

General Guidelines

For
Submission of Expression of Interest (EOI)

Worldwide TV Broadcasting Rights

MUJIB 100 T20 CUP BANGLADESH 2020
(Asia All Star XI vs Rest of the World XI)

Tentatively Scheduled on 21st & 22nd March 2020

N.B: This document is confidential and includes classified information and should not to be disclosed in public

Expression on Interest (EOI) – Worldwide TV Broadcasting Rights

Mujib 100 T20 Cup Bangladesh 2020 – Asian All Star XI Vs Rest of the World XI



**Bangladesh
Cricket Board**

Ref No: BCB/MKT&Commercial/Mujib100T20 / 2020/55

Date: 29th January 2020

The Bangladesh Cricket Board (BCB) hereby invites offers from the reputed TV Broadcasters or Marketing agents for acquiring the Worldwide Broadcasting Rights for 02 (Two) T20I matches between Asia All Star XI & Rest of the World XI tentatively scheduled on 21st & 22nd March 2020 in Dhaka, Bangladesh to commemorate birth centenary of the founding father of the Nation Bangabandhu Sheikh Mujibur Rahman and the event will be called "MUJIB 100 T20 CUP BANGLADESH 2020".

Area of Rights:

A document detailing Area of Rights/ BCB Requirements/Guideline in relation to the submission of EOI for the aforesaid rights will be available at BCB Management Office and the BCB official website: www.tigercricket.com.bd

EOI Submission Procedure:

The EOI must be submitted at the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by **Thursday 6th February 2020** and should be in a sealed envelope to be addressed to: Chief Executive Officer, Bangladesh Cricket Board. Interested overseas participant may submit the EOI offer electronically via email at mujib100@bcb-cricket.com

The EOI needs to be accompanied with the following documents:

- Bank Solvency Certificate along with Bank Statement.
- Updated Trade License Copy.
- VAT Registration Certificate.
- TIN Certificate.
- Company Profile and Individual Directors' / Owners' Profile.
- Memorandum and Article of Association along with Certificate of Incorporation.
- In case of Consortium Notarized consortium Agreement.
- Updated financial audit report (in case of consortium each members' financial audit report needs to submitted individually).

Restriction:

- Any person(s) or entities with an existing unresolved dispute (i.e. Financial, Disciplinary and any other) with BCB or ICC or ACC on a point of law or fact shall be ineligible to acquire the aforementioned rights or to participate in the EOI Process.

Eligibility Criteria:

The broadcaster/ TV Channel must be in operation (on air) for least 03 (three) years. Marketing agents must have the capability and reasonable experience in marketing international standard cricket events. Interested parties are requested to refer the BCB website (www.tigercricket.com.bd) for details on Worldwide TV Broadcasting Rights For MUJIB 100 T20 CUP BANGLADESH 2020 on offer and the eligibility criteria.

The BCB reserves the right to cancel the entire process and / or modify, add or alter the terms of the EOI document and/ or the conditions by issuing an addendum(s) at any time prior to the submission of the offer and to reject any or all offers at its sole discretion, without assigning any reason whatsoever.

Chief Executive Officer

Bangladesh Cricket Board

Sher-E-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216

Tel: +880 2 8031001-4, Fax: 803 1199

1. INTRODUCTION

BANGLADESH CRICKET BOARD, an affiliated sports organization, having the authority to regulate and promote the game of cricket in Bangladesh and having its Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216 (hereinafter referred to as “**BCB**”), hereby invites offers from reputed TV Broadcasters or Marketing agents for acquiring the Worldwide Broadcasting Rights for 02 (two) T20i matches between Asia All Star XI & Rest of the World XI Tentatively scheduled on 21st & 22nd March 2020 in Dhaka , Bangladesh to commemorate the Birth centenary of the Founding Father of the Nation Bangabandhu Sheikh Mujibul Rahman. The said event shall be called “ **MUJIB 100 T20 Cup BANGLADESH 2020**”.

2. TENTATIVE SCHEDULE:

02 (Two) T20i matches tentatively scheduled to be held on 21st & 22nd March 2020.

3. VENUE:

All the T20i matches will be played in Sher-e-Bangla National Cricket Stadium, Mirpur -2, Dhaka 1216, Bangladesh.

4. PARTICIPATING TEAMS:

02 (Two) T20i matches will be played between **Asia All Star XI & Rest of the World XI**.

5. PARTICIPATING PLAYERS:

Most of the international elite players around the globe will take part in **MUJIB 100 T20 Cup BANGLADESH 2020** on behalf of Asia All Star XI & Rest of the World XI.

6. AREA OF RIGHTS (INCLUDED & EXCLUDED) AND TERMS:

- A) The Rights shall constitute the rights during the Period to broadcast or otherwise distribute audio-visual, visual coverage and textual Mobile Distribution of the **MUJIB 100 T20 Cup BANGLADESH 2020** matches and related events and highlights by way of Television, Radio, Digital, Mobile, internet Delivery and any other medium/ platform including digital platform that may be used for broadcasting in future but subject at all times to the Excluded Rights.
- B) All rights (whether now existing or created or discovered in the future) that are not expressly included in the Rights are unconditionally reserved to BCB and shall be deemed to be part of the "Excluded Rights".

