

APPENDIX SIXTEEN

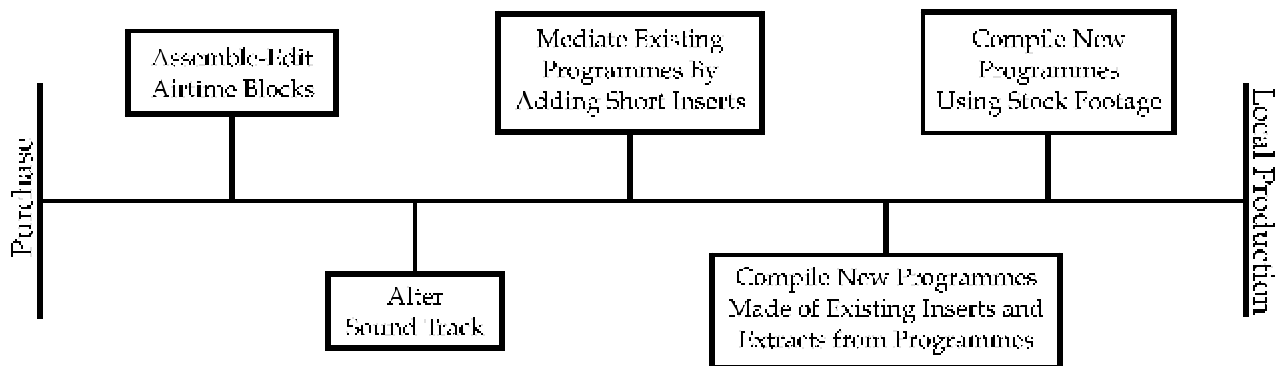
Resource Acquisition Options for Television/Video

INTRODUCTION

This appendix presents a continuum of options for acquiring television/video resources. The intention is to illustrate that resource acquisition need not only involve purchase of off-the-shelf resources.

COSTS OF TELEVISION PRODUCTION

Television acquisition can most easily be mapped on a continuum running from production to purchase, as follows:



Each of these can be broken down into various sub-categories, as is done in the tables below.

ACQUISITION
Commercial product (prime-time screening)
Commercial product (screened outside of prime time)
Non-commercial product
SABC archive educational material
Learning Channel

This refers to the range of options available with regard to the purchasing of material. A distinction has been made between commercial and non-commercial products, to take account of the possibility the some materials designed specifically for commercial purposes (such as films or certain documentaries) may be worth broadcasting for educational purposes in South Africa. These are invariably more expensive. Archive material incorporates only the costs of viewing and evaluating the appropriateness of archive material.

LIBRARY MATERIAL	COSTS
Basic per-minute cost	R 20.00 per minute
Capital cost of purchasing library	R 500,000.00
Average hours purchased	100
Total per-minute cost	R 103.33 per minute

Purchase of library material – large collections of programmes available for purchase *en masse* – is listed separately, as it incorporates two distinct costs. The first involves purchasing the rights to use a library of programming material, the second sifting through that to identify appropriate material for broadcast. An illustrative example of costing library purchase is provided above.

ASSEMBLE-EDITS
Compile broadcasting blocks using existing programming

Assemble-editing is intended to refer to a fairly straightforward process of assembling large blocks of programming to be broadcast together, with the primary purpose of facilitating easy recording. The costs here are for the selection and editing process.

MEDIATE EXISTING PROGRAMMING
Add short inserts to existing programmes (either 'top-and-tail' or throughout programme) to create new uses/contexts for such programmes

Mediation of existing programming and compilation of new programmes using existing inserts are included as different categories to allow for differentiation between different intentions. Many existing programmes are suitable for educational use with minor changes or with some additions that re-contextualize the original programme. In many cases, however, an entirely new programme is desired, but there is sufficient material in existing programmes to create this new programme predominantly from existing material. The latter, of course, requires more conceptual work to create a successful educational resource.

COMPILE NEW PROGRAMMES USING EXISTING INSERTS/ EXTRACTS
Compile new programmes using: - 20% new material - 80% existing material

COMPILE NEW PROGRAMMES USING STOCK FOOTAGE
Compile local documentary, with 10% international stock footage

This option is similar to compiling new programmes using existing material, with the exception that using stock footage requires purchase of additional rights for material used.

This makes it more expensive than the previous option. Its advantage, of course, is that there is far greater choice from stock footage, while there is also greater flexibility about how this footage can be used.

LOCAL PRODUCTION AND CO-PRODUCTION
Local production, with over 75% local stock footage
Magazine, game & talk show
Documentary
Drama (studio)
Drama (location)

The above table highlights the basic options available when producing programmes from scratch.

Service packaging is necessary for most educational broadcasts. This refers to the broadcasting around individual programmes, which might include combinations of continuity presentation, voice-over and graphics, or animation.

ALTERATION OF SOUND TRACK
Add sub-titles
Redo voice-over
Redo voice-over, music, and effects
Full-lip dubbing (documentary)
Full-lip dubbing (drama)
Semi-lip dubbing (plus music)

Alteration of programme sound tracks is essential in educational broadcasting in South Africa, but it is also time-consuming and difficult. The above table highlights the major choices for sound track alteration, each of which incorporates translating scripts. The more dubbing there is that involves characters talking on screen, the more complicated the task and, hence, the greater the cost.