

Bogotá D.C.,

DISTRIBUTOR CIRCULAR No. 01 / 2018

FROM: TELEVISION SUB-DIRECTORATE OF RTVC (NATIONAL RADIO TELEVISION OF COLOMBIA)

TO: COLOMBIAN AND INTERNATIONAL DISTRIBUTORS OF DOMESTIC AND FOREIGN AUDIOVISUAL MATERIAL AND CHANNELS

Subject: Criteria and procedures for the supply, selection and procurement of broadcasting rights of domestic and foreign audiovisual material for 2019.

The purpose of this circular is to share with all distributors, international channels and providers of domestic and foreign audiovisual material, the criteria for the procurement of such material for Señal Colombia.

a. GENERAL PRESENTATION

What is Señal Colombia and what are its commitments

Señal Colombia / RTVC is Colombia's only domestic public channel that brings together entertainment, creativity, culture and education. It is an alternative channel because it does not speak to the consumer, but rather to the citizen; to the curious, thinking citizen who wants information and knowledge, which, to the channel, are linked to entertainment. Señal Colombia does not promote the consumer society; instead, it aims to be an active part of the creation and circulation of knowledge and generate topics that become benchmarks for society in various fields. It strives to make its content more understandable, and make citizens reflect upon it and question it.

Our seven commitments:

1. **We can be a mirror of our audiences.** The channel reflects cultural diversity in all its dimensions.
2. **We can be an educational resource.** The channel develops and features non-formal content that facilitates and promotes knowledge.
3. **We can be a tool for citizens.** The channel is a reference for working on and disseminating cultural and democratic values.
4. **We can be a cultural experience.** The channel contents touches and impacts upon the lives of its audiences through creativity, innovation, entertainment, mobilization and experimentation.
5. **We can be universal.** The canal serves as a stage to broadcast local stories with universal power and universal stories with a local significance.
6. **We can be transparent.** The channel must manage the public resource efficiently and transparently.
7. **We can be technological.** The channels supply of services and contents is growing and expanding in accordance with the technological challenges.

b. NEED FOR CONTENT BY PROGRAMMING MODULES

Modules:

1. *Children's - Mi Señal*
2. *Fiction*
3. *Documentary and non-fiction*

1. Children's - Mi Señal

Description

Since June 2017, the child audience, as well as their parents and caregivers, found a new programming approach of the **Mi Señal** slot, with the following content segments, based on the identification of the routines of Colombian children:

Exploremos [Let's Explore]:

- For the slot's younger children (up to age six).
- Programs that encourage discovery, exploration and curiosity.
- They show new worlds and new cultures.
- They explore different topics that promote the development of children at an early age.

Hagamos [Let's Do Things]:

- Content especially for children from 7 to 9 years of age and which children up to 12 years of age may like.
- Programs that encourage action, creation, exploration and creativity.
- They show children doing something, inspire, promote curiosity and children's sense of wonder.

Expresemos [Let's Express Ourselves]:

- Content for children from 9 to 12 years of age and which children from 7 to 8 years of age may like.
- Series in which children give their opinion, give ideas and talk about their feelings.

Programming Needs

Audience:

- Preschool: up to 6 years of age
- Children: 7 to 12 years of age

Overview:

- Genre: nonfiction and fiction.
- Real image series and unit programs (*live action*), cartoons (2D and/or 3D), dramas and puppets. Innovative formats that combine genres and techniques.
- Content complemented by digital applications for the www.misenal.tv website.
- Mi Señal** expects to receive series that represent a high-volume on the grid, ideally with more than 39 episodes and a duration of at least 11 minutes each.
- Content that is **not** anchor / brand programs of cable TV specialized children's channels.
- Year of production: 2013 onward.
- Format: Native HD.
- Dubbed in neutral Latin Spanish, with immediate availability; subtitled children's content is not accepted.
- Maximum number of contents to be submitted per distributor: seven (7).

