

**Video Content Service Provider Application Form (Video CSP)**

**PART A**

COMPANY INFORMATION	
Company Name	
Nature of Business Need	
Physical Location	
Postal Address	
Company E-mail address & Website	
Company Telephone Contacts	

<b>KEY CONTACTS</b>
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	CEO /BUSINESS HEAD	CFO /FINANCE HEAD	TECHNICAL/IT LEAD	ADMIN (Key Contact)
<b>Name:</b>				
<b>Email:</b>				
<b>Mobile No.</b>				

**PART B: DOCUMENTS CHECK LIST**

**MANDATORY DOCUMENTS FOR VIDEO CSP**

Indicate whether you comply to each requirement. You are required to submit attachments as evidence of the same.

	<b>Requirements</b>	<b>Complied (Y/N)</b>
<b>1</b>	Video Content Catalogue (Min- 100 Hours)	
<b>2</b>	Production Capabilities to edit/transcode/package	
<b>3</b>	Years of Experience in aggregating Video/Audio	
<b>4</b>	KYC Documentation <ul style="list-style-type: none"> <li>- Certificate of Incorporation</li> <li>- CR 12 (3 Months Current on Submission date)</li> <li>- CAK CSP License</li> <li>- Copy of KRA PIN and ID of all directors <i>(Certificate of Incorporation/CR 12 (If shareholder is entity)</i></li> <li>- Bank Account details (Enclose cheque leaf)</li> </ul>	
<b>5</b>	Rights clearance documentation (copyright documents from content owner)	
<b>6</b>	Kenya Film Classification Board – Content Classification Approval	

**NB: All copies must be duly certified by an Advocate of the High Court**

**PART C (a): BUSINESS PROPOSAL**

**Provide a Business proposal detailing the information below**

<p><b>1) Company Background</b></p> <ul style="list-style-type: none"> <li>– Business Objective (in the content space)</li> <li>– Market/ Business Landscape – i.e. an understanding of the space you are getting into.</li> <li>– Opportunity Identified (what space are you tapping into?)</li> <li>– What is the Content genre that you would like to specialize in?</li> </ul>
<p><b>2) Content Aggregation Strategy</b></p> <ul style="list-style-type: none"> <li>– What is your content aggregation strategy/plan? Indicate how you intend to source for the local content</li> <li>– What is your content retention strategy to ensure a constant flow of local content?</li> </ul>

- Provide a detailed content catalog, demonstrating that you have enough video content
  - Detail your production capabilities and articulate your experience in aggregating content (audio & Video).
- Support Structure, Controls & Mechanism**
- Articulate support mechanism to ensure content provided is up to the technical and editorial standards defined. (Quality assurance, content editing, metadata preparation, publicity material,

**PART C (b): (Extract from business proposal)**




SUMMARY OF THE BUSINESS VALUE PROPOSITION						
CONTENT OFFERING (Key Titles)	Financial Projections			Marketing strategies	Target Market	Consumer Insight
	YR1 (Current Financial Year)	YR2	YR3			

**Assumptions** (if any):

**NOTE:** Be as specific as possible on the business area as well as the consumer insight indicating the need the product will fulfill within the market.

**PART D**

**FORMS & Other Documents (All attached below)**

Detailed Business Proposal	 PARTNER BUSINESS PROPOSAL REQUIREM
Signed & stamped New Supplier Request form	 New_Supplier_Request_Form.pdf
Signed & stamped Supplier Bank Details Form	 Supplier bank details.xls
Technical requirements & Format	TBA
Content Editorial Policy	TBA

**PART e**

**OTHER INFORMATION**

**a) Safaricom Video CSP Appointment Process**

- i. Submit application form and all documents as per above check list scanned copies and send to [videocontent@safaricom.co.ke](mailto:videocontent@safaricom.co.ke). [Cc irasanga@safaricom.co.ke](mailto:irasanga@safaricom.co.ke)
- ii. The business proposal is then reviewed by the content manager and partner will be notified within 14 days of submission if the proposal has been accepted or rejected.
- iii. Safaricom through an assigned Content manager will start the process and issue an NDA (Non-Disclosure Agreement) for execution
- iv. Safaricom will share the approved commercial model and once agreed upon, we will begin the contracting process.
- v. Safaricom will provide a contract template for Video content providers/creators
- v. Return of the signed contract will allow Safaricom to create partner onto the various systems and content ingestion into our content portal can begin.
- vi. For transparency & accountability purposes with the various content Service providers & producers the following shall be provided.

- Safaricom will provide the partner with access to real time aggregate data on what customers are watching on partner specific assets only
- Safaricom will provide Partners with an active partner portal will be provided to track revenue performance specific to partner inventory
- The content Service providers will be required to share the respective contracts with the various content producers for transparency of deal terms agreed between the two parties.

#### **b) Commercial Model**

- i) The video service will be chargeable to the consumer.
- ii) The revenue generated will be split between the Content Provider and Safaricom.
- iii) The revenue share to be standardized favor of the Content Provider and will be paid the net of government taxes.

#### **OTHER REQUIREMENTS**

Other requirements might be communicated from time to time. Please send mail to [IRasanga@safaricom.co.ke](mailto:IRasanga@safaricom.co.ke) cc [videocontent@safaricom.co.ke](mailto:videocontent@safaricom.co.ke) for any clarifications

#### **NOTE**

- i. All applications should be provided in standard file formats i.e. PPTs, .XLSs, .DOC(X), PDF.
- ii. Safaricom reserves the right to accept or reject any application and will communicate this within 7 working days of submission.
- iii. The receipt of a response shall not bind Safaricom into any contractual agreements with the prospective partner. Such arrangements shall only come into place once an evaluation has been done and a contract issued to the Video CSP
- iv. Any costs associated with the preparation and submission of the proposal to the EOI shall be borne by the vendor.

**PART F: FOR SAFARICOM USE ONLY**

<b>COMMERCIAL SIGN OFF FOR ONBOARDING</b>			
<b>Designation</b>	<b>Name &amp; Signature</b>	<b>Date</b>	<b>Comments (if any)</b>
<b>Video Manager</b>			
<b>Content Business Manager</b>			
<b>HOD – Digital Products and Services</b>			

<b>SUPPORT CHECKLIST</b>				
<b>TASK/ACTIVITY</b>	<b>ACTION BY (Name)</b>	<b>Date</b>	<b>SIGNATURE</b>	<b>Comments (if any)</b>
<b>SENIOR MANAGER</b>				
<b>NDA received and loaded on Symfact</b>				
<b>Contract returned and loaded on Symfact</b>				
<b>SAFARICOM CONTENT SUPPORT</b>				
<b>Creation on Partner Portal (use admin contact details)</b>				
<b>Contacts Updated on Database</b>				
<b>New VCSP induction/training</b>				
<b>Content Review &amp; Upload</b>				
<b>Live on production environment</b>				