

# FAQs on the appointment process of the Production company for HBL PSL 2020

## **Q – Why did PCB go into a tender process and didn't extend the contract to the company that had rescued the PCB last year following the withdrawal of Reliance IMG or reappointed Sunset+Vine, who had produced the first few events?**

As part of its broadcast rights agreement with Blitz, PCB offered a production cost to the broadcast rights holder to pick up production rights for HBL PSL V.

After Blitz was unable to accept the offer, PCB followed a transparent tender process to lock a production partner for this year's tournament.

## **Q – Were the six franchisees in the loop on this matter and were they in favour of going into a tender process?**

Yes. As is always the case, PCB works in partnership with all franchise stakeholders. The decision to follow a tender process was taken together with all franchise partners.

## **Q – Who were the other production companies that participated in the tender process and why they didn't win the contract?**

A total of three parties took part in the production tender process. These included Sunset+Vine, joint venture of Blitz, TransGroup and IPG, and joint venture of Tower Sports and SportzWorkz. The other two parties did not win the contract because they did not bid the lowest amount, as required under the rules.

## **Q – What do the PPRA Rules say for tender processes?**

The appointment was finalized following an open and transparent tender process as per the Pakistan Procurement Rules 2004. As per the process, the lowest bid out of the pre-qualified parties was accepted by PCB.

## **Q – Who pays for the production cost of the HBL PSL 2020?**

95% of the production cost of Pakistan Super League is taken out from the central pool of sponsorship. Therefore, it is factually correct to state that the major production expense comes out of a pool that is shared with the six franchisees.

## **Q – What diligence the PCB has carried out before appointing the consortium of Tower Sports and SportzWorkz as the new production company?**

PCB followed a technical evaluation process including equipment specifications, personnel involvement and overall experience. PCB also hired a production consultant with global experience of leading events such as the ICC Cricket World Cup to review the process and provide advice where needed.

## **Q – Are both Tower Sports and SportzWorkz production companies?**

Tower Sports is a company incorporated in Pakistan that provides specialized sports services which include production, sales, marketing and distribution of sports media content. Tower has overseen production of sports content produced inside Pakistan by Ten Sports since 2003.

SportzWorkz is a company incorporated in Singapore that provides specialized production services for live sports.

**Q – Why the PCB accepted a consortium bid? Is this acceptable in the regulations? Are there any previous examples where the PCB has awarded contracts to consortiums?**

Yes, PCB can award contracts to consortium bids. Previous examples include

**Q – Where are Tower Sports and SportzWorkz registered?**

Tower Sports is registered in Pakistan. SportzWorkz is registered in Singapore.

**Q – What camera coverage and technologies Tower Sports and SportzWorkz will provide during the HBL PSL 2020?**

Tower Sports and SportzWorkz will provide an international standard production as per the specifications shared in the RFP. In a bid to further enhance the production experience this year, PCB has hired the services of a production consultant with production experience across various global events including the ICC Cricket World Cup.

**Q – How are PCB ensuring Tower Sports and SportzWorkz are benefitting the cricket production and sports broadcasting landscape in Pakistan?**

As part of the HBL PSL production arrangement, Tower Sports and SportzWorkz will also work to train Pakistani camerapersons and technical crew. This development program is being put in place with an aim to enhance the broadcast production skills of resources available in Pakistan.