Main topics:

The list of topics in the interest of **Mi Señal** includes, but is not limited to:

- Children and building peaceful coexistence: Content that shows how children conceive, express and live in harmony and how it applies in their environments and their daily lives.
- Climate change and environmental protection: Content that showcases children who have initiatives in favor of the environment; who talk about the topic, explain the problem of climate change, propose solutions using language that is suitable for children, who overcome the cliché of recycling and pollution, show everyday actions through which we have a positive or negative impact on environmental preservation and discuss the responsibility of all the stakeholders in this matter.
- Sports: Sports content aimed at children, which highlight the values of sports: teamwork, discipline, effort, sacrifice, success and failure management, pursuit of goals, preparation and practice, struggle against adversity, willpower, character, balance, healthy lifestyle, fair play and respect.
- Science and Technology: Content that strengthens the approach of promoting the appropriation of science and technology by children from a daily perspective, and not as an activity that can only be carried out by people with specific knowledge, but rather generates closeness with the world of children and encourages them to explore, ask questions, experiment, etc. This content can be explored in audience segments, formats and genres to the extent that said approach is respected.
- Music and Arts: Content that encourages children to get to know and become interested in these forms of expression, not through a specialized language, but rather through the ordinariness, fun and enjoyment thereof.

License Conditions:

-Two years and unlimited broadcasts. We are requesting no limit on the number of repeats because the **Mi Señal** slot occupies approximately 60% of the daily programming from Monday to Friday and 30% of that of weekends. Since this programming is for children, on-screen time and routine schedules are essential. If the content offered is not unlimited, we require that, wherever possible, it meet the following conditions:

Total minutes of the series	Number of broadcasts and term
Greater than 1,000	At least 4 broadcasts - 2 years
Between 750 and 999	At least 6 broadcasts - 2 years
Between 500 and 749	At least 8 broadcasts - 2 years
Between 250 and 499	At least 10 broadcasts - 2 years
Less than 250	At least 12 broadcasts - 2 years

-Exclusivity for Colombian territory.

-*Simulcast* (*streaming* broadcast, simultaneous with TV broadcast, geoblocked for Colombia, through the channel website (www.senalcolombia.tv)). It is important to mention that the content is not hosted on any site, nor is it available to anyone in any way whatsoever, except for the simulcast on screen and on the Señal Colombia platforms on the Internet.

-Possibility of *catch-up rights*: The *catch-up rights* (availability of content to be watched on a website or video platform during a set number of days after its broadcast on TV) can be used on two MI SEÑAL platforms: the website (www.misenal.tv) and the YouTube channel (Mi Señal). In both cases, the *catch-up rights* content is geoblocked and can only be watched on Colombian territory.

2. Fiction

Description

The Señal Colombia fiction module is a space for productions that, due to their narrative, dramatic and audiovisual qualities, make a major emotional impact and have the capacity to promote reflection, inspiration or transformation in the audience. The channel aims to entertain through a qualified supply of fiction feature films, series and miniseries, in our interest of promoting the enjoyment and appreciation of fiction as a tool for construction, analysis and change.

-The Señal Colombia film slot, **En cine nos vemos** [See you at the movies], which has been on the air for 14 years, is a window to the world and to the new perspectives thereof. With the best of classic and current Colombian cinema, as well as the most recent international cinema, this slot is a scenario for film buffs and viewers to approach cinema as a way to understand each other.

-We also see cinema as a means to educate and learn about new cultures, so in our **Cine tamaño familiar** [Family-sized cinema] slot, we have movies so that we can all take a fresh look at ourselves. These stories, which are safe to watch at home at any time, even without the need for parent and caregiver supervision, not only entertain us, but also give us something to talk about as a family, show us new values that we can learn from their characters and a way to recognize the diversity of cultures in which we live.

-Through the fiction series and miniseries, the channel aims to offer viewers diverse and powerful tales, with high production values, aimed at the audience that enjoys medium and long-term stories.

Programming Needs

Audience:

- Family
- Youth
- Adults

Overview:

- Feature films
- Series of minimum 10 and maximum 60 episodes, from 25 to 60 minutes long (we prefer those of 60 minutes).
- Year of production (exclusively for series): 2013 onward.
- Format: HD.
- The films from the **En cine nos vemos** [See you at the movies] slot must be dubbed or subtitled in neutral Spanish (for reasons of inclusion, we prefer dubbed), with immediate availability. The films from the **Cine tamaño familiar** [Family-sized cinema] slot must be dubbed into neutral Spanish (or they will not be taken into account).
- There is no limit on the number of titles to be submitted per distributor.

