

EVALUATION CRITERIA FOR APPLICATIONS

1.0 Preliminary assessment

Applications shall be screened for submission of a complete set of requirements as detailed in the advert.

2.0 Technical

All applications will be evaluated using the IBA Licensing process which includes a Technical Evaluation and Interviews. In reviewing the applications, the Authority will have regard to the extent to which the submitted Business Plan/application meets the following focus areas:

2.1 Uniqueness

- A).** Applicants should demonstrate the gap they have identified in the Sector and demonstrate how they intend to fill up the gap. Uniqueness may relate, but is not limited, to any of the following:
 - (i) Content,
 - (ii) Technology,
 - (iii) Customer experience, and
 - (iv) Underserved areas, among others.

- B).** Applicants should also demonstrate content generation and/or acquisition strategies, including any planned co-production arrangements.

2.2 Capital Structure

Applicants should demonstrate with evidence their financial capacity. This shall include providing evidence of all sources of capital for the project. The market value to set up medium standard broadcasting station are as follows:

- (i) Community Radio: Minimum = **ZMK 500, 000.00**
- (ii) Commercial Radio: Minimum = **ZMK 700, 000.00**
- (iii) Community/Religious TV = **ZMK 700, 000.00**
- (iv) Commercial TV (Content Service Provider) = **ZMK 900, 000.00**

(Sources: Mango Media Solutions, EMAIL:mangomedia@zambia.co.zm)

2.3 Financials

Applicants should demonstrate the sustainability plan for the project by providing close to real cash flows. Applicants are advised to consult existing stations for some industry average cash flows.

2.4 Staff establishment

Applicants should demonstrate the staff establishment for the project. This shall be assessed viz a viz the sustainability plan presented under the financials.

2.5 Governance

Applicants should demonstrate adherence to good corporate governance principles. This will include the submission of information on ownership including share capital, Board Directors, and the station's organogram in general.

3.0 interview

Applicants shall be given an opportunity to pitch their projects before the Ad Hoc Committee of the Board.