Solicitation No : 19MY3026Q0016 (Video Content Creation)

Questions And Answers (W2)

Date : 26 Jun 2026

Question 1: Broadcast spec: The SOW references "HD/broadcast distribution." Are these videos intended for broadcast or TV airing, or solely for social media? If broadcast, please confirm any required technical specifications (frame rate, loudness standard, delivery format).

Answer 1: The videos are solely for digital and social media distribution. Standard web/social delivery formats (like 1080p, MP4, H.264, 24fps or 30fps) are sufficient.

Question 2: Is there an expected production scale (crew and set size) the Embassy has in mind, or is that left to the contractor?

Answer 2: The exact crew size is left to the contractor's discretion, but it should be optimized for an Embassy environment.

Question 3: Approximately how many people are expected to appear in or be interviewed per video?

Answer 3: We expect approximately 2-3 people to be interviewed per video.

Question 4: The SOW grants the Embassy ownership and perpetual use on digital platforms. For any hired talent, can the Embassy confirm whether usage is limited to digital in perpetuity, or also includes broadcast or TV? Talent buyout fees vary significantly by usage scope.

Answer 4: Usage is limited to digital/social media platforms in perpetuity. No TV or traditional broadcast airing is planned.

Question 5: How cinematic do you want these videos? My quote will be for very high-quality content. We normally film with budgets from 500k up to 250million. Depending on what your vision and how cinematic you want these to look will dictate the price and what we can do.

Answer 5: We are looking for high-quality, professional, and engaging content suitable for an official agency/Embassy platform. It should look polished and modern (documentary or polished corporate style), rather than a stylized Hollywood film. We welcome creative treatment ideas in your proposal that align with this tone

Question 6: How do you want these 12 videos to look? Like a Hollywood blockbuster film? Do you want a celebrity cameo in any of these videos? We just need a little bit more info on how you want these videos to look. The examples you gave in the SOW don't really express creatively what you want. We have some ideas I think you would really like and would make this look like you spent few million.

Answer 6: We are looking for high-quality, professional, and engaging content suitable for an official agency/Embassy platform. It should look polished and modern (documentary or polished corporate style), rather than a stylized Hollywood film. We welcome creative treatment ideas in your proposal that align with this tone