

**Expression of Interest for conduct of the Reality Shows during the weekends.  
(2026-2027)**

BBS invites Expressions of Interest from qualified individuals and firms to partner in producing a new generation of reality shows, guided by a renewed commitment to fairness, transparency, and creative excellence.

The legacy of reality shows on BBS, beginning with an instant hit in 2008, is one of profound popularity, particularly in rural areas. However, public concerns grew over time regarding the repeated selection of the same organizers and a winner-selection process that ultimately relied on financial contributions through SMS and banking apps, rather than pure talent. This practice, which placed undue pressure on participants, was discontinued as it conflicted with the principles of a true talent competition and the values of a public service broadcaster.

In direct response to these concerns, BBS introduced clear guidelines and a structured Expression of Interest (Eoi) process in 2022. This initiative replaced the old model with a transparent, merit-based system designed to achieve key objectives: to provide opportunity in a fair and transparent manner; to promote Bhutanese culture and tradition; to provide a platform for budding performing artists; and to deliver healthy, wholesome entertainment. The system further seeks to encourage originality, innovation, and creativity while ensuring transparency, guaranteeing that shows are won by the most talented, and protecting participants from exploitation.

Now in 2025, this streamlined Eol framework has demonstrably improved the landscape of reality programming on BBS. It has elevated production quality, diversified opportunities for organisers, and strengthened the pillars of transparency and accountability in every phase, from selection and production to judging and audience engagement.

Under this refined process, selected organisers will be granted the opportunity to produce two seasons of their show. Each season will be a structured production of 10 to 18 episodes, conducted within a clear timeline not exceeding nine weeks.

This EoI is an invitation to be part of this successful and evolving chapter. Partner with BBS to create credible, engaging, and innovative entertainment that serves the people of Bhutan. Submit your Expression of Interest and help us continue to raise the standard.





## General Guidelines

1. BBS shall select and award contracts to four (4) successful organizers. Under this EoI, each organizer shall be provided the opportunity to conduct two (2) seasons of a weekend show for the 2026–2027 period.
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. 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. Any legal agreement executed by the Organizer with contestants or other third parties is the sole responsibility of the Organizer. BBS disclaims all liability for any disputes or consequences arising from such agreements.
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.





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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.





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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 the expression 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.

Thank You  
Tashi Delek

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