

# NEPAL LOK STAR

Presented by:



CHAHANA MEDIA

## EXECUTIVE SUMMARY

Nepal has a very rich diversity in culture and tradition that over the generations has produced a range of folk lures, extremely popular amidst all age groups. However, the audience hasn't been given anything that serves their appetite for folk music, let alone a singing platform! The very principle of demand and supply screams for an organic platform to serve the audience a blend of organic folk music and the current very popular genre of singing reality TV shows, hence, Nepal Lok Star! Nepal

## ABOUT LOKSTAR

Lok Star -Nepal's first mega-budgeted organic reality TV show- has the potential to be the greatest TV Show in the history of Nepali Television. From the makers of Nepal Idol and Boogie Woogie, this show has been created to fulfill the demands of the folk music audience. It has the international standard formatting and concept with highest cash prize in all of reality TV shows along with prizes for runner ups. A competitive platform that caters to inter-provincial and nationalistic emotions. A show that incorporates all languages, culture, traditions and therefore an epitome of national unity.

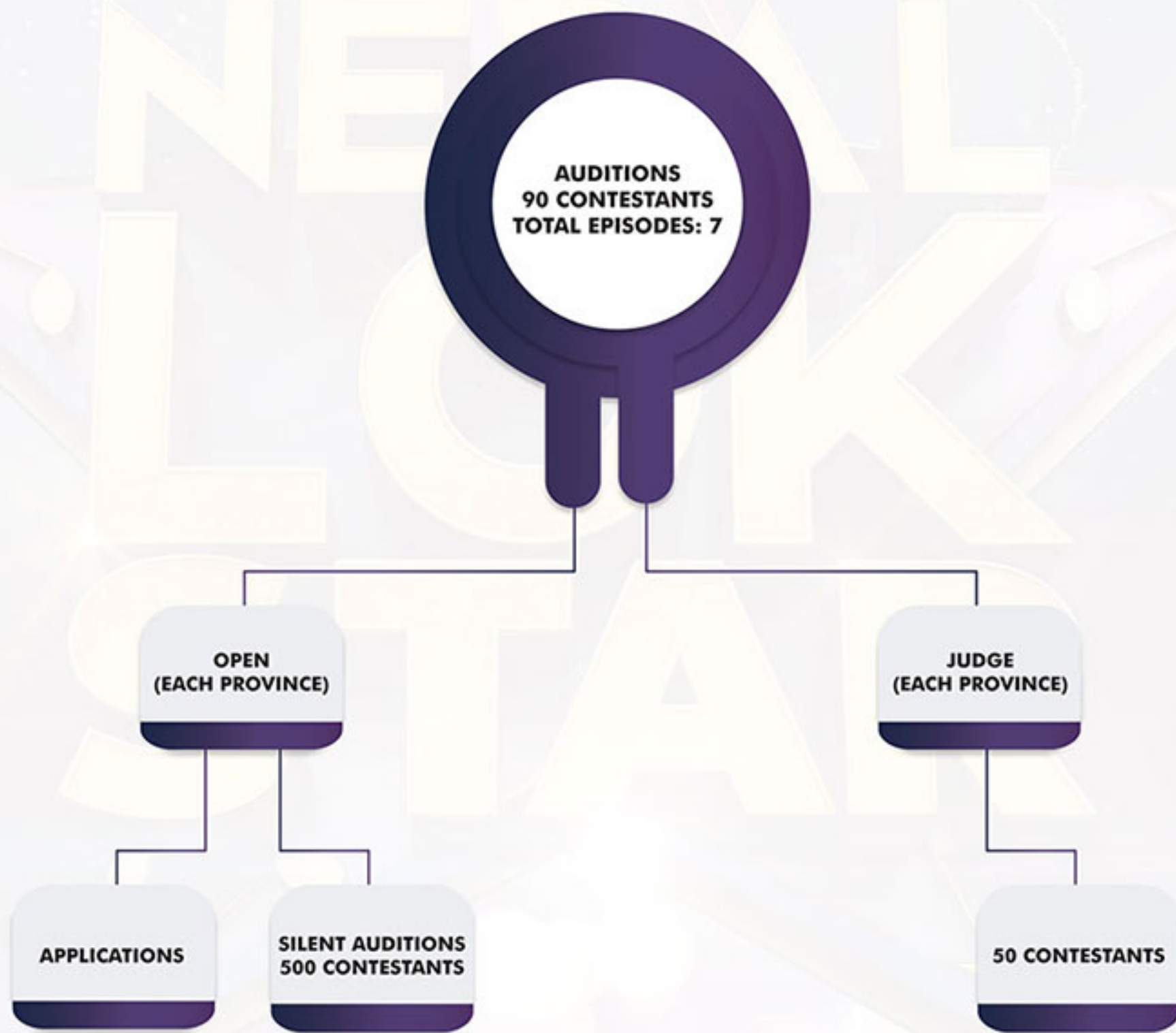
## PROGRAM SPECIFICATION

Nepal Lok Star will be broadcasted in AP1 HD channel - a national television - accessible in 41 countries across continents. AP1 HD has an estimated daily viewership of approximately 3 million, thus, the viewership for this show in this channel is expected to be over 4 million and over 1.5 million in YouTube per episode. The concurrent viewership on YouTube is expected to be over 20 thousand per episode and the show will be repeated twice a week on Monday & Tuesday at 10:30 AM & 3:05 PM respectively on television. Additionally, with 32 episodes, Nepal Lok Star will commence its airing on Jestha 25th, 2076 on weekends, Saturdays & Sundays at 8:30 PM. Finally, the grand finale of the show will be aired on Asoj 11th, 2076.

