



**WANANCHI GROUP KENYA LIMITED**  
**REQUEST FOR QUOTATION(RFQ)- KENYA**

**1. The Company Profile:**

Zuku TV, a leading media and entertainment company in Kenya, is seeking proposals for Swahili content to enhance its content library and cater to our diverse audience in the region as we support local film makers.

**2. Scope of Work:**

- a) **Content-Type:** Swahili Movies and Series.
- b) **Genre Required:** Drama, Comedy, Thriller, Action, and Romance.
- c) **The Target Audience:** General audience with a focus on diverse age groups and interests.
- d) **Content Quantity:** A variety of Movies and Series.
- e) **Years of Production:** 2021-2023.
- f) **Age Group Content:** 16 to 60 Years. Family audience.

**3. The Vendor Requirements:**

- a) **Experience:** Demonstrate experience in providing Swahili content for television over the years.
- b) **Licensing Terms:** Clearly outline the licensing terms, including the duration, and any other relevant details.
- c) **Legal Terms:** All content submitted should be registered with the Kenya Film Board, and registered under the Kenya Copyright Board and Communications Authority of Kenya. Soft copies of the certificates of incorporation will be required to be shared.
- d) **Technical Specifications:** Content must meet industry standards for quality and compatibility with our platform.
  - 16:9, High Definition 16:9 specifications for both videos & images required.
  - An Audio (DB -6) well-scripted, storytelling and sub-titling.

**e) Submission Details:**

Please submit your detailed proposal, including the following:

- i) **Company Profile:** Provide a brief overview of the respective company, including relevant experience in providing Swahili content.
- ii) **A Content Catalog:** A comprehensive catalog of available Swahili titles with brief descriptions and years of production.
- iii) **Content Requirement:** Unique content that has not been seen before on a Free to Air platform, a Pay TV platform, or any streaming sites.
- iv) **The Pricing Terms:** In local currency, clear and detailed information on the pricing associated with production years 2021-2023.
- v) **Submission Portal:** Submit the above to the email address [rfqzukuswahili@ke.wananchi.com](mailto:rfqzukuswahili@ke.wananchi.com); any additional videos can be submitted on a Hard Drive physically at Zuku TV's offices on Mombasa Road; Gateway Business Park Block E at their own cost.
- vi) **Submission Deadline:** All proposals must be submitted by **15<sup>th</sup> December 2023**

**4. Evaluation Criteria:**

- a) Proposals will be evaluated based on the above details provided.
- b) Zuku TV reserves the right to reject any content that does not meet the above criteria.
- c) Zuku TV reserves the right to ask for more information than stated above and visit the vendor premises on request in order to evaluate the content requirement.
- d) Zuku TV will communicate to the vendor within 15 days of submission of the content.