



Invitation to Tender

For

**Production and Distribution of
Hong Kong Cricket Sixes and Hong Kong T20 Blitz**

For

China Cricket International

August 2017

About China Cricket International and Cricket Hong Kong

China Cricket International Limited (CCIL) is the commercial arm of Cricket Hong Kong (CHK), the national governing body for cricket in Hong Kong.

CCIL stages major cricket events in Hong Kong on behalf of CHK, specifically the Hong Kong Sixes and the Hong Kong T20 Blitz. Both events are sanctioned by the International Cricket Council.

Hong Kong Sixes 2017

Overview

The Hong Kong Sixes will return for the first time since 2012. While the nostalgia of the event will rejuvenate interest amongst cricket fans across the globe, China Cricket International will need event partners who can redefine its innovation credentials. Technology is having an increasingly big role to play in cricket – for players, coaches, spectators in the ground and fans at home.

Like the city itself, Sixes cricket is fast, dynamic, colourful and innovative. The essence of Sixes cricket makes it ripe for experimentation and the tournament has ambitions to create the most hi-tech and interactive cricket event in the world, leveraging appropriate partnerships to achieve this outcome.

Unique to Hong Kong, the Sixes entertained Hong Kongers and international TV audiences from its inception in 1992 until 2012. True to the territory's reputation for innovation, Cricket Hong Kong redeveloped this short form of the game to provide a high quality international gala cricket tournament, attracting the biggest names and teams in world cricket. This tournament has put Hong Kong cricket on the map internationally, and strengthened the sport locally with funding and promotion.

Played under the impressive skyline at the Kowloon Cricket Club, the Sixes consistently delivers highly competitive, non-stop action, as hosts Hong Kong compete against teams from top Test playing nations, and emerging nations alike – the perfect formula for a fast-living, multicultural city, and, with each match lasting just 45 minutes - the Sixes is tailor made for bringing new fans to the game.

Tournament Information

Venue: Kowloon Cricket Club, 10 Cox's Road, Jordan, Hong Kong

Team Arrivals: October 26

Community Day: October 27

Press Conference: October 27

Launch function: October 27

Tournament: October 28 & 29

Teams: Hong Kong, Australia, England, Pakistan, Sri Lanka, Bangladesh, South Africa, India or New Zealand

Event Coverage: Broadcast and Live Stream

Stadium Capacity: 2000 spectators

Provisional Match Schedule

Saturday October 28

Group Stage

Time	Game Pool	
0830-0915	1	A
0915-1000	2	B
1000-1045	3	A
1045-1130	4	B
1130-1215	5	A
1215-1300	6	B
1300-1345	7	A
1345-1430	8	B
1430-1515	9	A
1515-1600	10	B
1600-1645	11	A

1645-1730	12	B
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Sunday October 29

Finals day

0830-0915	13
0915-1000	14
1000-1045	15
1045-1130	16
1130-1215	17
1215-1300	18
1300-1345	Exhibition (TBC)
1345-1430	19
1430-1515	20
1515-1600	21
1600-1645	22

The 2017 edition of the Hong Kong Sixes will deliver a number of firsts for the tournament that was last held in 2012:

1. The event will be available on digital platforms for the first time.
2. Highlights will be distributed across social media for the first time.
3. Fans at the venue will be able to experience different activities for the first time.
4. Fans will be able to engage with the event on social media for the first time.

Hong Kong T20 Blitz

Overview

The Hong Kong T20 Blitz will be played at Tin Kwong Road Recreation Ground from February 6-11 in 2018. The event will feature five privately owned franchises that combine both domestic Hong Kong players with overseas stars from around the world. Players such as Kumar Sangakkara, Darren Sammy and Marlon Samuels were among the 25 overseas stars to compete in the 2017 edition. The Hong Kong T20 Blitz was first run in 2016 and will enter its third season in 2018.

The Blitz smashed growth targets in 2017, attracting over 11 million views for the live streaming coverage. With 25 overseas stars that featured some of the world's best, the Blitz is like no other T20 tournament in the world.

