



# V



## **AFGHANISTAN-BANGLADESH SERIES** **MEDIA AND CAMERA PRODUCTION RIGHTS** **REQUEST FOR PROPOSAL**



### **ABOUT ACB**

The Afghanistan Cricket Board (ACB) is the governing body for cricket in Afghanistan. Established to develop and promote the game at all levels, ACB has made remarkable progress over the past decade, successfully establishing Afghanistan as one of the most competitive teams in international cricket.



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## AFGHANISTAN NATIONAL CRICKET TEAM

The Afghanistan National Cricket Team, known as AfghanAtalan, has shown consistent growth in international cricket. From participating in major ICC events to defeating top-tier teams, Afghanistan's recent performances - most notably reaching the semi-finals of the ICC T20 World Cup 2024 - have significantly elevated its global standing. The team continues to inspire millions across the world, garnering a strong and passionate fanbase.



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## HEAD TO HEAD RECORDS

### HEAD TO HEAD

T20I RECORD



VS



12

PLAYED

12

5

WON

7

7

LOST

5

### HEAD TO HEAD

ODI RECORD



VS



19

PLAYED

19

8

WON

11

11

LOST

8



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## MEDIA AND CAMERA PRODUCTION RIGHTS

The Afghanistan Cricket Board hereby invites proposals from reputed Marketing Agencies and Media Houses for acquiring the Camera Production and Global Media Rights for the upcoming Afghanistan vs. Bangladesh Home Series 2025.

### The series will include:

- ✓ Three (3) One Day Internationals (ODIs)
- ✓ Three (3) Twenty20 Internationals (T20Is)
- ✓ Scheduled Dates: 1st to 15th October 2025

This bilateral series will be a high-profile cricketing event, given the strong rivalry and fan interest between the two nations. ACB offers a unique business opportunity to associate with the Afghan National Team during this prominent series.





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## MEDIA AND CAMERA PRODUCTION RIGHTS



### Venue Details:

Based on the long-term MoU (2022–2027) signed between ACB and the Emirates Cricket Board (ECB) in November 2022, ACB has access to world-class cricket venues across the UAE for all its designated home series.

### 1. Global Media Rights:

ACB invites offers for global broadcast and digital distribution, with the following territorial exclusions:

#### India:

Digital/OTT rights in the Indian territory are protected.

Broadcast (TV) rights for India are available: Inclusion of a credible Indian television broadcaster is a mandatory component of this rights package. All RFP participants must clearly identify and confirm their proposed Indian TV broadcast partner within their proposal submission.



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## MEDIA AND CAMERA PRODUCTION RIGHTS

- ✓ **Bangladesh:**  
All media rights in Bangladesh are protected under ACB's existing agreement.
- ✓ **Afghanistan:**  
Mobile App streaming rights within the territory of Afghanistan are held by the Etisalat app.
- ✓ **ACB YouTube** non-exclusive global OTT (excluding the aforementioned territories)



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## ADDITIONAL OBLIGATIONS & DELIVERY REQUIREMENTS

- ✓ **The successful media rights partner must:**
  - Distribute the Live Feed via satellite to major broadcasters in designated territories, ensuring international-quality delivery.
- ✓ Configure and integrate the feed with approved digital/streaming platforms in eligible regions.
- ✓ Provide a free live feed to ACB's official social media platform (YouTube) for commercial viewership purposes only.
- ✓ Ensure any commercial monetization of broadcast or digital assets is pre-approved by ACB.
- ✓ Present and commit to a minimum global broadcast spectrum.
- ✓ Adhere to the minimum feed requirements of ACB partners and ACB youtube



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### PROPOSED MINIMUM POOL OF COMMENTATORS

- ✓ One (1) Afghanistan cricket specialist Commentator nominated by the ACB
- ✓ One (1) participating team cricket specialist Commentator
- ✓ Two (2) neutral Commentators mutually agreed upon
- ✓ One (1) Presenter

Commentary may be required in multiple languages depending on market demands, subject to mutual agreement.





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## CAMERA PRODUCTION PLAN

The Media Rights partner will be responsible for delivering a complete, high-quality live production setup, including:

- ✓ Minimum 20-camera setup including ICC-standard DRS system (e.g., Hawk-Eye or equivalent)
- ✓ ICC-standard DRS system (e.g., Hawk-Eye or equivalent)
- ✓ Full HD production (minimum 1080p)
- ✓ ICC-compliant graphics engine and overlays
- ✓ Super slow-motion replay capability
- ✓ Clean and dirty feed delivery
- ✓ Experienced crew: producers, directors, engineers, camera operators, audio team, replay and graphics operators
- ✓ Delivery of real time performance excerpts to ACB
- ✓ Delivery of full match extended highlights immediately after match conclusion
- ✓ Should adhere to the on ground media operation and production plan furnished by ACB
- ✓ Adhere to below as minimum media production setup