## BROADCASTER

Nepal's most-watched station equipped with the state of the art production and broadcast equipment. Makers of two successful seasons of Nepal Idol and one of Boogie Woogie. A complete media network that carries with it the force popular Nepali national daily: Annapurna Post and one of the most sought after radio stations: Annapurna FM. Massive presence in digital platforms. Integration in other ongoing reality TV platforms like Ko bancha Crorepati and Nepal's Got Talent.

## PROGRAMME FLOW



**TOP 90**

**90 contestants selected through  
Judge Auditions to Top 20.  
EPISODE 8**

**TOP 20**

**Top 16 to Top 14 to Top 12  
Elimination: 2 contestants per 2 episodes  
EPISODES: 9-14**

**TOP 12**

**Elimination: 1 contestants per episodes  
EPISODES 15-30**

**TOP 5**

**Profile Episode  
EPISODE 30**

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**GRAND FINALE  
EPISODE 32**

## AUDITIONS

All interested candidates will be required to participate in the Open Auditions. These Auditions will be conducted in major cities of all seven provinces in Nepal by experienced musicians.

### CITIES & DATES

Dhangadi -	Province No. 7	16th Falgun 2075
Surkhet -	Province No. 6	20th Falgun 2075
Butwal -	Province No. 5	25th Falgun 2075
Janakpur -	Province No. 2	16th Chaitra 2075
Biratnagar -	Province No. 1	11th Chaitra 2075
Pokhara -	Province No. 4	2nd Chaitra 2075
Kathmandu -	Province No. 3	23rd Chaitra 2075

## JUDGE AUDITION

50 contestants will be selected from the open auditions in each of the 7 provinces. Judges and contestants will be seated in different halls separated by a VIDEO WALL on both sides. The judges can see the contestant on the video wall but the contestant will not be able to see the judges. LIVE commentary of Judges assessing the performance. Individual Rating from Judges on a scale of 1 to 5 stars. Contestants with over 4 stars qualify for Top 90. Video Wall opens in case of Five Star Recipient and the contestant will get to meet the judges. (at least once every episode)

