

## **1. Video Content Service Provider Onboarding Process**

- i. A prospective partner will submit a VSP application form, NDA and all the requisite documents and information as spelt out in the application form via email sent to [IRASANGA@safaricom.co.ke](mailto:IRASANGA@safaricom.co.ke) cc [videocontent@safaricom.co.ke](mailto:videocontent@safaricom.co.ke).
- ii. The application will be reviewed by a Video content evaluation team and the partner will be notified within 15 days of submission if the proposal has been accepted or rejected.
- iii. Safaricom will share the approved commercial model, responsibility matrix and once this is agreed upon, we will commence contracting.

### **1 (b) Video Content Service Provider Application**

Submit a duly filled **Video CSP application form** and KYC requirements

### **1(c) Non-Disclosure Agreement (NDA)**

***N.B Evaluation Process takes up to 15 working days upon submission of full requirements***

## **2. Contract**

Upon successful review of Business Proposal, Content offering and KYC validation, Video CSP contract is drafted and shared with the partner for review.

Return of the signed contract will allow for creation of the partner in the various systems.

***N.B Contracting process takes up to 15 working days***

## **3. Content Preparation & Ingest**

The Video CSP proceeds to review the aggregated content as per the spelt out editorial policy and technical requirements. Upon successful review, the Video CSP uploads the content to the video platform, which is then reviewed by Safaricom content manager before it is published on the platform.

Metadata, trailer and content poster. (Publicity material), must be provided as part of on boarding