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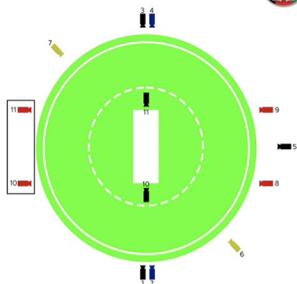
## CAMERA PRODUCTION PLAN

### DETAILS OF 14 CAMERA SETUP - FIELD PLACEMENT OF CAMERAS

FIRST OPTION	
1	WICKET TO WICKET
2	BALL FALLOW
3	WICKET TO WICKET
4	BALL FALLOW
5	MID WICKET
6	SLIP NEAR
7	SLIP FAR
8	RUN OUT 1
9	RUN OUT 2
10	RUN OUT 3
11	RUN OUT 4
12	BEAUTY
13	COMMENTATOR
14	ENG

SECOND OPTION	
1	WICKET TO WICKET
2	BALL FALLOW
3	WICKET TO WICKET
4	BALL FALLOW
5	MID WICKET
6	SLIP NEAR
7	SLIP FAR
8	RUN OUT 1
9	RUN OUT 2
10	STUMP 1
11	STUMP 2
12	BEAUTY
13	COMMENTATOR
14	ENG

- 12 BEAUTY  
13 COMMENTATOR  
14 ENG



\* THE CAMERAS NO 10 & NO 11, (RUN OUT 3 & RUN OUT 4) COULD ALSO BE REPLACED BY TWO STUMP CAMERAS.

### DETAILS OF 14 CAMERA POSITION, MINIMUM LENS AND MAGNIFICATION PLAN

CAMERA NO:	CAMERA POSITION	LENS (MIN)	OPERATION	SPECIFIC REQ
1	WICKET TO WICKET	86X	MANNED	
2	BALL FALLOW	86X	MANNED	
3	WICKET TO WICKET	86X	MANNED	ULTRA
4	BALL FALLOW	86X	MANNED	
5	MID WICKET	95X	MANNED	SSM
6	SLIP NEAR	95X	MANNED	SSM
7	SLIP FAR	95X	MANNED	
8	RUN OUT 1	22X	LOCKED	
9	RUN OUT 2	22X	LOCKED	
10	RUN OUT 3	22X	LOCKED	
11	RUN OUT 4	22X	LOCKED	
12	BEAUTY	FISH EYE	LOCKED	WA
13	COMMENTATORS CAM	WIDE PTZ	R. CONTROLLED	PTZ
14	ENG SETUP	22X	MANNED	



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**BRAND EXPOSURE ON SOCIAL AND DIGITAL MEDIA**



FB Followers  
4,010,000



X Followers  
775,261



IG Followers  
698,293



YT Subscribers  
714,600



Daily Visitors  
~4,500



ACB APP



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### ELIGIBILITY CRITERIA

Agencies submitting a proposal must meet the following requirements:

- ✓ Proven track record in international sports broadcasting or sports rights distribution.
- ✓ A minimum of five (5) years' experience in providing international-standard TV production and media rights services for live sporting events.

Entities or individuals involved in any ongoing unresolved legal or commercial disputes with ACB or any ICC Full or Associate Members are ineligible to participate.





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#### ✓ **Project Timeline:**

RFP Submission Deadline: 20<sup>th</sup> August 2025

Clarifications & Evaluation: 21<sup>st</sup>–24<sup>th</sup> August 2025

Partner Selection & Contract Finalization: By 27<sup>th</sup> August 2025

Planning & Coordination: 30<sup>th</sup> August – 4<sup>th</sup> September 2025

Match Dates: 1–15 October 2025

#### ✓ **Clarifications:**

For queries related to this RFP, please contact: Commercial Department – ACB

**Email: [marketing@afghancricket.af](mailto:marketing@afghancricket.af) Deadline for queries: 20<sup>th</sup> August 2025**

#### ✓ **Evaluation Criteria:**

Proposals will be evaluated based on:

Technical Proposal – 40% | Financial Offer – 50% | Past Experience – 10%

#### ✓ **Submission Details:**

Submit all required documents and proposals by 15 August 2025 to:

[marketing@afghancricket.af](mailto:marketing@afghancricket.af)

[media.manager@afghancricket.af](mailto:media.manager@afghancricket.af)

[n.azizi@afghancricket.af](mailto:n.azizi@afghancricket.af)

#### ✓ **Disclaimer:**

The Afghanistan Cricket Board reserves the right to:

- Accept or reject any or all proposals at its sole discretion.
- Modify, alter, or cancel this RFP process at any time without assigning any reason.
- Issue addendums, updates, or clarifications before the final submission deadline.
- Require the selected bidder to carry appropriate insurance for liability and production risk.

All information submitted will be treated as confidential and used solely for the purpose of evaluating the proposal.