## ELIMINATIONS

**SATURDAY: PERFORMANCES**

**SUNDAY: DUET PERFORMANCE & ELIMINATION**

TOP 20 - TOP 12: 2 Contestants eliminated

TOP 12 - TOP 5: 1 Contestant eliminated

### **ELIMINATION GROUNDS (TOP 20 - TOP 12)**

JUDGES: 50%

VOTING VIA APP: 25%

VOTING VIA SMS: 25%

### **ELIMINATION GROUNDS (TOP 12 - TOP 5)**

JUDGES: 20%

VOTING VIA APP: 40%

VOTING VIA SMS: 40%

**PROGRAM JUDGES:**



**JAYANANDA LAMA**



**RAMJI KHAND**



**B.B. ANURAGI**



**SUNITA DULAL**

**PROGRAM HOST/ANCHOR:**

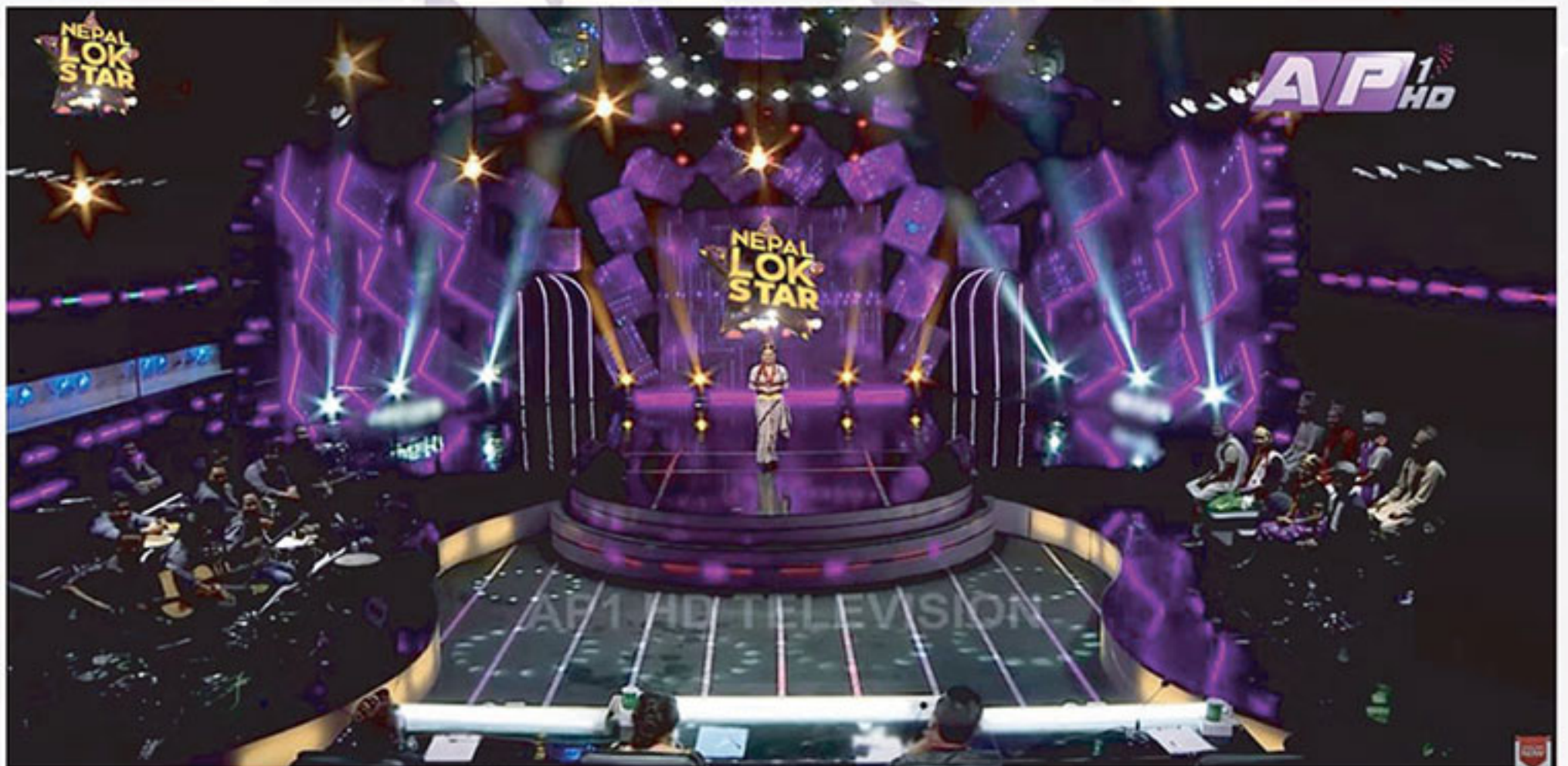


**Mr. ASHOK DHITAL**



**Ms. SUBEKSHA KHADKA**

## STAGE/MOCKUP



The set is a mockup of the Nepal Idol Studio where Nepal Lok Star will be shot.