In true Hong Kong style it is played at a fast pace and harnesses its geographic location to provide a new experience for cricket fans.

Tournament Information

Venue: Tin Kwong Road Recreation Ground

Overseas Arrivals: February 5

Community Day: February 6 (morning)

Press Conference: February 5

Launch function: February 6

Tournament: February 6 – 11 2018

Teams: Kowloon Cantons, City Kaitak, Hung Hom JD Jaguars, Hong Kong Island United and Galaxy Gladiators Lantau

Event Coverage: Broadcast and Live Stream

Capacity: 2000 spectators

China Cricket International is looking for a production partner who can contribute creatively towards a model that successfully combines production, distribution, advertising and sponsorship strategies to deliver efficiencies and maximise the return of investment. China Cricket International has contracted the services of Gary Burchett in a Broadcast and Production Consultant capacity who will work in partnership with the successful tenderer to help achieve these outcomes.

CCIL Live Events

Our objectives

- To deliver the highest quality coverage of CCIL's signature live events: **2017 Hong Kong Sixes** and **2018 Hong Kong T20 Blitz**, and to generate a high level of interest and appreciation of both events in Hong Kong and around the globe
- To reinforce Cricket Hong Kong's commitment to cricket in the region
- To introduce ground-breaking ways of covering cricket and realising CCIL's ambition of bringing fans closer to the game and maximising their enjoyment from the sport
- To deliver stimulating and informative coverage that builds knowledgeable and passionate fans whilst educating non-cricket supporters and developing their affection to the sport
- Align ourselves with a production partner that possesses a reputation for innovation and implementing broadcast and digital technologies to help revolutionise the sport in Hong Kong
- Attract the highest calibre of cricketer to compete in our live events
- To develop a commercially favourable distribution model that attracts premium partners and brands, whilst showcasing the best of Hong Kong cricket to the widest possible global audience
- Optimising the value of CCIL's live events
- Optimising fan engagement and interaction including improved access to coverage, incorporating Cricket Hong Kong content into coverage

The Production Brief

Live coverage of the Hong Kong Cricket Sixes and T20 Blitz will deliver a broadcast that distinguishes it from other short form tournaments around the world. The major requirements include:

- Produce and distribute live coverage on behalf of China Cricket International of the **2017 Hong Kong Sixes (October 28-29, 2017)** and the **2018 T20 Blitz (February 6-11, 2018)**.
- Undertaking the role of host broadcaster on behalf of CCIL, to include pre-event and match day liaison with event organisers, third parties and other key stakeholders where required.
- Produce and deliver a feed in 16:9, High Definition and stereo sound.
- Tailor and execute a dedicated cricket graphics package that conforms to CCIL & Cricket Hong Kong's brand guidelines and creative identity
- Assemble a production team specialising in live cricket programming, with particular emphasis on the short-form versions of the sport. **It is essential that the successful production partner demonstrates previous experience of working on established international cricket tournaments/events.**
- Work alongside the CCIL's events team to develop innovations that allows viewers and fans to influence the narrative of matches
- Offer live streaming and multi platform digital solutions to ensure our live coverage and on demand video content is delivered in a timely and dependable manner
- Provide valid safety certifications and licences for your organisation and on behalf of all sub-contracted companies
- Cabling, scaffolding and power, provision of tape stock and digital storage requirements

- Provision of services to distribute our live events across an array of broadcast and digital platforms

Production Plan

The successful tenderer will be responsible for assembling and leading a highly skilled cricket production team that utilises the latest broadcast technology and multi platform digital solutions to deliver coverage of the highest order. China Cricket International requires a dynamic, fluent and flexible coverage that will revolutionise the way live sport is covered in Hong Kong and bring maximum enjoyment to audiences around the world.

