BBCNI TELEVISION COMMISSIONING AUTUMN 2014

1. MAKING AN IMPACT
2. DOING BUSINESS WITH THE BBC
BBCNI TELEVISION COMMISSIONING AUTUMN 2014

MAKING AN IMPACT 🎥
limited opportunities in each genre

check the website

content already in development
To Take Away

• Find out about us and our priorities
• Find out about the audience
• Meet and make connections
• Understand the limits and opportunities of the local portfolio
• Find out what everyone else is doing
ABOUT BBC NORTHERN IRELAND

Commissioning

Welcome to BBC Northern Ireland's commissioning website. Our relationship with programme makers is absolutely key to BBC Northern Ireland's success in delivering the programmes that our audiences want and deserve.

These commissioning pages will give you a better understanding of how our commissioning process works. Here you will find useful information, contacts and links across our business and platforms.

What's New
Find out what's happening in BBCNI Commissioning

What We Want
Find out what we are looking for

Who We Are
Find out more about who we are

Delivering the output
A guide to making programme deliveries
DATA AND PROGRAMMES
2013/14
In 2013/14...

**Broadcast Hours**
Originated hours of local opt-out programming

- BBC One: 104 hours
- BBC Two: 135 hours

**Genre Breakdown**
Originated hours on BBC 1 & 2 by Genre

- Sport: 38%
- Factual: 31%
- Current Affairs: 13%
- Drama: 3%
- Comedy / Entertainment: 5%
- Arts: 10%

**Key Programmes**
Key projects supported in 2013/14

<table>
<thead>
<tr>
<th>Programme</th>
<th>Producers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groundbreakers Series, 4 x 30’</td>
<td>DoubleBand, Network Media, Tern TV, Below the Radar</td>
</tr>
<tr>
<td>Jigs and Wigs: The Extreme World of Irish Dancing, 6x 30’</td>
<td>Stirling Productions</td>
</tr>
<tr>
<td>Paisley: Genesis to Revelation, 2 x 60’</td>
<td>EMM Productions</td>
</tr>
<tr>
<td>The Disappeared, 1 x 85’</td>
<td>Erica Starling</td>
</tr>
<tr>
<td>The Nolan Show, 18 x 60’</td>
<td>In house Production</td>
</tr>
<tr>
<td>Five Fables, 5 x 30’</td>
<td>Flickerpix</td>
</tr>
<tr>
<td>One Big Weekend, 1 x 60’</td>
<td>In house Production</td>
</tr>
<tr>
<td>Funny on the Foyle, 1 x 60’</td>
<td>Moondog Productions</td>
</tr>
<tr>
<td>Opry an Luir, 6 x 30’</td>
<td>Big Mountain Productions</td>
</tr>
<tr>
<td>The Music Promise, 6 x 30’</td>
<td>Alleycats</td>
</tr>
</tbody>
</table>

**Indie/In-house Split**
[In-house Guarantee in Northern Ireland = 60%]

- In-house: 61%
- Indie: 39%
Funding – the planetary version

BBC Funds

BBC 1

CBBC

BBC NI

Cbeebies

BBC Wales

BBC Scotland

BBC 4

BBC Alba

Rest of Ireland

RTE 1

TG4

RTE 2

Channel 4

STV

Sky

UKTV
In 2013/14...

- The Disappeared
- Farm Fixer Revisited
- Farm Fixer
- Music City
- Getaways
- Jackie’s Golden Moments
- Travelling Picture Show
- Six Degrees
- Danny Boy: The Ballad That Bewitched the World
- Maiden City Voyage
- Bright Brand New Day
- The Fleadh
- Return of Colmcille
- Break for the Border
- The Far Side of Revenge
- Blame Game
- Funny on the Foyle
- Belfast City: Mud, Sweat and 400 Years
- Watch Over me
- Paisley: Genesis to Revelation
- Barristers
- David Meade: Crowd Control

- Thatcher and the IRA
- Michael Smiley: Something to Write Home About
- City of Faith
- Giro d’Italia
- Jigs & Wigs
- Monumental
- The Arts Show
- Arts Show in Conversation
- Children in Need
- Pipe Band Championships
- The Twelfth
- Children in Need
- The Proms
- Queen’s Baton Relay in NI
- Ulster Rugby
- Irish Cup Final
- The Championship
- Cookstown 100
- North West 200
- Ulster Grand Prix
- Ceasefire
- Buses on the Frontline
In 2013/14…

- The Miraculous Tales of Mickey McGuigan
- The Wall
- Summer on Rathlin
- The Scoop
- The Life and Times of Master Hamilton
- Run, Grandad, Run
- Minding Our Manors
- Children’s Hospice
- The Last Minyan
In 2013/14…

**Ulster-Scots**

- Santer
- The Santer Session
- Tim McGarry’s Ulster Scots Journey
- Five Fables
- Stumpy’s Brae
- The Gaitherin
- Groundbreakers: The Extraordinary Life of Castlereagh
- Groundbreakers: Amy Carmichael
- Groundbreakers: The Man Who Shrank the World
- Groundbreakers: Ulster’s Forgotten Radical, Isabella Todd
In 2013/14...