For the avoidance of doubt, the Excluded Rights shall include, without limitation, and by way of example, the following:

- a) Official Film Rights- All rights to create, produce and/or transmit (in any media whatsoever) any full length feature film (whether in documentary-style, purely fictional or otherwise) based on, and/or inspired by, BCB or the BCB Events.

- b) BCB Website - BCB reserves the right to transmit Highlights of each Match and Ceremony via the BCB Website, such transmissions being limited to not more than 60 (Sixty) minutes in duration of Highlights per Match / Ceremony. Such Highlights may only be transmitted via the BCB Website 24 hours after conclusion of each Match or Ceremony.
- c) Third Party News Access - BCB reserves the right to grant to any third party the license to transmit, by means of any media whatsoever, Highlights for inclusion in any bona fide regional and/or international news service provided that each such transmission is always:
 - (i) As required by local applicable laws; or
 - (ii) In the absence of such laws, upon customary terms (being the transmission of footage of up to 90 seconds in duration per Match within 24 hours after the end of the Match in question.

Provided that acknowledgement of the original host broadcaster is given.

Notwithstanding the foregoing, BCB intends to work together with the Broadcaster outside of Bangladesh to develop a reasonable third party news access strategy in accordance with customary practices in each Territory. All such news channels will be required to carry the / BPL Network Logo on all their re-transmission. News Channels in Bangladesh will contact directly with the BCB for use of the Highlights for their news bulletins.

News syndication rights in the Bangladesh Territory will be done by the BCB on its own.

- d) All in-stadia advertising rights.
- e) Sponsorship, hospitality, merchandising and ticketing rights in respect of the BCB Events
- f) Fixed Media Rights.
- g) Public Exhibition Rights.
- h) Archive Rights.
- i) Sponsor clip rights - the right for BCB Sponsors to use clips of up to two (2) minutes of Footage of each Match in any media for the promotion of the product/services and for the brands in respect of which BCB has granted them promotional and/or marketing rights provided that:

BCB will put in place an approval process for the use of such clips;

- j) No more than twenty (20) seconds of such Footage shall be included in any television advertisement; and
 - 1. Such clips of Footage shall not be used in any other audio-visual programming intended for transmission.

- k) Closed circuit television - for the avoidance of doubt, BCB shall be entitled to use the Live Feed of a Match without payment so that such feed can be:
1. Simultaneously relayed by way of closed circuit television and/or screen or projection facilities (including so-called “big-screens”) and to press box and hospitality suites at the Venue at which the relevant Match is played;
 2. used for the “third umpire” and disciplinary purposes;
and
 3. Used for the purposes of exploiting any of the Excluded Rights.
- m) Broadcasting Rights of Opening Ceremony of BPL T20 Tournament
- n) Any new technology;

7. Minimum Transmission Requirements

- A. In connection with the Rights, the Broadcaster must ensure that all **MUJIB 100 T20 Cup BANGLADESH 2020** matches are transmitted live in Bangladesh. It must also use its best endeavors to ensure that all matches of the **MUJIB 100 T20 Cup BANGLADESH 2020** are broadcast live in as many countries as possible. The Broadcaster must provide free live feed to the national broadcaster, i.e., Bangladesh Television (BTV).
- B. The Broadcaster must also ensure that the **MUJIB 100 T20 Cup BANGLADESH 2020** matches are broadcasted in compliance with the standards in accordance with the terms set out in Minimum Standard for Live TV Production (**PRODUCTION LEVELS AND RELEVANT SPECS**), technical or otherwise, prescribed by the BCB . In case of any change in the BCB Broadcasting regulations/Broadcasting Guidelines or standard (technical or otherwise) prescribed by BCB, the Broadcaster must ensure that all **MUJIB 100 T20 Cup BANGLADESH 2020** matches are broadcasted upon complying with the said changes/modifications/up gradations at its own costs.
- C. Ceremonies - BCB will organize, after each Match, a prize giving ceremony of no more than 15 (Fifteen) minutes duration which must be transmitted live in each Territory. If there are "Opening and Closing Ceremonies" or any relevant events of **MUJIB 100 T20 Cup BANGLADESH 2020**, the Broadcaster must ensure they are broadcasted live without any interruptions of any manner. However broadcasting rights of opening ceremony is “Excluded Rights”.
- D. BCB reserves the right to transmit Highlights of the Match or Ceremony immediately after such Match or Ceremony on the BCB Website. BCB intends to market the BCB Website. It will in no way impinge on the live rights so granted under this agreement. The Broadcaster fully acknowledges that BCB Archival Materials will be available on the BCB Website in the near future.