Criteria:

-Feature films for the **En cine nos vemos** [See you at the movies] slot must comply with at least one of the following criteria:

- Recent Colombian and Latin American cinema, screened at international festivals and preferably released in theaters in Colombia.
- Classic Colombian cinema that highlights the best of our identity and creation. These titles must be remastered in HD (not just “blown up” through a conversion of the SD version).
- International, independent and commercial films, of universal stories that are familiar to the broad public.
- Great classic films, not necessarily old. Movies prior to sound film are excluded.
- Auteur films whose stories cater to a global audience and are not only interesting to major cinema experts.
- Films with high box office rates and recognition in international awards.

- Films that are adaptations of literary works and/or writers.
- Films that give an account of major processes of social transformation.
- Biographical films of relevant figures in the different disciplines.
- Films about cultural, sexual, religious and ethnic diversity.

-Feature films for the **Cine tamaño familiar** [Family-sized cinema] slot with no sexual or violent content, that can be viewed by the child audience at noon or in the evenings, even without their parents or guardians, and that meet at least one of the following criteria:

- Films that highlight the role of children as the main characters of their own history or that provide inspiration to take on new challenges.
- Films that have not been produced directly for television.
- Animated or *live action* films.
- Films from all the continents; we are not confined to those produced on the US market by major Hollywood studios.

-Fiction series:

- Various kinds, with cutting-edge narratives and topics, to be broadcast at night.
- Family series that can be viewed by the child audience at noon or in the evening, even without parent or guardian supervision.

License Conditions:

-The number of broadcasts depends on the type of content:

Type of content	Number of broadcasts and term
En cine nos vemos [See you at the movies]	3 broadcasts (the first, a premiere, occurs in two days in the same week) - 2 years
Cine tamaño familiar [Family-sized cinema]	At least 6 broadcasts - 2 years
Family series	Between 3 and 8 broadcasts (to be defined, depending on the length of the series in minutes) - 2 years
Night series	Between 2 and 4 broadcasts (to be defined, depending on the length of the series in minutes) - 2 years

-Exclusivity for Colombian territory.

-*Simulcast* (*streaming* broadcast, simultaneous with TV broadcast, geoblocked for Colombia, through the channel website (www.senalcolombia.tv)). It is important to mention that the content is not hosted on any site, nor is it available to anyone in any way whatsoever, except for the simulcast on screen and on the Señal Colombia platforms on the Internet.

-Possibility of *catch-up rights*: The *catch-up rights* (availability of content to be watched on a website or video platform during a set number of days after its broadcast on TV) can be used on the channel's YouTube channel (Señal Colombia) and on RTVCPlay (www.rtvcpplay.co), an OTT platform of National Radio Television of Colombia – Public Media System, an entity that is part of the Señal Colombia channel. In both cases, the *catch-up rights* content is geoblocked and can only be watched on Colombian territory.

3. Documentary and non-fiction

This module of programming presents real-life events and stories that, based on their particularity, express universal topics and problems with local relevance. The characteristics of these stories include:

- They provide tools for reflection.
- They aim for balanced, true and accurate information.
- They are an opportunity for voices to speak with authenticity about facts, stories and moments.
- They break down stereotypes.
- They present stories that have not been told, with points of view that have not been addressed.
- They go beyond the audiovisual “fireworks” and “postcards” and favor the characters and their stories.
- They appeal to values and conflicts that are common to human nature.
- They endeavor to respect the communities and sources and prevent the experience of participating in an audiovisual project from becoming a negative factor for their dynamics and ways of life.

Programming Needs

Audience:

- Family
- Adults

Overview:

- Series and unit programs. It is ideal for unit programs to have a length of 52 minutes.
- Year of production: 2013 onward.
- Format: Native HD.
- The content must be dubbed or subtitled in neutral Spanish (for reasons of inclusion, we prefer dubbed), with immediate availability.
- Maximum number of titles to be submitted per distributor: seven (7).