The timetable for **Hong Kong Sixes 2017** will include:

Thursday October 26th - Commencement of outside broadcast bump-in at Kowloon Cricket Club

Friday October 27th - Continuation of outside broadcast set-up including Technical and Production rehearsal

Saturday 28th and Sunday 29th October - Live event production and de-rig

The timetable for the **2018 T20 Blitz** will include:

Sunday 4th February - Commencement of outside broadcast bump-in at Tin Kwong Road Recreational Ground

Monday 5th February - Continuation of outside broadcast set-up including Technical and Production rehearsal

Tuesday 6th - Sunday 11th February - Live event production and de-rig

The requirement is for continuous live signal format, 16:9 HD and host broadcasting services for CCIL and its prospective partners. On-air talent; including hosts, boundary riders and commentators, will be determined through the collaborative efforts of the successful production partner and the CHK events team.

OB Production and Technical Crew

The production crew must comprise a team experienced in this specific type of broadcasting. Please list the roles in which you will be supplying staff, and also the numbers of personnel required to successfully carry out a production of this nature. We envisage a fully crewed minimum eight camera production including cabling, power, scaffolding, audio and RF facilities, with aerial drone capabilities, POV cameras (umpire, stump and helmet cam options), multi-channel EVS provision for inserts, slo-mo replays and event recordings.

OB Production Facilities

Indicative HK Sixes and T20 Blitz Crew List

- Line Producer
- Director (Director/Switcher)
- Vision Switcher
- OB Supervisor
- Broadcast Engineer
- Comms Engineer
- TD
- CCU 1 (+CCU2)
- Audio Director
- Audio Assist 1 (Audio Assist 2)
- Camera Operator 1
- Camera Operator 2
- Camera Operator 3
- Camera Operator 4
- Camera Operator 5
- Camera Operator 6
- Camera Operator 7
- Camera Operator 8
- Speciality Camera Operator (Drone)
- Directors Assistant
- EVS 1 / Senior
- EVS 2
- Floor Manager
- Scorer

- Graphics operator
- Statistician
- Riggers as required

Indicative Camera List

Camera 1: Near wicket to wicket - operated camera supplying basic bowler run-up, delivery and batsman's stroke, running between wickets and umpire signals

Camera 2: Near ball follow - operated camera supplying live ball follow off the bat to conclusion and crowd shots

Camera 3: Far wicket to wicket (see camera 1 function)

Camera 4: Far ball follow (see camera 2 function)

Camera 5: Mid Wicket - operated camera positioned side-on to the wicket capturing bowlers running in, run outs, stumpings, no balls, catches, height for LBW, disputed umpire calls and boundary rope incidents

Camera 6: Near Slips - operated camera supplying close up view of on-strike batsman and slips fielders

Camera 7: Far Slips - (see camera 6 function)

Camera 8: Near reverse slips - operated super slow motion camera capturing extreme close up shots of batsmen, bowler, fielders

Camera 9: RF Camera - Roving camera used for crowd shots, boundary interviews, hostings etc...

Specialty Camera Options: Drone, Umpire POV and Stump Cam.

A more detailed discussion around camera allocation, shooting plan and lens configuration will take place with the tenderers during the briefing period.

Graphics

China Cricket International requires a production partner that can implement a dedicated on-screen graphics package tailored for cricket, complete with the full inventory of animations and scoring solutions that the game demands. It is essential the graphics package be reskinned to conform to Cricket Hong Kong's corporate identity guidelines. It is highly likely that the same graphics package will be used for the Sixes and Blitz events.

Further, the successful tenderer will be required to appropriate CCIL and CHK's commercial partners and specifically their logos into the graphics package. This is a mandatory requirement that will carry significant weight in CCIL's decision in awarding the tender. It is advisable that bidder's include a sample style guide illustrating the range of cricket graphics inventory they will be able to provide for the events.

In addition to the graphics package, there will be a need for the range of stings, transitions and creative animations to bolster our coverage. These include but are not limited to:

- Tournament wipes/stings
- Team wipes/stings
- 4 and 6 transitions
- Replay transition
- Wicket stings and transitions
- Assorted player stings

At this stage CHK will be responsible for producing opening title sequences and bumper animations, however it may require the expertise and services of the successful tenderer to implement them onto the coverage.

