

LAUNCHING OF WEB-TV FOR KP GOVERNMENT



HISTORIAL

BACKGROUND

- Badloon TV – A web-based TV was launched in Dec 2015
- The Web TV was run on 2-month trial
- Paid services of Ustream was acquired @ 199 USD/p.m
- Official functions were covered LIVE
- Live playlist of songs, TVCs, documentaries and other contents were being aired
- Web TV service was stopped due to payment issue through Credit Card and non-availability of quality contents



RATIONALE FOR HAVING A WEB TV FOR KP GOVT

- **Web TV is the cheapest alternative to normal TV**
- **It can better project and showcase the reforms initiatives of the KP Govt in the cyber world**
- **Global coverage rather than limited to a geographical location**
- **Can be used to get instant feedback of viewers**
- **Can also be used to generate revenue through Ads**



CHALLENGES

The contents being produced are not interesting & engaging. We would be miserably failed if we couldn't overcome the challenges before re-launch of Web TV

- **Non-availability of creative, curative and engaging contents according to differential/preferential needs of the target audience**
- **Dedicated Staff for contents production**
- **Production Studio & Equipment**
- **Sufficient production budget**



TECHNICAL STAFF REQUIRED

S#	POSITION	JOB RESPONSIBILITIES	POSTS
1	General Manager	<ul style="list-style-type: none">• To supervise all activities of Badloon TV• To arrange and approve media contents and help the contents manager in scheduling and creating live playlists• To finalize and approve scripts and other media contents• To check for copyrights before including contents in live playlist	01
2	Web Developer/Technical Incharge	<ul style="list-style-type: none">• To ensure 24/7 uninterrupted transmission of different programs• To develop and maintain official website for Badloon TV• Categorizing and archiving media contents on the website• To integrate Mobile App for live streaming with the server and official website• Troubleshooting the web-based live transmission	01
3	Contents uploader	<ul style="list-style-type: none">• To upload media contents to the Server• To create, update and schedule live playlists• To manage repeat telecast and playlists	02
4	Live Broadcast Assistant	<ul style="list-style-type: none">• To cover official functions and ensure smooth live transmission• To coordinate with Technical Head for smooth switching and resuming the transmission• Coordinate with Social Media Activist for live coverage of functions on Social Networking Site(s)	02
5	Non-Linear Editor	<ul style="list-style-type: none">• To edit and prepare good quality packages/spots/documentaries• To prepare short videos on reforms initiatives• To convert videos in different formats• To make occasion-based promos	03

RUDIMENTARY PRODUCTION BUDGET (ANNUAL)

S#	HEAD OF ACCOUNT	ESTIMATED BUDGET
1	Character hiring; Vloggers, Artists, Freelancers etc.	10.00 Million
2	Voice Over, Songs, BGM, purchase of copyright materials etc.	2.00 Million
2	Logistics, boarding & lodging	5.00 Million
3	Hiring of equipment	1.00 Million
4	Staff Salary	1.5 Million
4	Miscellaneous	5.00 Million
TOTAL		24.50 Million

Equipment will be acquired from the ADP Scheme “Capacity Building of the Directorate of Information...”

WHAT CAN INSTANTLY BE DONE WITHIN ZERO BUDGET?

- **Livestreaming of important events/functions through Facebook & Youtube**
- **Maintaining a collection of contents of various Government Departments particularly Tourism and livestreaming the same through Youtube**
- **In-house contents development by recording interviews, vox pops, documentaries, short videos etc.**



THANKS