Topics:

- Food: Stories that give an account of the food problem at the local or global levels, that show the relationship between food quality and security for human well-being. Documentaries that give an account of the capacity of human beings to produce food in abundance and how the planet’s sustainability is placed at risk in the process. Beneficial and harmful eating habits. Stories that give an account of the exotic, the traditional and the *gourmet*. Travel and food diaries that do not have the angle of culinary tourism or recipes (different from the angles of lifestyle channels).
- Arts: Profiles of Colombian, as well as foreign artists and artistic movements with an impact. Stories that reflect the genius of the human being and the creative process in several orders, in the field of plastic arts, photography, film, literature and the more recent disciplines.
- Science and Technology: Stories that familiarize the viewer with major scientific advances and give an account of their impact on our lives. Content that leads us to think the unthinkable, to the relationship between science and everyday life, science and narrative, science and thought, science and knowledge, science that aims to counteract the destruction of the planet by man. Stories that explore alternative energies, changes in habits and the way of doing things, and the implementation of technology (not necessarily cutting-edge) to solve specific problems.
- Sports: Stories about sports as an activity that forges, promotes values and promotes opportunities for reflection, as well as the impact of important figures beyond their sports practices and results. History of sports and great feats, collective and individual sports, stories that give an account of how sports are experienced in different cultures and

sports viewed as a social and economic phenomenon. Also, stories that explore complex angles and the dark side of sports. Some particular topics of interest are cycling, the 2019 Copa America Soccer tournament and preparations for the Olympic Games in Tokyo 2020.

-Diversity: Stories that give an account of diversity, series or documentaries that broaden the viewer's historical perspective on a broad conception of the human being, and explore the complexity of diversity from a cultural, sexual, religious and ethnic perspective. Our interests include expanding the possibilities of sexual diversity (not just transsexualism), racism and religious differences, in Colombia, America and the world.

-Woman: Stories of women or processes in which the role of women has had a significant impact on local and global society, in different aspects (science, politics, resilience). It should not be limited to women of great global, or even national recognition, but should rather be powerful and inspiring stories.

-Music and Dance: Stories that show the impact of music and dance (of musicians and dancers) on society. Diversity of genres and practices, including new trends, that turn these two disciplines into creations of great interest to the audiences of the channel, through modern and ¿transgressor? content.

-Nature: Stories that give an account of nature and its relationship with man, both positive (protection of endangered species, adoption, pets, zoos, etc.) and negative (alteration of habitats, trade in species, etc.). Stories that show wildlife on several continents and from diverse perspectives (survival, extreme environments, social qualities of certain species) in a novel, familiar way with wide-ranging technical expertise. Natural wonders.

-Characters: Stories that explore characters from diverse backgrounds, ages and professions (politics, science, arts, social sciences, sports, etc.) who are or have been leaders in Colombia, Latin America and the world. They must be inspiring, interesting stories that go beyond the simple biographical profile of powerful characters and explore new ways of storytelling.

- Challenges of humanity / contemporary issues: Content to provide opportunities for reflection and discussion among viewers about current trends and global issues regarding the environment, climate change and ecology, historical events, the challenges of the digital era, resilience, migration and social inequality. Uncomfortable content that triggers movement and interest in thinking and questioning the world in which we live. Stories that give an account of the major processes that changed and continue to change the world, that have enabled us to take a step forward.

-Travel: Stories about the impact of the act of travel and the transformation that causes in the human being; how travel and travelers are processes and characters that enrich and enhance knowledge. Content on how contact with other cultures makes people more tolerant and wiser and brings well-being through the exchange of knowledge. Content that gives an account of challenges in travel related to adventure, exploration and new cultures, in a non-tourist perspective.

License Conditions:

-From three to six broadcasts (runs) in a term of no more than two years.

-Exclusivity for Colombian territory.

-Possibility of *catch-up rights*: The *catch-up rights* (availability of content to be watched on a website or video platform during a set number of days after its broadcast on TV) can be used on the channel's YouTube channel (Señal Colombia) and on RTVCPlay (www.rtvcpplay.co), an OTT platform of National Radio Television of Colombia – Public Media System, an entity that is part of the Señal Colombia channel. In both cases, the *catch-up rights* content is geoblocked and can only be watched on Colombian territory.

