



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: 2021-2024.
- 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 at least 5 years.
- b) Content Licensing: Clearly outline the licensing terms, such as duration, geographical restrictions, and any other relevant details.
- c) Registrations: All content submitted should be registered with Kenya Copyright Board and Kenya Film and Classification Board.
- d) Corporate Documents: Certified copies of the certificates of incorporation and Memorandum and Articles of Association, CR12 should be at least 3 months.
- e) 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.
- f) 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 2021-2024.
- v) Submission Portal: Submit the above to the email address rfqzukurwahili@ke.wananchi.com.
- vi) Submission Deadline: All proposals must be submitted by 15 August 2024

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 its quality standards/technical specifications
- 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.
- e) The awarded candidate will be required to provide Zuku TV with security in the agreed form.
- f) Zuku TV will require full disclosure of any past or ongoing litigation involving submitted content.