Graphics preparation, crew and associated equipment are all to be supplied by the successful production partner, together with all staff on the day to provide the live graphics feed on the output.

Replay System Requirements (EVS)

The optimum replay system set-up is to have two networked EVS XT3 replay servers with a minimum HD storage of greater than 32Hrs in each server.

- EVS Networking routers X-Hub 3, switchers and hubs.
- EVS Slo-mo controllers as required.

One operator would be assigned for first choice replays, the second operator would compile packages and assorted spot highlights which can be clipped and published to the required digital channels and platforms.

Video On Demand

A critical component of production is to source and publish video clips to CHK's various digital and social media channels. It's paramount that live coverage is complimented with a timely, robust and efficient digital video strategy that amplifies the narrative and appeal of both events. The successful production partner must demonstrate an operational model that serves our desire to have a distinct and immediate digital presence.

Commentary Booth

A commentary system (can be a single or dual channel units) with easy access individual user volume controls, mute and talkback switches. Each channel must have a high quality low noise, high headroom internal microphone amplifier to amplify the microphone to a line level signal and a high output headphone amplifier. All switching must be electronic and must not "click" or "thump" on the program output of the unit.

The commentary system must accommodate:

- 3 x Commentator headsets (HMD 25-1 or Audio Technica BPHS1);
- 2 x Individual IFB circuits for the commentators;
- 1 x Hot Director "Hot Mic" feed for commentary system;
- 1 x Commentators' press-to-talk return talkback circuit (RTB / Lazy / Sneaky)
- 3 x Lip Ribbon mics.

- A cabled dynamic interview microphone for back-up, patched via alternate method (i.e. copper or camera fibre) if all primary signals are via a multiplexed system (e.g. fibre).
- Talkback panel(s) with headsets for production personnel as required – e.g. stats, producer, etc. (option for lightweight or medium duty headsets, depending on circumstances).
- 1 x Program video monitor - minimum 20 inch - minimum resolution must be 1920 x 1080i with HDSDI Input connectors for stats input person.
- 1 x Stats video monitor - minimum 20 inch - minimum resolution must be 1920 x 1080i with HDSDI Input connectors for stats input person.

Boundary Commentator / Host

- Silent switching cabled dynamic interview microphone (e.g. Sennheiser e835s) and wireless dynamic interview microphone (e.g. Sennheiser SKM5200).
- Cabled IFB / Headphones
- UHF two-way radio IFB with earpiece and press-to-talk microphone
 - 1 x Program / Stats video monitor - minimum 32 inch - minimum resolution must be 1920 x 1080i with HDSDI Input connectors with A / B switching. Monitor stand with baffling to assist viewing in sunny conditions and protect from weather.

Sideline Day Lighting

- 2 x 2.5K HMI Fresnel with chimera and diffusion or LED equivalents with v lock batteries, chargers, stands and dimming control (local and remote from TD's position).
- Flexi Fill white / silver reflector board 48".

Presenter Microphones

All microphone cables in on-camera presentation positions must be black where possible. China Cricket International will examine options to produce tournament specific mic cubes.

- All 'pop' socks (windshields) on presenter microphones must appear new, clean and matching shade.
- All dynamic interview microphones, unless otherwise specified, wireless and cabled must have designated China Cricket International/Cricket Hong Kong branding.

Effects microphones

The preference is to insert stump microphones behind each wicket to amplify the sounds of the match. Given the intimate layout of both venues it may be adequate to configure a mix of short and long shotgun mics. Crowd effect microphones to be placed around the venue at the A1's discretion. Top mics on every portable camera and long shotguns on large lens cameras.