c. GENERAL ASPECTS TO BE TAKEN INTO ACCOUNT

Submission Process

- Content submission date: from the date of publication of this circular to Wednesday, October 10, 2018. Providers must register, accept the terms and conditions and follow the instructions to complete the entire form by title.
- The submission of titles outside the Señal Colombia Proyecta platform (<http://proyecta.senalcolombia.gov.co>) or outside the term established for this process will not be accepted.
- Although there is an English version of the circular, the form must be completed and all the information regarding the proposed material must be submitted in Spanish. We will only review the bids that are in this language.
- Señal Colombia only evaluates and curates projects that provide all the materials required. In this respect, along with the information, it is essential to provide the *link* to view the full content postulated (in the case of series, of one episode). Trailers or short audiovisual samples will not be evaluated; therefore, the titles they belong to shall not be taken into account in our procurement process.
- The *links* must contain legal versions to view the proposed content, not illegal or informal versions. Links to any other type of sites will result in the discarding of the content. These links must not be provisional; it must be ensured that access will be allowed for several months. We accept *screeners* uploaded to the professional platforms of producers, distributors, collective management companies or bidders of each content, and even duly identified links to Vimeo; if there are access codes, they must be verified before submitting the bids.

Contents

- Titles previously submitted to the Señal Colombian Channel that were not procured will not be accepted, nor will titles be accepted for repurchase, unless they involve new seasons.
- The channel will pay special attention to innovative formats and proposals that know how to communicate using narrative resources that surprise audiences. The availability of recent productions is also very important in order for the channel to be perceived as current and at the forefront in its television offering. Furthermore, it expects contents with broad geographic coverage that tell local stories with a high global impact.
- The selection of the content submitted by distributors responds to the audiovisual, narrative and thematic evaluation, as well as its pertinence and relevance for the channel and complementarity with the programming.
- It is important for the content to have universal narrative structures, for the characters to be attractive and to tell stores that have not been told or to have an innovative approach or perspective.

Technical Aspects

Once the licenses are signed to procure the content selected through this circular, distributors must provide the audiovisual material in accordance with the following technical specifications:

Video

Resolution 1920 x 1080i 60 (50 Mb/s) - FPS 29, 97

Compressor: One of two options must be used:

XDCAM HD422 (in the case of FCP)

XDCAM HD MXF OP1 at 50 Mbit (in the case of Avid)

White levels must not exceed 700 mV, and the black signal should not be less than 0 mV.

Chroma levels must not exceed 40 IRE when measured with the chroma filter on. Any levels above this range must be adjusted to prevent overmodulation of transmission, resulting in loss of detail and color fidelity.

Quality control of the Señal Colombia channel measures video using waveform devices that measure the analog and/or digital composite video signal. It is necessary to ensure that the levels do not exceed the allowed limit; otherwise, the master will be returned for the respective adjustment.

Audio

Stereo mix

Sampling frequency: 48 KHz

Bit depth. 16 bits
Level: -12 bBFs

Others

- Audiovisual material can be delivered via FTP, download platform or hard drive (with USB 3.0 ports). If it is delivered on a hard drive, it will remain at the entity until the license has ended.
- The material provided must be **HD, either native or after a restoration process**, and be in the NTSC system, our broadcasting system, PAL is not accepted.
- The distributor will have to cover all conversion costs, if necessary.
- The distributor will have to cover the costs to ship the material (either on external hard disk by registered mail, via FTP or download platform), if necessary.
- The distributor will have to cover any dubbing or subtitling costs, as the case may be.

Contractual Documents

- Following the evaluation, selection, negotiation and final selection process for the procurement of titles, the following documents must be submitted, without exception, in order to sign the contracts under the model established by the legal department of RTVC for this purpose. **Important:** This documentation is only sent to RTVC when the purchase of the material has been formally confirmed by email sent to the bidder by the person in charge of the channel's procurement.
- Licensing is carried out based on the model established by RTVC. If the bidder needs an official version of the contract in English or any other language, the cost of the translation shall be covered by the provider.
- The documents to be submitted for the license depend on the nature of the bidder. Below are the lists, in accordance with the four options: Colombian legal entity, Colombian individual, foreign legal entity and foreign individual.

We look forward to your bids.

Sincerely,

ADRIANA LÓPEZ CORREA
Assistant Manager of Television

Approved by: Diana Díaz Soto – Director of the Señal Colombia
Reviewed by: Luis Carlos Urrutia Parra – Leader of Programming for the Señal Colombia
Prepared By: Alejandra Aguirre Sáenz – Specialized Professional Señal Colombia