

FORMAL COMMERCIAL OFFER

Broadcast Production Proposal

Dubai New Year’s Eve 2027 Show

Submitted to Emaar for the provision of broadcast direction, crew, equipment, and infrastructure for the live show at Downtown Dubai on 31 December 2026. This document is a single, accountable commercial offer, subject to contract.

DOCUMENT NO.	ISSUE	STATUS
C1S-NYE27-BCAST-001	1.7 — August 2026	Issued for client review

PREPARED BY	Circle 1 Studios
PREPARED FOR	Emaar
ADDRESSEE	Emaar — Creative and Production
CLASSIFICATION	Confidential. For the addressee and appointed advisers only.
SHOW DATE	31 December 2026
VENUE	Downtown Dubai · Burj Khalifa · The Dubai Fountain
VALIDITY	30 days from the issue date. Thereafter this offer lapses unless extended in writing.
CURRENCY	United Arab Emirates Dirham (AED). USD figures are shown at 3.6725 AED = 1 USD for reference only and are not an alternative tender.
COMMERCIAL TOTAL	AED 4,994,000 inclusive · USD 1,359,837 equivalent

This document is issued by Circle 1 Studios for the exclusive use of Emaar. It constitutes a formal commercial offer for the services described herein, is issued subject to contract, and may not be copied, quoted or disclosed to third parties without the prior written consent of Circle 1 Studios.

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1 · LETTER OF PROPOSAL

Letter of proposal

Circle 1 Studios is pleased to submit this formal proposal and commercial offer to Emaar for the Dubai New Year’s Eve 2027 Show.

The engagement is the live broadcast of the most watched minutes of the Dubai calendar — a nine-minute architecture of light, water and crowd — delivered to a global audience on Emaar’s own channel. The brief is precise: direction and crew, equipment, and infrastructure, held as one production under a single point of accountability.

Circle 1 Studios proposes to deliver that brief in full: twenty-one 4K cameras, six of them ring-fenced for fireworks; a local outside broadcast truck; Flyline, Agito Sports and Techno 50; three cinema drones, permitted for rehearsal and show; Cue Pilot, rebuilt overnight from camera rehearsal; and a recognised voice, live, as colour on YouTube. Graphics are limited to straps and lower thirds.

The pages that follow set out organisation, camera plot, equipment, infrastructure, programme, and a fully inclusive commercial — including third-party production fee, insurance and HIE, accounting, overheads, and fringes.

For and on behalf of Circle 1 Studios

Executive Producer · August 2026 · Issue 1.7

4K CAMERAS 21	SPECIALISTS 80+	CINEMA DRONES 3	INVESTMENT (AED) 4,994,000
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2 · CREATIVE APPROACH

Programme approach

Fireworks grammar

Six dedicated mounts on four faces, the lake, and an ultra-wide. The Director cuts a stereo pair, not a scramble. Programme cameras never steal a fireworks ISO after 22:00.

A quiet graphic

Straps and lower thirds only. No sponsored bugs, no full package. Name, time, and place — then get out of the picture. Cue Pilot carries any 3D the rehearsal earns.

Human scale

Long lens for the tower, RF handheld and Steadicam for the boulevard. The crowd is geography, not wallpaper — we always know where we are in Downtown.

YouTube path

Live 4K HDR to Emaar's YouTube channel. Dirty feed with colour commentary and straps. Clean feed remains picture-only. Dual-path encode.

3 · PERSONNEL AND ORGANISATION

Personnel and organisation

Headcounts match the brief. Runners sit with the gallery so the floor can move. The fireworks camera cell is additional, not borrowed from boulevard coverage.

Creative Broadcast Leadership & Execution · 3

A three-person senior cell accountable for the look, the cut, and the client. Broadcast graphics for straps and lower thirds sit with this cell.

ROLE	QTY
Executive Producer / CEO	1
Head of Production	1
Co-Executive Producer	1

Broadcast Director & Gallery Producers · 17 + runners

Seventeen named gallery and floor roles, plus broadcast runners. A full live-entertainment gallery: timings, script, EVS, vision mix, and floor.

ROLE	QTY
Director	1
Line Producer	1
Broadcast Production Manager	1
Production Coordinators	2
Production Assistant	1
Travel and Logistics Manager	1
Travel and Logistics Assistant	1
Floor Manager	1
Assistant Floor Manager	1
Gallery Producer	1
Associate Director	1
Timings PA	1
Script PA	1
Vision Mixer	1
EVS Producer	1
Editor	1
Broadcast Runners	6

Specialised Camera Crew + Fireworks Camera Crew · 47 + 6

Forty-seven programme specialists plus six fireworks-mount operators. The fireworks cell is ring-fenced after 22:00.