## PROMOTIONAL ACTIVITIES

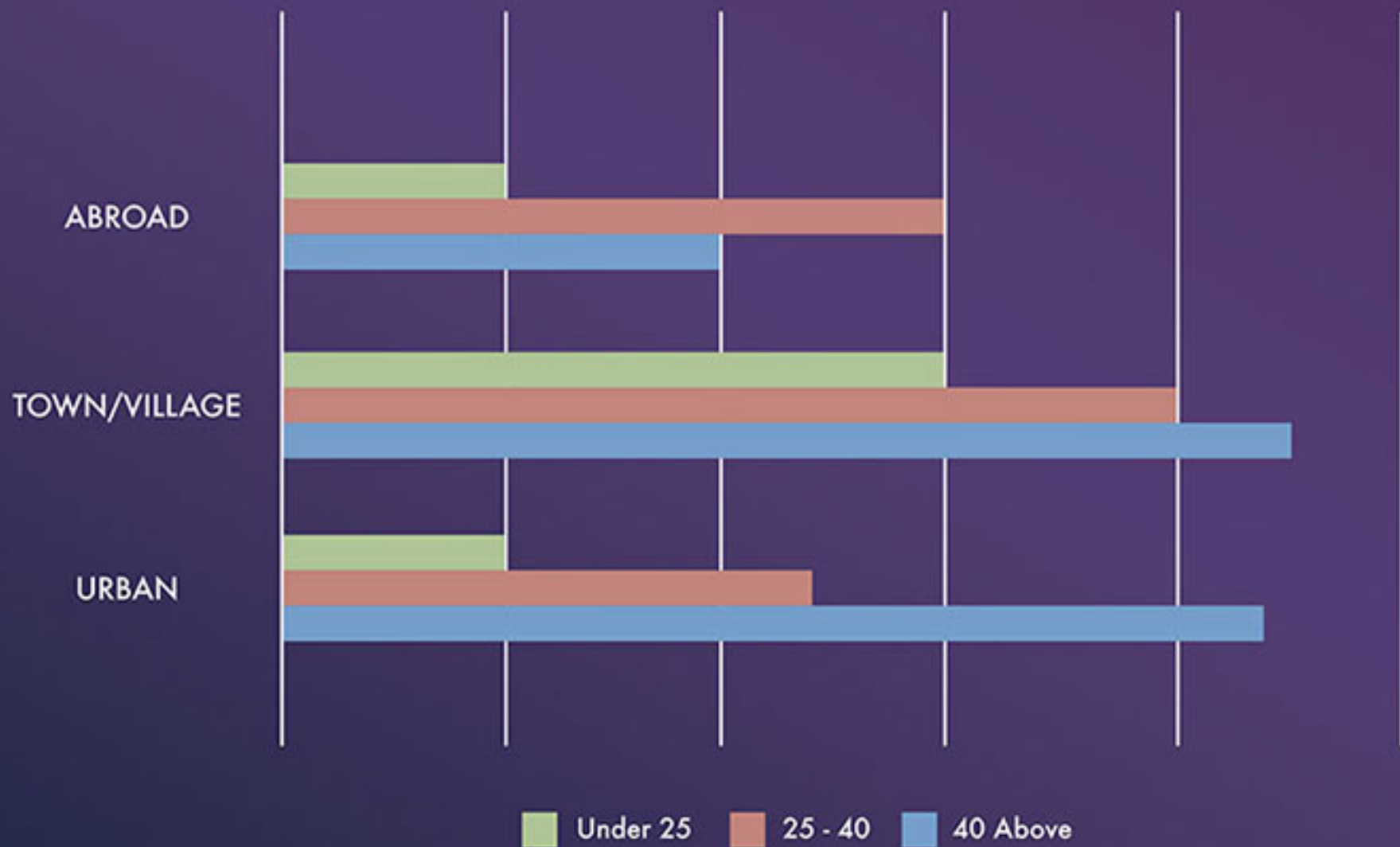


## WHY NEPAL LOKSTAR?

Nepal's biggest budget & cash prize in singing reality tv show broadcasted on AP1 HD - equipped with advanced videography tools. Only show to host auditions in all 7 provinces and caters to a wide range of audience. Folk music is the most popular genre of music on TV and YouTube that bases itself on nationalism and has the power to connect easily with viewers. Immense popularity of Judges and Hosts. Very