Irish Language

- Opry an lúir
- Bí ar an Eolas
- I Lár Aonaigh
- It’s A Blas
- Féilte is Fleadh
- Athchuairt ar Translations
- Taisce Shean Uladh
- Scúp, Series Two
- Filíocht Anois
- Imirce
- Amhrán an Fhir Bháin
- Aistear na nGael
- Ar Bhealach na Gaeltachta
### Nations to Network

#### 2013/14

<table>
<thead>
<tr>
<th>Title</th>
<th>Duration</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dive WW1: Our Secret History, 2 x 60’</strong></td>
<td></td>
<td>(Network Uplift BBC2)</td>
</tr>
<tr>
<td><strong>Jigs and Wigs: The Extreme World of Irish Dancing, 6 x 30’</strong></td>
<td></td>
<td>(Network Uplift BBC4)</td>
</tr>
<tr>
<td><strong>The Man Who Shrank the World, 1 x 30’</strong></td>
<td></td>
<td>(Network Uplift BBC4)</td>
</tr>
<tr>
<td><strong>Return to Colmcille, 1 x 60’</strong></td>
<td></td>
<td>(Network Uplift BBC4)</td>
</tr>
<tr>
<td><strong>The Disappeared, 1 x 90’</strong></td>
<td></td>
<td>(Co-commission with BBC4)</td>
</tr>
<tr>
<td><strong>Music City / Hit the Stage, 6 x 30’</strong></td>
<td></td>
<td>(Co-commission with CBBC)</td>
</tr>
</tbody>
</table>

#### 2014/15

<table>
<thead>
<tr>
<th>Title</th>
<th>Duration</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ceasefire: Who Won the War? 1 x 60’</strong></td>
<td></td>
<td>(Co-commission with BBC2)</td>
</tr>
<tr>
<td><strong>Digging for Ireland, 1 x 60’</strong></td>
<td></td>
<td>(Co-commission with BBC4)</td>
</tr>
<tr>
<td><strong>Being James Galway , 1 x 60’</strong></td>
<td></td>
<td>(Co-commission with BBC4)</td>
</tr>
<tr>
<td><strong>Ninja Karts, 1 x 30’</strong></td>
<td></td>
<td>(Aspiration for CBBC)</td>
</tr>
<tr>
<td><strong>Ireland Journeys with Martha Kearney, 4 x 30’</strong></td>
<td></td>
<td>(Co-commission with BBC4)</td>
</tr>
<tr>
<td><strong>Major Champions, 1 x 60’</strong></td>
<td></td>
<td>(Network Uplift BBC Sport – BBC2)</td>
</tr>
<tr>
<td><strong>History of Irish Rock, 1 x 60’</strong></td>
<td></td>
<td>(Co-commission with BBC4)</td>
</tr>
<tr>
<td><strong>Then Sings My Soul, 3x 30’</strong></td>
<td></td>
<td>(Aspiration for Network Uplift on BBC4)</td>
</tr>
</tbody>
</table>

#### 2015/16 and 2016/17

<table>
<thead>
<tr>
<th>Title</th>
<th>Duration</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Loughinisland, 1 x 60’</strong></td>
<td></td>
<td>(Co-pro with Storyville, BBC4)</td>
</tr>
<tr>
<td><strong>Ireland: Wild Edge of the World, 2 x 60’</strong></td>
<td></td>
<td>(Co-pro with BBC2)</td>
</tr>
</tbody>
</table>
AUDIENCE DETAIL
2013/14
Audiences in NI have a less favourable general impression of the BBC overall (mean score difference vs UK mean score)

And they watch fewer BBC Network TV programmes (% point difference in share vs UK average)
% Share gap with network remains wide. While some high profile network TV programmes deliver audience impact in NI, for example (*EastEnders, Holby City*), other highly successful network programmes do not resonate in Northern Ireland, for example (*Doctor Who*). Positive portrayal and resonance can close the gaps. The performance of resonant network programmes like *The Fall, Mrs Brown’s Boys* and *The Voice* (strong NI representation last year) alongside strong local opting can impact significantly on BBC One and Two share gaps.

**NI Opt programmes in every genre close the share gap when they are available.**
We segment the NI audience and track which groups consume and get value from our content.
Different programmes and genres delivering wide reach

Programmes driving unique reach in January 2014

Total programme reach - 810,000

Series reach of 280,000
34% of audience came in for no other opts
Different programmes and genres delivering wide reach

Programmes driving unique reach in February 2014

Total programme reach - 847,000

Series reach of 410,000

30% of audience came in for no other opts
Different programmes and genres delivering wide reach

Programmes driving unique reach in April 2014

Total programme reach - 670,000

Programme reach of 156,000
43% of audience came in for no other opts
Different programmes and genres delivering wide reach

City of Faith

In June the series reached 230,000
33% of audience came in for no other opts

More niche/limited reach programming can deliver unique audiences

Five Fables

In March the series reached 50,000 23 %
of audience came in for no other opts
PRIORITIES
Commissioning Priorities