Cabling

- The production partner is responsible for all cabling within the match venue and OB compound necessary for coverage.
- The production partner must use best cabling practices and must provide separation from power of all audio and broadcast cabling and equipment. All major passageways must be clear of cables.
- The production partner must select the shortest, most secure and most reliable cable pathways as agreed with CCIL.
- The OB facilitator must supply cable guards where required.

Power

- CCIL requires adequate venue technical power with generator back-up or two generators (main and standby). The production partner will be responsible for technical power distribution within the venue and production OB areas.
- All electrical overlay must comply with state regulations and must include Tag and Testing procedures as well as RCD protection.

Transmission / Delivery

CCIL is presently evaluating the optimum distribution model that serves to maximise audience reach and commercial revenues. The successful tenderer will work alongside China Cricket International on transmission and delivery strategies in the lead-up to the event to help realise these goals.

The production partner must deliver the outbound signals to the point of transmission irrespective of the location inside or outside the match venue. It is highly probable that coverage of both events will be distributed along traditional broadcast and digital platforms. A partner who has proven experience in live streaming solutions will be favourably regarded.

Other methods of transmission may also be used such as satellite truck, fly away kit, or microwave link. The production partner must make all necessary arrangements for parking and any power requirements for a satellite truck, fly away kit, microwave link at the match venue.

Feeds of principal broadcast will be made available at the back of the OB van/unit for use on the venue video screen / scoreboard and in corporate or other internal venue television screens and if directed by CCIL, to other authorised third parties.

The production partner must not give any other third parties access to coverage without written authorisation from CCIL. The feeds to be given to the venue video screen / scoreboard and in-house CCTV must always display an appropriate bug nominated by CCIL.

Catering

The production partner must cater for hot meals and suitable refreshments for all crew each day.

This must be delivered to the OB compound at a suitable time to ensure that food is not stored on site for any delayed period. Tea, coffee and sufficient cold drinks, including water, for the duration of the rig and event days will also be required.

Provision of Content

- a) **Match master:** production partner to provide a tape, disc, hard drive or digital files and content in a format with a specified time code to CCIL staff at the conclusion of each day's play
- b) **ISO camera recordings:** production partner to provide a compilation of all primary, broadcast quality angles of key match incidents:
 - i) Wickets,
 - ii) Fours
 - iii) Sixes
 - iv) Catches
 - v) Milestones
 - vi) Crowd Highlights
 - vii) Reactions
 - viii) Exceptional moments
 - ix) Extras
- c) **Colour Packages:** All 'play-on' and 'play-off' packages, highlights and other compiles or edited content and containing natural sound

Bid Process

Key matters

Date

Distribution of Invitation to Tender	14th Aug, 2017
Briefing sessions with CCIL events personnel	From 15th Aug
Submission of Bids	1st Sept 5pm HKT
Awarding of successful tenderer	3rd Sept

Project Budget

Please itemise costs clearly in the response.

Supporting Information

The following information will aid us to select the best bidder:

- Proposed style guide of on-screen graphic inventory and creative elements
- Outline broadcast and production innovations that will enhance viewing
- Demonstrate operational workflows between live broadcast and digital video
- Demonstrate examples of event live streaming and ad serving capabilities

Your company profile

Product portfolio and markets you have experience with and provide any information about similar projects and outcomes for each.

Tender conditions

Due to Hong Kong Government procurement regulations, tender submissions must be submitted using two separate envelopes. One must contain information about your company and its background, the other should contain your proposal which includes pricing on the production of the tournaments. These will be placed into a tender box and opened in the presence of witnesses on the 1st of September, with a decision made the following week.

Requirements may vary subject to final budget and demand. CCIL may be open to further negotiation and various models, which separate the production and distribution between companies.

Due Dates and Contact

Please submit the two sealed envelopes addressed to “China Cricket International Limited” at 1019 Olympic House, 1 Stadium Path, So Kon Po, Causeway Bay, Hong Kong on or before **1st September 5pm HKT, 2017.**

Bids will be opened by a panel of assigned members.

For further enquiries about the tender, please contact;

Max Abbott - max.abbott@hkcricket.org