popular genre among migrant population. Only reality show to equally incorporate culture and music of Himal, Pahad and Terai Region.

### AUDIENCE METRICS

Each line representing half a million viewers

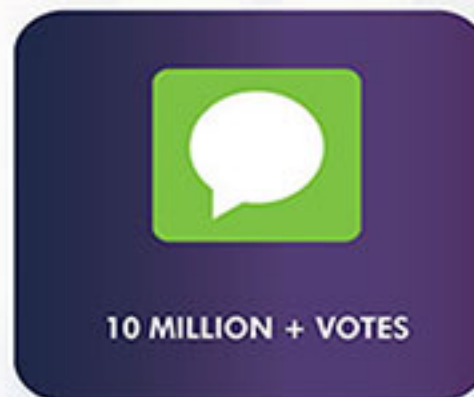
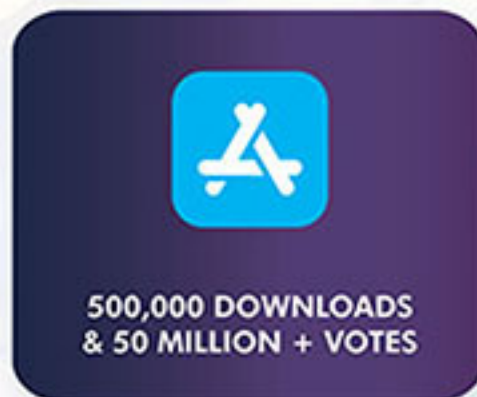
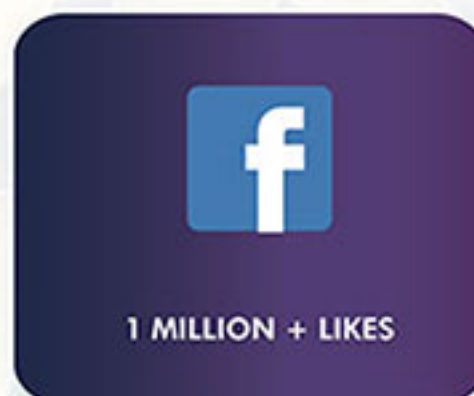


## VIEWERSHIP AND ENGAGEMENT TARGET

### AVAILABLE PLATFORMS - BROADCAST



### AVAILABLE PLATFORMS - ENGAGEMENT



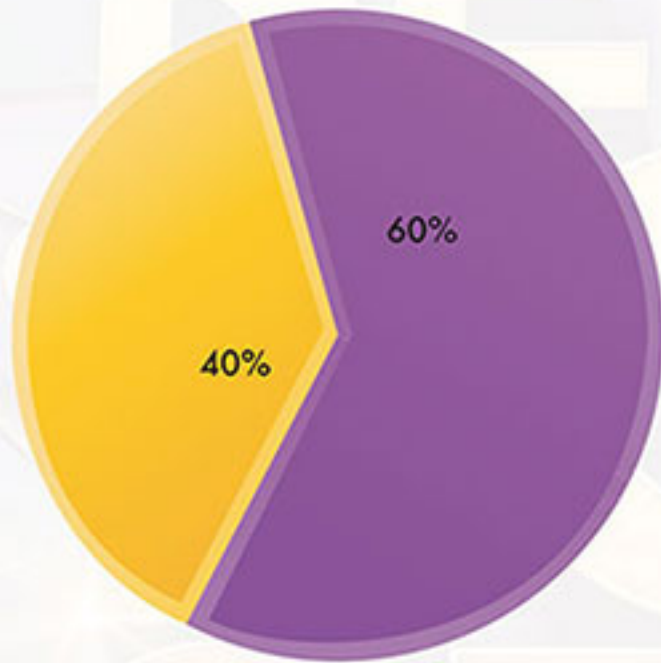
## AWARDS (PRIZE)