ROLE	QTY
Camera Supervisor	1
Handheld / Long Lens Operators	3
Handheld RF Operators	3
Specialised Mount Operators	7
Steadicam Operator	1
Specialised Mount Fireworks Operators	6
Remote Head Technicians	3
Focus Puller	1
Grips / Racks	5
Camera Assists	2
OB Crew	22

Pre-vis and Real-Time 3D Integration · 3

Three people as specified: on-site editor making overnight changes from on-camera rehearsals, footage then fed into Cue Pilot; Cue Pilot ×2 in the gallery. Supports Emaar's existing creative / pre-vis workflow. Two-engine control of a separate 3D engine is provisional sum PS-01.

ROLE	QTY
On-site Editor	1
Cue Pilot	2

Voice Over · 1

A recognised voice as colour commentator, live on Emaar's YouTube channel.

ROLE	QTY
Colour Commentator (famous voice)	1

4 · CAMERA PLOT AND AERIAL UNIT

Camera plot

Programme coverage is fifteen bodies: long lens, RF handheld, specialised architectural mounts, Steadicam, Flyline, Agito, and Techno 50. Fireworks are six further specialised mounts — dedicated operators, dedicated ISOs.

ID	CAMERA	TYPE	POSITION	FUNCTION
C01	Long Lens A	Long lens	Boulevard south	Talent close-ups, host, and compressed tower hero.
C02	Long Lens B	Long lens	Fountain axis	Fountain performance and mid-tower stacked fireworks.
C03	Long Lens C	Long lens	Lake west	Wide compressed skyline; hold shot for VO and graphics.
C04	RF Handheld A	Handheld RF	Stage / talent	Walk-ups, interviews, and any live performance pocket.
C05	RF Handheld B	Handheld RF	Crowd / boulevard	Audience energy without losing geography.
C06	RF Handheld C	Handheld RF	VIP / arrivals	Client and guest coverage; flex camera for contingencies.
C07	Mount — Burj low	Specialised	Tower base	Architectural up-angle; locked for Cue Pilot tracking.
C08	Mount — Burj mid	Specialised	Adjacent façade	Mid-shaft fireworks and projection mapping.
C09	Mount — Address	Specialised	Address Downtown	Reverse on tower and lake; weather-protected housing.
C10	Mount — Souk	Specialised	Souk Al Bahar	Human-scale plaza with tower in frame.
C11	Techno 50	Motion	Fountain terrace	Sweeping crane over water into tower; remote head.
C12	Flyline	Motion	Boulevard cable run	High travelling shot along the spine of the show.
C13	Agito Sports	Motion	Plaza track	Low, fast tracking for plaza and talent reveals.
C14	Steadicam	Steadicam	Host / floor	Intimate walk-and-talk; countdown pocket.
C15	Mount — Opera reverse	Specialised	Opera plaza	Wide establishing with fountain and tower stacked.
FW1	Fireworks North	Fireworks	Tower north mount	Dedicated ISO. Never reassigned after 22:00.
FW2	Fireworks South	Fireworks	Tower south mount	Opposite face; stereo pair with FW1 for the cut.
FW3	Fireworks East	Fireworks	Tower east mount	Side-on bursts and shell trails.
FW4	Fireworks West	Fireworks	Tower west mount	Side-on pair; protects against a failed north/south.
FW5	Fireworks Lake	Fireworks	Lake wide	Full-height tower plus water reflection.
FW6	Fireworks Ultra	Fireworks	Distant establishing	The postcard. Held under the Director for the sting.

Aerial unit

Three cinema drones sit outside the 21-camera plot. Permits and insurance cover rehearsal day and show day. The live picture is never drone-dependent — FW6 and Long Lens C already hold the postcard.

AIRCRAFT	ROLE
Inspire	High wide aerial. Locked altitude over the lake.

AIRCRAFT	ROLE
Flip	Dynamic close aerial for boulevard and fountain, rehearsal-approved corridors only.
Mavic Pro 4	Agile B-unit and airborne spare.

5 · EQUIPMENT, INFRASTRUCTURE, PRE-VIS AND VOICE

Equipment and infrastructure

Broadcast equipment (1)

- **Local outside broadcast truck.** 4K HDR gallery, vision mixer, EVS, comms, and record. UAE-based unit.
- **21 × 4K cameras** including six dedicated fireworks bodies, matched lenses, and CCU.
- **Media.** Hard drives and storage for ISO, programme, clean/dirty YouTube, and archive.
- **Specialised grip.** Flyline ×1, Agito Sports ×1, Techno 50 ×1 — each with a remote-head technician.
- **Transmission and uplink.** Primary fibre, bonded IP backup, satellite as last mile.

