

## Binge Original Web Series Production "Flat 143" for Binge | r ventures

SOW:

Binge is producing original content with Animation Monster Studio:

Binge contents each month for customer retention and bring various genre to entertain the viewers of different segments. Contents from "Animation Monster Studio" with all rights. This content will be released has potential to reach mass audience. Different genres. With this content we can reach a huge OTT customer with the director's quality creative work.

CFCs from this new Binge exclusives will perform very well in YouTube and fb to earn monetization revenue as well.

Requirements:

Type: Web Series

Episodes: 6

Title: Flat 143

Genre: Dramedy

Length: 20-25 minutes

Song: 1

Lead Cast: Naznin Nahar Niha, Partho Sheikh, Saad Naovi, Rothshi Siddika, Anamika Oishee, Priyanka Zaman, Pavel, Sarah Alam, Monoj

- Disclaimer needs to be incorporated if required (Smoking, Drinking, Animal harm, Blood scene)
- Censorship needed (Any kind of nudity, slang, or any kind of political violence)

Main Content: Content will be delivered within September 30, 2024

Unique Content Guidelines:

The Unique Creative Media and teasers/trailers shall follow the following guidelines:

- (i) Videos format: MPEG-4 (.mp4) and any other format required
  - (ii) Main content's flow: (Binge intro animation (6sec)->Disclaimer->18+ notice (if required)->Main file)
  - (iii) Trailer for each content (Binge intro animation (6sec)->18+ notice (if required)->Main file)
  - (iv) Two Teasers for each content (No intro/disclaimer/18+ notice. One teaser between length 10-15 sec, another teaser of length 6 sec).
  - (v) Censored version of content, trailers & teasers for Binge originals.
  - (vi) Original video resolution: [1080p(1920x1080)/2K (2048 x 1080)].
  - (vii) Original frame rate per second: (Min 23.9/ Max 30).
  - (viii) Video Codec: h.264/H.265 (HEVC).
  - (ix) Video Bitrate: 5Mbps-10Mbps
  - (x) Audio codec: (AAC or AC3).
  - (xi) Audio Bitrate: [128kbps(720p), 192kbps(1080p)].
  - (xii) Audio Sample Rate (48kHz).
  - (xiii) In Image, Poster, Thumbnail: Binge logo in top-left for Binge originals
  - (xiv) Any other guidelines provided by Binge needs to be followed by the Service Provider.
  - (xv) Image (.jpg and .ai/.psd) for Content details page (full screen): 1920pxX1080px (Not more than 1MB).
  - (xvi) Thumbnail (.jpg and .ai/.psd): 1440pxX1440px (Not more than 1MB).
- o For web-series, please provide different thumbnails for each episode and one thumbnail for the web-series.

- (xvii) Posters for exclusive, new and hit contents (.jpg and .ai/.psd).
  - o Two or three designs (different pictures) of posters for each content.
  - o Each poster in two different dimensions: 1920x1080, 1080x1920.
  - o Logo of the Service Provider (.jpg and .ai/.psd).
- (xviii) Subtitles are required in main contents and trailers in both Bangla & English (.srt files)

#### Scope of Work:

The following Promotional Guidelines shall be ensured by Service Provider:

- i. All casts & crew need to tweet and share on relevant social medias about BINGE
- ii. Facebook live with Major casts, director from Binge and cast and crew's respective pages.
- iii. All casts & crew needs to share every Binge post related this content as well as TIKTOK endorsements needs to be ensured by the service providers from all the casts and crews.
- iv. Ensuring the physical presence for promotion including all Major casts, Director, Other Cast & Crews
- v. Providing unseen photos of shooting
- vi. The Service provider needs to ensure multiple Cast & Crew video: CTA watch content only on Binge
- vii. Provide customized video for Celcom, Malaysia, M. Trade and other countries if applicable
- viii. Provide Behind the Scene Footages
- ix. Provide cast and character wise content related Multiple Poster File
- x. Multiple promotional video and trailers.
- xi. Promotional video shoot with major casts and crews as per the requirements of Binge

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