Album Contract For Top 3 Contestants

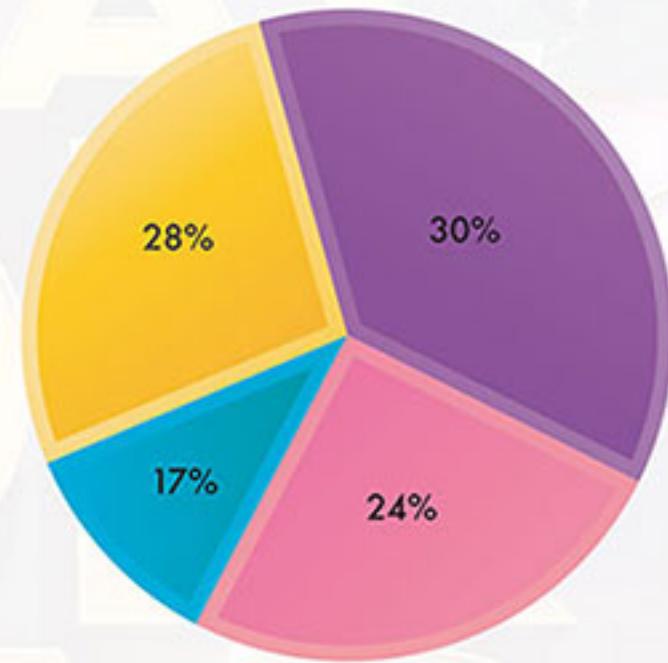
## AUDIENCE METRICS

### VIEWERSHIP COMPARISON



YouTube TV

### AUDIENCE ENGAGEMENT COMPARISON



YouTube APP SMS Social Media

The estimate is done after reviewing data from the previous editions of franchise reality show in co-ordination with the broadcast partner.

Nepal Lok Star aims to be the most watched Nepali Content on TV and YouTube. The most watched reality TV episode in Nepal is currently Nepal Idol S2 E27 with total views of 2.3M on YouTube. The episode was a LOK Special Episode. Majority of the songs with the highest views on YouTube are also from the LOK genre, Kutu Ma Kutu being the highest with almost a 100M views.

## Sponsorship and Association Costs:

### 1. Title Sponsor

NRP 1,50,00,000/-

- The name of the show changes to "<your brand> Nepal Lok Star"
- Exclusive Branding on the set of Nepal Lok Star.
- 5 sec pop up to be played 6 times during the course of one episode on TV and YouTube.
- 30 sec TVC to run in 3 individual breaks of each episode. Your TVC to be the first to be played in each break.
- Your product to be featured in over 6000CC of print advertisement in its capacity as the title sponsor.
- Promotion over digital and social media platforms.
- Logo on voting app.
- The winner trophy of the first season to be distributed by your representative.
- One person will be invited as visiting guest in at-least 3 episodes.
- Other facilities can be determined upon mutual agreement.

### 2. Powered By

NRP 75,00,000/-

- **Title Nepal Lok Star Powered by "Your Brand/Product"**
- 1 minute TVC to run in between breaks of each episodes.
- Placement on Newspaper ad - 6000CC.
- Promotion over digital and social media platforms.
- Logo on voting app.
- Prize Handover from your representative in the grand finale of the program.
- One person will be invited as visiting guest in at-least 2 program.
- Other facilities can be determined upon mutual agreement.

