pay an additional Nu.100, 000 (one hundred thousand) per episode if it is being held at a BBS studio and Nu.80, 000 (eighty thousand) if it is being held at another studio.
7. BBS will also provide the anchor if needed, charging Nu.10, 000 (ten thousand) per episode or Nu.150,000 (one hundred and fifty thousand) for the entire show.
8. If the grand finale is held at some other venue and not the studio where the show is being held, the organizer will have to pay Nu. 150,000 (One Hundred Fifty Thousand)

Requirements for applicants

A proposal with the following details;

1. title of the show,
2. number of contestants,
3. number of judges and their CVs,
4. mandate of judges,

5. genre,
6. a detailed format of the show,
7. procedure and criteria for selecting and eliminating contestants,
8. duration of the show, when it is likely to begin and end,
9. prizes,
10. marketing and promotion plan, sponsorship, advertising and other revenue projections,
11. They will clearly explain how the popularity of the contestants would be decided, how they would be eliminated and how the winner would be decided,
12. They will also explain how they are going to ensure transparency and fair play,

Terms of Agreement

1. Once everything is decided and agreed, the show organiser and the BBS will sign a legally binding agreement.
2. Differences, if any, will be resolved amicably and mutually as far as possible.
3. If the differences persist, BBS will have the right to ban the show organiser from hosting showson BBS thereafter.
4. The Organizer shall use only the two telecom service providers and the DrukVote application for audience voting during the reality show. No other medium or platform shall be permitted for casting votes for the contestants.
5. The organiser will also follow the BBS' commercial services advertising and sponsorship guidelines.
6. They will follow strictly the broadcasting norms and policies of the BBS.
7. To ensure the voting is fair and transparent, all reality show organisers shall reveal the total weekly votes.
8. The weekly votes will be counted in the presence of a BBS representative and onenominated by the organiser.
9. BBS will retain the broadcast right to the show.
10. The show organiser shall provide a Bank Guarantee equivalent to 50% of the total cost of the show before signing the contract agreement. Alternatively, they may provide 25% of the total cost of the show in cash as security deposit before signing the contract agreement and another 25% also in cash soon as half the number of episodes is broadcast.
11. Once the selection of the EOIs has been finalised, the show organisers would be required to deposit Nu. 100,000 (One hundred thousand Ngultrums) in good faith. The money thus deposited shall be refunded in its entirety soon as the show ends.
12. Should the show organiser decide to withdraw, he/ she shall forfeit the money deposited in good faith.

Evaluation

The organiser must submit the following mandatory documents to be eligible to participate in theexpression of interest.

1. Valid Trade License
2. Tax Clearance Certificate
3. Copy of Commitment Letter
4. Security clearance certificate

Disqualification

1. The BBS will ensure that only the best of the very best are selected.
2. It will not select a proposal/ expression of interest merely because it fulfills all the criteria/ requirements provided in the guidelines.
3. The BBS reserves the right to reject a proposal/ expression of interest if the applicant/ show organiser has a criminal record.
4. If the applicant/ show organiser has a pending/ ongoing court case wherein he/ she is accused of fraud/ cheating/ misleading another person/ persons, the show, even if selected, would be kept on hold till the case is resolved.
5. Once the case is resolved, there is no guarantee that the applicant would be allowed to show his/ her show on the BBS no matter the outcome of the verdict.
6. If the BBS has reasons to believe that association with a show organiser/ applicant is likely to harm the image or reputation of the organisation, it reserves the right to reject the proposal or ban the show altogether.

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Thank You
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