- E. Territorial Laws - The Broadcaster will ensure that transmissions of the Audiovisual Coverage (or any part thereof) and all activities undertaken in connection with the Rights must be in full compliance with, and subject to, all applicable laws of the relevant Licensed Territory including, without limitation, local laws relating to the television coverage of designated events.
- F. For the avoidance of doubt, the Excluded Rights are hereby reserved to BCB for its own use, exploitation and benefit without any limitation or restriction whatsoever, and the Broadcaster shall not, and shall not permit any third party to, assert, represent or claim that they have any right, title or interest whatsoever to any of the Excluded Rights.

8. PRODUCTION COST:

Live TV Production cost will be borne by the Worldwide TV Broadcasting Rights Holder.

9. PRODUCTION LEVELS AND RELEVANT SPECS

A. Cameras:

MINIMUM DELIVERABLES:

- Audio Visual Equipment : Approx 30 Cameras including following Special cameras
 - One and Half kit for the ease of Rigging
 - 2 Ultra Motion 4K cameras
 - 2 Super Slow motion cameras
 - Umpire Camera
 - 2 Way Stump Camera (One looking at Batsman and 2nd on Wicket keeper)
 - Spider Camera
 - Zing Bails Only
 - 2 X Robotic Cameras for Player Dug outs
 - 1 X RF Camera
 - Jib Camera
 - Drone Camera as well
- Hawkeye
 - Hawkeye with DRS
- Graphics: Look and feel will be created as discussed. We will share new designs soon.
 - Packaging for the league
 - Live Graphics
 - Augmented Graphics for Spider / JIB or any other suitable camera
 - Players Photos for profiles
 - Players Videos
 - Sponsor logos/Team logos/BPL logos are required this week

- Commentators
 - Minimum 06 (six) number of internationally recognized commentators.
- Uplink
 - DSNG
 - Satellite IS20
- Crew
 - All experienced crew with working experience on IPL. PSL. BPL and other Live Cricket
- Highlights
 - 24 Minutes highlights will be produced for every match
 - Will also have every inning highlights also
- Player Photo and Video filming
 - Photos and Videos will be filmed around last week of December

The final use , types and positioning of the cameras, and the technological enhancements (as in B below) will be at the sole professional discretion of the Producer and Director of the Event, who will base such decisions on a number of factors including the type of teams, stadium layout, match format etc.

B. Technological Enhancement:

The production will also include a minimum of five (05) technological enhancements, example of which includes:

1. **Ball Speed Monitoring:** Display of the speed at which each ball has been delivered.
2. **Zoomer :** a zoomed view of close calls and dubious decision.
3. **Ruler :** Shows the distance from the popping crease for run-out and stumping dismissals.
4. **Telestrator:** Can be used to illustrate fielding position, swings of a delivery etc.
5. **Snickometer:** Show a audio graph which indicates if there was a snick in close caught behind or bat-pad calls.
6. **Ball Tracking Technology:** For example virtual eye, Hawkeye.

C. Commentators :

A total of six commentators will be used for each event, minimum two of which will be from Bangladesh and rest of which will be from overseas.

10. EOI SUBMISSION PROCEDURE:

The EOI must be submitted at BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by **Thursday 6th February 2020** and should be in a sealed envelope to be addressed to: Chief Executive Officer, Bangladesh Cricket Board.

Interested overseas participant may submit the EOI offer electronically via email at mujib100@bcb-cricket.com

11. THE EOI NEEDS TO BE ACCOMPANIED WITH THE FOLLOWING DOCUMENTS:

- a) Bank Solvency Certificate along with bank Statement.
- b) Updated Trade License Copy.
- c) VAT Registration Certificate.
- d) TIN Certificate.
- e) Company Profile and Individual Directors' / Owners' Profile.
- f) Memorandum and Article of Association along with Certificate of Incorporation or similar constitutional documents.
- g) In case of Consortium Notarized consortium Agreement.
- h) Updated financial audit report (in case of consortium each members' financial audit report needs to be submitted individually)

12. Restriction:

- I. Any person(s) or entities with an existing unresolved dispute (i.e. Financial, Disciplinary and any other) with BCB or ICC on a point of law or fact shall be ineligible to acquire the aforementioned rights or to participate in the EOI Process.

13. Eligibility Criteria:

The broadcaster/ TV Channel must be in operation (on air) for least 03 (three) years. Marketing agents must have the capability and reasonable experience in marketing international standard cricket events. Interested parties are requested to refer the BCB website (www.tigercricket.com.bd) for details on Worldwide TV Broadcasting Rights For **MUJIB 100 T20 CUP BANGLADESH 2020** on offer and the eligibility criteria.

The BCB reserves the right to cancel the entire process and / or modify, add or alter the terms of the EOI document and/ or the conditions by issuing an addendum(s) at any time prior to the submission of the offer and to reject any or all offers at its sole discretion, without assigning any reason whatsoever.

Chief Executive Officer
Bangladesh Cricket Board
Sher-e-Bangla National Cricket Stadium, Mirpur-2
Dhaka-1216, Bangladesh Tel: +880 2 8031001-4, Fax: 803 1199