### 3. Co-sponsored By:

NPR 50,00,000/-

- **Title Nepal Lok Star** Co-sponsored by "Your Brand/Product"
- 45 sec TVC to run in between breaks of each episodes.
- Placement on Newspaper ad - 6000CC.
- Promotion over digital and social media platforms.
- Logo on voting app.
- Certificate from the guest in final ceremony of the program.
- Other facilities can be determined upon mutual agreement.

### 4. In Association With:

NPR 25,00,000/-

- **Title Nepal Lok Star** in association with "Brand/Product"
- 15 sec TVC to run in between breaks of each episodes.
- Placement on Newspaper ad - 6000CC.
- Promotion over digital and social media platforms.
- Logo on voting app.
- Other facilities can be determined upon mutual agreement.

### 5. Banking Partner:

NPR 25,00,000/-

- **Title Nepal Lok Star** in association with "Sponsor's name", banking partner "Banking Partner's name"
- All Winners to receive dummy cheque with your bank's logo in the grand finale of the show.
- 15 sec TVC to run in between breaks of each episodes.
- Placement on Newspaper ad - 6000CC.
- Promotion over digital media platforms.
- Other facilities can be determined upon mutual agreement.

## 6. Insurance Partner:

NPR 25,00,000/-

- Title **Nepal Lok Star** in association with "Sponsor's name", banking partner "Insurance Partner's name"
- 15 sec TVC to run in between breaks of each episodes.
- Placement on Newspaper ad - 6000CC.
- Promotion over digital media platforms.
- Other facilities can be determined upon mutual agreement.

- 40% of the amount during signing of the agreement.
- 30% of the amount before airing of 15th episode.
- Remaining 30% before the airing of the Grand Finale.





LOOSE COMMERCIAL TARRIF								ASTON AD		
S.N.	Break	No Of Episodes	60 sec	30 sec	20 sec	15 sec	10 sec	Break	Ad Duration	Rate
1	1st Break	1 - 7	80,000	42,500	30,000	24,000	17,000	Before 1st Break	5-10 Sec	15,000
2	2nd Break		85,000	45,000	32,000	25,500	18,000	Before 2nd Break	5-10 Sec	
3	3rd Break		90,000	47,500	34,000	27,000	19,000	Before 3rd Break	5-10 Sec	
4	1st Break	8 - 16	90,000	47,500	34,000	27,000	19,000	Before 1st Break	5-10 Sec	25,000
5	2nd Break		95,000	50,000	36,000	28,500	20,000	Before 2nd Break	5-10 Sec	
6	3rd Break		100,000	52,500	38,000	30,000	21,000	Before 3rd Break	5-10 Sec	
7	1st Break	17 - 24	100,000	52,500	38,000	30,000	21,000	Before 1st Break	5-10 Sec	35,000
8	2nd Break		115,000	58,000	41,000	33,000	23,000	Before 2nd Break	5-10 Sec	
9	3rd Break		120,000	63,500	45,000	36,000	25,000	Before 3rd Break	5-10 Sec	
10	1st Break	25 - 28	125,000	69,000	49,000	39,000	27,500	Before 1st Break	5-10 Sec	50,000
11	2nd Break		130,000	74,500	53,000	42,000	30,000	Before 2nd Break	5-10 Sec	
12	3rd Break		135,000	80,000	57,000	45,000	32,500	Before 3rd Break	5-10 Sec	
13	1st Break	29 - 31	140,000	74,000	52,000	41,000	27,000	Before 1st Break	5-10 Sec	65,000
14	2nd Break		150,000	79,500	56,000	44,500	29,500	Before 2nd Break	5-10 Sec	
15	3rd Break		160,000	85,000	60,000	48,000	32,000	Before 3rd Break	5-10 Sec	
16	1st Break	32 - Grand Finale	180,000	59,500	67,500	53,500	38,000	Before 1st Break	5-10 Sec	80,000
17	2nd Break		190,000	101,000	71,500	57,000	40,500	Before 2nd Break	5-10 Sec	
18	3rd Break		200,000	106,500	75,500	60,000	43,000	Before 3rd Break	5-10 Sec	

Note: Aston Ad will be played 3 times during the specific program period.  
Payment: 100% in advance  
13% VAT will be added as per Nepal Government.

Presented by:



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