Broadcast equipment (2)

- **Camera drones ×3** — Flip, Inspire, and Mavic Pro 4 — with permits and insurance for two days (rehearsal and show).
- **Cue Pilot equipment.** Tracking, 3D engine, and gallery playout, fed overnight from rehearsal cameras.
- **Logistics, trucking, freight, carnet.** Specialist grip inbound; local trucking for the truck and compound.
- **Expendables.** Batteries, media, weather covers, gaffer, and comms spares.

Broadcast infrastructure (3)

Circle 1 Studios supplies the facilities, power, platforms, workspaces, cabling, commentary positions, and crew access infrastructure. Emaar retains site security and rooftop principle; we design the routes the crew actually walk.

ITEM	SCOPE
OB compound	Hardstand, tents, welfare, security perimeter, producer desks.
Power	Dual generator. UPS on gallery, record, Cue Pilot, and VO booth.
Camera platforms	Scaffold, rooftop ballast, weather housings, fall-arrest.
Workspaces	Overnight edit, graphics, VO booth, production office.
Cabling	SMPTE, fibre, RF, comms — laid, labelled, redundant paths.
Commentary	YouTube colour position with picture, comms, and IFB.

Pre-vis — rehearsal tonight, Cue Pilot in the morning

Three people, as specified: one on-site editor making overnight changes from on-camera rehearsals, footage then fed into Cue Pilot; two Cue Pilot operators in the gallery so the Director can call 3D and tracked graphics as if they were cameras. This cell supports and enhances Emaar's existing creative / pre-vis and Cue Pilot workflow; it does not replace it. If tracking fails, we fall back to straps and lower thirds.

Fill and key from Emaar's real-time 3D engine, if supplied, are taken in the truck. Direct two-engine control — triggering, synchronisation, camera tracking on four cameras, and gallery takes — is provisional sum PS-01 and is not in the firm commercial. The 21-camera programme is not contingent on that engine.

Voice — a famous voice, live on Emaar YouTube

Colour, not commentary in the sports sense. A companion for a global audience through countdown, tower, fountain, and close. The booth is isolated, with picture, script PA, and IFB from the gallery. Talent is a named voice to be agreed with Emaar; the commercial includes an allowance against a signed deal, with an understudy read on standby.

6 · PRODUCTION SCHEDULE

Production programme

PERIOD	PHASE	ACTIVITY
Sep – Oct 2026	Lock	Contract, insurance binders, drone corridor applications, rooftop licences, Cue Pilot survey, camera plot v1 with Emaar creative.
November 2026	Survey	Site survey, power and compound, flyline path, Techno footprint, commentary booth, fibre routes. Pre-vis of fireworks grammar against last year’s ISOs.
1–20 December	Prep	Graphics bible (straps and lower thirds only). VO script skeleton. Crew travel. Carnet and specialist grip inbound.
21–28 December	Build	OB compound, platforms, cabling, camera mounts, drone authorisation flights. Gallery ring-out. Cue Pilot calibration.
29–30 December	Rehearsal	Camera rehearsal against pyrotechnic timeline. Overnight editor feeds Cue Pilot. Full dress including VO, graphics, and YouTube path.
31 December 2026	Show	Crew call afternoon. Line-up, weather desk, drone go/no-go. Live on Emaar YouTube through countdown, tower, fountain, and close.
1–2 January 2027	Strike	De-rig, carnet outbound, show masters to Emaar, insurance close-out, production account.

7 · COMMERCIAL OFFER

Schedule of rates

Total investment (inclusive)	AED 4,994,000
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Equivalent USD 1,359,837 at 3.6725 AED = 1 USD, for reference only. Inclusive of crew, equipment, infrastructure, third-party production fee (10% of below-the-line), insurance and HIE, accounting, office overheads (including weather and overtime allowance), fringes and PH+W. Exclusive of UAE VAT at the prevailing rate. Valid 30 days from the issue date stated on the cover. Direct two-engine integration with Emaar’s real-time 3D engine is not in this number; see provisional sum PS-01.

Basis of estimate. Issue 1.7 is priced on a local UAE rate card. Crew at 2026 Dubai market day rates (operators AED 2,000–5,000; specialised mounts and director above that). 4K outside-broadcast truck hired in-UAE (not a fly-in unit). Specialist grip (Flyline, Agito, Techno 50) imported only where it is not available locally. Voice-over is an allowance against a named talent to be agreed.

