

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:4052

ANSWERED ON:20.04.2010

AGREEMENT WITH U.K. FOR BROADCASTING OF CG PROGRAMMES

Majhi Shri Pradeep Kumar

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether the Government/Prasar Bharati has entered into Memorandum of Understanding with M/s Satellite Information Service (SIS) Live, U.K. for production and coverage of Commonwealth Games;
- (b) if so, the details thereof alongwith the terms and conditions of the said MoU;
- (c) the name of the bidders participated in the bidding process; and
- (d) the criteria fixed for selection of companies for the purpose?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (Dr. S. JAGATHRAKSHAKAN)

(a) Yes, Sir.

(b) M/s SIS Live would be doing complete production and coverage of the Commonwealth Games, Delhi 2010 for Rs. 246 crore in accordance with the contract.

(c) Five bidders were short-listed on the basis of EoI (Expression of Interest) for 'production and coverage activities'. The Request For Proposal (RFP) was forwarded to all these five short-listed bidders, namely:

(i) Big Productions (a division of Reliance Big Broadcasting Private Ltd) in consortium with Interpublic Marketing Services (Shanghai) Ltd, Beijing Branch (referred to as Octagon)/ Tokyo Broadcasting System Inc, Japan (referred to as TBS)- with Octagon/TBS as the Lead Partner.

(ii) Nimbus Communication Ltd, Mumbai (referred to as NCL) in consortium with Canadian Broadcasting Corporation, Canada (referred to as CBC) - with CBC as the Lead Partner.

(iii) Nimbus Sports International Pvt. Ltd, Singapore (referred to as NSI) in consortium with International Sports Broadcasting, USA (referred to as ISB)- with ISB as the Lead Partner.

(iv) Satellite Information Service Live, UK (referred to as SIS Live) which is a consortium between SIS Outside Broadcast and Satellite Information Service, Ltd- with its Lead Partner as SIS Outside Broadcast.

(v) International Games Broadcast Services, Switzerland (referred to as IGBS).

(d) Eligibility Criteria for selection of the company as published in an EoI (Expression of Interest) which states:

Eligibility Criteria:

(i) The Broadcasters/Production Companies, in order to be eligible to provide the aforesaid services, must be either in their own capacities or as part of a consortia, have undertaken host broadcaster production & coverage activities either of the entire or atleast one fourth part of International sporting event in any of the following International sporting events:

Commonwealth Games and/or Asian Games and/or Olympic Games, anytime in recent past since 1990 (including 1990).

(ii) The entity must have experience of coverage of sports events of International standards in High Definition TV (HDTV).

(iii) Any other entity which responds to this invitation for 'Expression of Interest' but does not have the requisite experience as set out above would be free to participate as a member of a consortium as long as the lead partner of the consortium meets the eligibility criteria at S.No.(i) and atleast one member meets the eligibility criteria at S. No.

(ii).

It is clarified that the lead partner of the consortium is the one which has the largest exposure in the Host Broadcaster production and coverage activities as required above, amongst all the members of the consortium.

In case of a consortium, the bidder should specify the name of the lead partner of the consortium.

(iv) The Annual Turn-over of the entity in case of an individual EoI or all the members of a consortium taken together, must not be less than:-

(a) An amount equivalent to USD10 million or INR 50 crores (INR 500 million) in each of the last five years,  
OR

(b) An amount equivalent to an aggregate of USD 60 million or INR 300 crores in the last Five Years.

(v) The required documents explicitly supporting the past experience, consortia document- MoU document, experience of key personnel engaged, financial strength document must be forwarded with the EoI.

Apart from the above other clauses of EoI and RFP (tender document) were the criteria for the selection of the entity.