

TECHNICAL SPECIFICATIONS

- 1.** Promotional films in international broadcasting quality shall be made in order to promote Turkey as a destination.
- 2.** Copyright of the cast to take charge in films and the jingle to be used will cover all markets.
- 3.** Jingle/music to be used in films should reinforce Turkey's positive image.
- 4.** Applicants should have an organisational background for at least 3 years in advertising and/or production.
- 5.** Applicants shall provide examples of similar works (showreel).
- 6.** The period of the films will be 40, 30, 20, 15 and 10 seconds.
- 7.** Scenario and the story board of the film will be given by the bidder.
- 8.** All rights are reserved to make changes in the scenario of the winner bid by the contracting authority. The firm shall do some revisions in the scenario in line with the offers and needs of the contracting authority. The winner bid shall complete the demanded changes in the scenario in a week at the latest and have a right to start the production after the approval by the contracting authority.
- 9.** The applicant shall prepare the story board of the scenario approved by the contracting authority and agree with the contracting authority in Pre-PPM and PPM meetings upon production details such as filming locations, casting and music.
- 10.** Shooting shall be made in at least 4K resolution and in one of RAW, PROPES 4444, DPX and MXF formats in 4:4:4 color depth.
- 11.** Technical mechanisms and devices reflecting the location and shooting techniques in the best way will be used. (fly cam, steadicam, Jimmy jib, underwater camera, wide angle lenses, helicopter etc.) Equipments such as wide angle viewer, Jimmy jib, camera car, steady cam and slider to be used during shooting should be specified in budget details.
- 12.** Preliminary preparation, storyboard, scenario, shooting plan and time, calendar related to post production and technical details shall be included in the bid. (Location search, casting, production and shooting team, equipments, helicopter, underwater shooting period, technical device details, distinctive music artists, fiction techniques and devices etc.)
- 13.** The firm shall be responsible for the cleanliness of the shooting locations and their visual and aesthetic preparation.
- 14.** The film, montage of which is completed, shall be subject to color correction process.
- 15.** Raw shootings shall be delivered after being transferred to HDCAM and Digital Betacam bands.
- 16.** Promotional films shall be dubbed in Arabic, English, German, French, Russian and their copies shall be delivered with their logos in all languages in line with the television broadcasting system. (such as PAL-NTSC and SECAM) Their copies of

HDCAM, Digital Betacam, Betacam SP and 10 DVD and BLU-RAY copies shall be delivered. (Materials to be demanded shall also be submitted as a list.)

- 17.** Dubbing expenses for various languages should be shown in the budget.
- 18.** A copy of HDCAM without mix, Digital Betacam and Betacam SP from montaged presentation works shall be delivered (Ch1: speaker – Ch2: Music+effect, with and without text).
- 19.** All information on shooting (time code, location names, repetition and indexing) and all archive documents shall be delivered together with the films.
- 20.** Technical report on the project (shooting plans and time, light equipment, camera equipment, studio facilities, montage and mixing techniques) shall also be delivered together with the films.
- 21.** Should the bidder projects sound shooting in the film, the cost should be indicated in budget details.
- 22.** Montage of the film will be made in 4K, 4:4:4 Full HD broadcast non-linear system.
- 23.** If mutually agreed upon and in situations to be made out with reel shooting, 3D animation method shall be used.
- 24.** Films shall be delivered by December 14th, 2012 at the latest.
- 25.** The film shall be examined by the acceptance commission and, if required, the firm will make the changes in 15 days at the latest.