

Addendum-01 to Invitation to Bid for Worldwide Media Rights

(Of All Bilateral International Home Series(s) involving the Bangladesh National Cricket Team (Men) from 12th July 2025 to 15th June 2027)



Bangladesh
Cricket Board

Date: 23rd June 2025

Ref: BCB/ World Media Rights / 2025/389

ADDENDUM-01

With reference to the advertisements published in the national dailies i.e., the Daily Star, Prothom Alo and Bangladesh Protidin on 12th of June 2025 under the heading: 'Invitation to Bid for Worldwide Media Rights of All Bilateral Home Series(s) Involving Bangladesh National Cricket Team (Men) from 12 July 2025 to 15 June 2027' (Ref: BCB/World Media Rights/2025/365). The following modifications and clarifications shall be deemed as part of the aforesaid advertisements and are hereby issued as an official **Addendum-01**:

1. Inclusion of DTH Rights under TV Category

The BCB has resolved to include Direct-To-Home (DTH) rights within the scope of TV Rights, which now comprises as follows with other Worldwide Media Rights:

- A. Satellite TV (Linear) including Direct-To-Home (DTH)
- B. Digital (OTT)

2. Flexible Bidding Structure - Global & Territory-wise

BCB shall offer two bidding models:

- **Single Global Bundle** (covering all rights and territories)
- **Territory-wise rights** (e.g., Bangladesh only, Rest of the World/ Specific Regions(s))

BCB reserves the right to award the rights under **either structure**, at its sole discretion.

3. Eligible Rights Combinations for Bidders

Bidders may submit their offers for :

- **Satellite TV including Direct-To-Home (DTH) only**
- **Digital OTT Rights Only**
- **Both Satellite TV including Direct-To-Home (DTH) and Digital OTT Rights**

This option is available under both bidding models - territory specific (e.g., Bangladesh only, Rest of the World/ Specific Region(s)) and global bundle - allowing bidders to choose the rights category (TV, Digital, or both) that aligns with their strategic interest.

4. Bid Document Purchasing Fee

The Bid Document shall be made available for free of charge. However, prospective bidders are required to submit a formal request via email to the Bangladesh Cricket Board (BCB) at sponsorship.rights@bcb-cricket.com in order to obtain the Bid Document. Such request must be accompanied by a company profile and/or ownership details of the applicant entity.

5. Proportionate Security Deposit Structure

A Proportionate Security Deposit Structure has been introduced whereby bidders submitting offers for specific rights categories or designated territories will be required to submit a Security Deposit calculated on a pro-rata basis, relative to the selected rights bundle and territorial scope. A full annexure detailing the proportional Security Deposit amounts for each category and territory is **set out in the Bid Document**.

6. TV Production Responsibility

BCB shall retain **exclusive responsibility for all television production**, including technical and cost aspects, for all matches covered under the Rights period. The Minimum Level of Production shall be specified in the Bid Document.

7. Important Deadlines (Unchanged)

- **Bid Document Collection via email:** 15 June 2025 - 6 July 2025
- **Technical Offer Submission Deadline:** 7 July 2025 (by 5:00 PM BST)
- **Security Deposit Submission Deadline:** 8 July 2025 (by 12:00 PM BST)
- **Open Bidding Process:** 10 July 2025 (commencing at 12:00 PM BST)

For further clarification or detailed allocation sheet, bidders may contact: sponsorship.rights@bcb-cricket.com

The BCB reserves the right to accept or reject any or all bids at its sole discretion at any time without assigning any reason whatsoever. The BCB also reserves the right to amend, postpone or cancel this Addendum-01 at any time prior to commencement of the Open Bidding Process on July 10, 2025 at BST 1200 hrs and / or modify, add or alter the terms of this document and/ or the conditions for bidding process by issuing further addendum(s) at any time prior to the submission of the bid.

Authority
Bangladesh Cricket Board (BCB)
Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, Bangladesh