7.1 Broadcast direction and crew

CODE	DESCRIPTION	AMOUNT (AED)
C-01	Creative leadership & execution EP/CEO, Head of Production, Co-EP · 14-day engagement	285,000
C-02	Director & gallery producers 17 named roles · 8-day call including rehearsal	495,000
C-03	Broadcast runners 6 runners · compound, camera bases, talent, gallery	42,000
C-04	Specialised camera crew 47 programme specialists · 5-day call	720,000
C-05	Fireworks camera crew 6 specialised mount operators · 4-day call	108,000
C-06	Pre-vis & Cue Pilot team On-site editor + 2 Cue Pilot operators · 12 days	156,000
C-07	Voice over — famous colour commentator Live on Emaar YouTube · rehearsal + show + prep · allowance	185,000
Crew subtotal		AED 1,991,000

7.2 Broadcast equipment (1)

CODE	DESCRIPTION	AMOUNT (AED)
E-01	Local outside broadcast truck 4K HDR gallery, comms, EVS, racks · recce through strike	265,000
E-02	21 × 4K broadcast cameras Including 6 dedicated fireworks bodies, lenses, CCU	580,000
E-03	Media — hard drives & storage	48,000

CODE	DESCRIPTION	AMOUNT (AED)
	ISO record, show master, YouTube clean/dirty, archive	
E-04	Flyline (×1) Cable-cam system along the boulevard spine	98,000
E-05	Agito Sports (×1) Low tracking vehicle for plaza and talent	52,000
E-06	Techno 50 (×1) Crane + remote head on fountain terrace	58,000
E-07	Transmission equipment & uplink Primary fibre, bonded IP backup, satellite contingency	125,000
Equipment 1 subtotal		AED 1,226,000

7.3 Broadcast equipment (2)

CODE	DESCRIPTION	AMOUNT (AED)
E-08	Camera drones ×3 Flip, Inspire, Mavic Pro 4 · permits & insurance × 2 days	88,000
E-09	Cue Pilot equipment Tracking, 3D engine, gallery payout, rehearsal overnight	58,000
E-10	Logistics, trucking, freight, carnet Inbound specialist grip, ATA carnet, local trucking	95,000
E-11	Expendables Batteries, media, weather covers, gaffer, comms spares	35,000
Equipment 2 subtotal		AED 276,000

7.4 Broadcast infrastructure (3)

CODE	DESCRIPTION	AMOUNT (AED)
I-01	OB compound facilities Hardstand, tents, furniture, security perimeter, welfare	110,000
I-02	Power Dual generator, UPS on gallery and record, distribution	62,000
I-03	Camera platforms Scaffold, rooftop ballast, weather housings, safety	82,000
I-04	Broadcast workspaces Producer desks, edit overnight, graphics, VO booth	42,000
I-05	Cabling SMPTE, fibre, RF, comms — laid, labelled, redundant	78,000
I-06	Commentary positions YouTube colour booth with picture, comms, and IFB	25,000

CODE	DESCRIPTION	AMOUNT (AED)
I-07	Crew access infrastructure Passes, routes, night movement, medical access lanes	32,000
Infrastructure subtotal		AED 431,000

7.5 Production fees (third party)

CODE	DESCRIPTION	AMOUNT (AED)
F-01	Production fee 10% of below-the-line on the delivered show	395,000
F-02	Insurance + HIE Production, equipment, drone, public liability, HIE	165,000
F-03	Accounting fees Show accounting, payroll processing, audit pack	28,000
F-04	Office overheads Dubai production office, comms, local admin, weather and overtime allowance	312,000
F-05	Fringes + PH+W Pension, holiday, welfare on employed crew	170,000
Fees subtotal		AED 1,070,000

Grand total (firm)

AED 4,994,000

7.6 Provisional sum — not in the total

Until a two-engine interface is confirmed, Cue Pilot is the live 3D path, with fill and key taken in the truck. PS-01 is invoked in writing, or if two-engine control is required on site.

CODE	DESCRIPTION	AMOUNT (AED)
PS-01	Real-time 3D two-engine integration Trigger, synchronisation, tracking on four cameras, and control between Cue Pilot and Emaar's real-time 3D engine. Engine, content and operator remain Emaar / Emaar's vendor. Not required for the 21-camera live path.	240,000
Provisional sum (if invoked)		AED 240,000

If invoked, the offer becomes **AED 5,234,000** exclusive of VAT. Until then the firm total remains **AED 4,994,000**.

7.7 Payment terms

The following payment structure is proposed.

MILESTONE	PERCENTAGE	AMOUNT (AED)
Contract / PO Award	30%	1,498,200

MILESTONE	PERCENTAGE	AMOUNT (AED)
60 days prior to event (1 November 2026)	30%	1,498,200
15 days prior to event (16 December 2026)	25%	1,248,500
Completion of live event (31 December 2026)	15%	749,100
Total of instalments		AED 4,994,000

VAT is additional.

Specialist equipment, talent and supplier commitments will be made subject to the agreed payment schedule and supplier availability.

Invoices in AED against Circle 1 Studios tax invoice. Bank transfer. Bank details on each invoice.

If provisional sum PS-01 is invoked, it is invoiced as a variation on the same milestone percentages; the firm total of instalments remains as above until invoked.

8 · RISK, DELIVERABLES AND ASSUMPTIONS

Insurance, HIE, and operational contingencies

Production fee, insurance and HIE, accounting, office overheads, and fringes plus PH+W are carried in the commercial, not parked as extras.

RISK	MITIGATION
Weather on drones	Two-day permit already covers rehearsal and show. Inspire is the high-wide spare if Flip is grounded. Postcard coverage is also on FW6 and C03 — the show is never drone-dependent.
Fireworks sightline	Six dedicated mounts on four faces plus lake and ultra. A single failed housing does not lose the grammar. Fireworks cell is ring-fenced from 22:00.
Crowd density	RF handhelds and Steadicam work inside a floor-managed pocket. Specialised mounts are above the crowd. Access lanes held with Emaar security from build.
Transmission	Primary fibre from compound. Bonded cellular IP as hot backup. Satellite uplink as last mile. YouTube encode is dual-path.
Cue Pilot / 3D	Cue Pilot and overnight editor are in the firm commercial. Emaar's real-time 3D engine is assumed supplied by Emaar or Emaar's vendor. Direct two-engine integration is provisional sum PS-01 and is not required for the 21-camera live path. Fallback is straps and lower thirds.
Talent / VO	Famous voice is contracted with an understudy read on standby. Booth is isolated; IFB from gallery; script PA on a dedicated circuit.

Deliverables

- Live 4K HDR programme for Emaar's YouTube channel, with colour commentary.
- Clean feed (no graphics) and dirty feed (straps and lower thirds).
- ISO recordings of all 21 cameras plus three drones.
- Show master, recap cut, and archive LTO / hardened drives.
- Cue Pilot session files and overnight rehearsal conforms.
- Production report, as-broadcast camera plot, and insurance close-out.

Assumptions

- Show date is 31 December 2026 (NYE into 2027) at Downtown Dubai.
- Emaar provides site access, rooftop licences in principle, and security liaison.
- Pyrotechnic timeline is issued no later than 10 December for Cue Pilot and camera freeze.
- Famous VO is a named talent to be agreed; fee is an allowance against a signed deal.
- Local OB truck is UAE-based; specialist grip (Flyline, Agito, Techno 50) may travel on carnet.
- Drone operations require GCAA / DCAA approval; Circle 1 Studios leads the application.
- Graphics scope is straps and lower thirds only — no full broadcast package.
- Emaar or Emaar's vendor supplies the real-time 3D engine, content and operator, if used. Circle 1 Studios supplies Cue Pilot, gallery ingest and genlock. Direct two-engine control is provisional sum PS-01 (AED 240,000), invoked only if that interface is required on site. Programme is not contingent on the third-party engine.
- Quote valid 30 days from the issue date. Third-party production fees, insurance, HIE, accounting, overheads, and PH+W are included as specified.

9 · NEXT STEPS AND ACCEPTANCE

Instruction to proceed

Circle 1 Studios proposes a two-hour working session with Emaar creative and production to lock camera plot v1, drone corridors, the voice-over shortlist, and the Cue Pilot survey date. This offer remains valid for 30 days from August 2026. Enquiries: hello@c1.studio.

Subject to contract, acceptance of this proposal by an authorised signatory of Emaar constitutes an instruction to proceed to detailed planning on the terms set out herein. No work shall commence until this document is signed, or a letter of intent is issued, by both parties.

FOR AND ON BEHALF OF Circle 1 Studios Authorised signatory Bobby Singh Position Founder / Creative Director Signature  Date August 2026	ACCEPTED FOR AND ON BEHALF OF Emaar Authorised signatory (name) Position Signature Date
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