Understanding, Revealing and Investigating our Past

Celebrating and Showcasing Creativity

Finding Fresh Perspectives and Stories about Contemporary NI

Creating and Supporting Events that Bring People Together

Diversifying Output to Reach Under-Served Audiences
Understanding ‘Underserved’ Audiences

With the exception of black, Asian and minority ethnic audiences, Northern Ireland has higher proportions of underserved audiences than the UK average. Almost one third of the NI audience is classified in socio-economic group DE compared to just over one quarter in rest of the UK.
• True North
• Landmark / Seasons / Clusters
• Documentaries / Ob Docs
• 7.30pm Series Ideas
• Talent-led Ideas
• Comedy / Entertainment
• Ulster-Scots Related
• Irish Language Content
limited opportunities in each genre

check the website

current content already in development
MAKING AN IMPACT: WHAT’S WORKING WELL
TRUE NORTH

PROJECTS OF SCALE AND AMBITION

COMEDY

TALENT

NEW FUNDING MODELS
Themes

**IMPACT**
- The Miraculous Tales
- Another Day

**GRITTY**
- The Wall
- Project Children
- More Than A Flag

**CHARACTER-LED**
- Minding Our Manors
- Life and Times of Master Hamilton

**SUPER-LOCAL**
- Summer On Rathlin
- I Love Larne

**HYPER-UNUSUAL**
- Run Grandad Run
- Ninja Karts

**UPLIFTING**
- The Joys of Sets
- Wonder Women
PROJECTS OF SCALE AND AMBITION
Projects of Scale and Ambition

• Creates trust in the BBC – feels special
• The audience can be part of something bigger
• Building on our City of Culture learnings
• Widens audience appeal over time
• Seasons and Clusters can help
• Linked to other genre, content and partners
Big Ideas

• Projects must have international finance to qualify
• We are looking for either a 1 x 90’ or 1 x 60’
• We want documentaries that foreground the Northern Ireland talent for storytelling and that use the raw material of real life
• We want stories that explore issues relevant to an international audience but that are rooted in and exemplified by characters from Northern Ireland
• We want docs that have the potential to create a wider cultural/creative dividend
• We want to create projects that warrant inclusion in NI’s film archive
• The BBC and NI Screen will collaborate where appropriate.
Character-led, non-Troubles, NI-related 1 x 60 doc.

Looking for universal themes: Stories We Tell, Sarah Polley

Exceptional stories: Waveriders; Road, Werner Herzog & Grizzly Man

Global interest/resonance: My Brother, The Islamicist, Bowling for Columbine, Man on Wire

Festival potential & wider creative dividends: The Disappeared.
COMEDY
TV series
Radio series
Call for Comedy
TV series
Call for Comedy 2013/14 results

- 25 x Proposals
- 6 x Shortlisted
- 3 x Funded scripts
- 2 x Radio pilots
- 1 x Funded read-through
- 1 x Radio series: Number 2’s
- 1 x TV sitcom
- Comedy Showcase with RTE, BBCNI and BBC Network
Call for Comedy 2015/16

• Joint initiative
• Radio Ulster first
• Scripted comedy
• Distinctive & different
• Still targeting mainstream
• Character-led
• Contemporary themes
• One big idea
• Tell us: why now?

Deadline for submissions of 1 x radio script & outline: Jan 15 2015
TALENT
NEW FUNDING MODELS
New Funding and Production Models

• More partners and more complex funding plans
• BBC Network, TG4, RTE, IFB, ILBF, USBF, Discovery, BBC Worldwide and distributors
• Advantages and disadvantages
• Allows scale eg. *Road*
• More projects with RTE
• Are there other useful alliances that make editorial sense?
COMING UP
PROGRAMMES IN 2014-2015
Commissioned
January – September 2014

- Find Me A Family (*Erica Starling*)
- HMS Caroline (*360 Production*)
- Ireland: Wild Edge of the World (*Crossing the Line*)
- Nurses on the Frontline (*Doubleband Films/Chistera*)
- Michael Smiley: Something to Ride Home About, Series 2 (*Green Inc*)
- Getaways, Series 7 and 8 (*Waddell Media*)
- For the Love of Garth (*In House Production*)
- Great Gardens (*Waddell Media*)
- The Nolan Show (*In House Production*)
- Cars: Life on the Lot (*Erica Starling*)
- Riverland (*In House Production*)
- Walk The Line (*In House Production*)
- The Arts Show (*In House Production*)
- Then Sings My Soul (*Erica Starling*)
- Number 2s (*Hole in the Wall Gang*)
- Loughinisland (*Finepoint Films*)
- Bangor Monk / The Man Who Saved Europe (*Clean Slate*)
- The Proms 2014 (*In House Events*)
Commissioned
January – September 2014

- True North: More Than A Flag (Doubleband Films)
- True North: Transfer Test (In House Production)
- True North: Wonder Women (Tern TV)
- True North: Keeping ‘Er Country (Alleycats)
- True North: Ninja Karts (Erica Starling)
- True North: Clogher Mart (In House Production)
- True North: Salon Tales (In House Production)
- True North: Whistleblowers (In House Production)
- Willie John McBride (In House Production)
- Real Lives Reunited NI (In House Production)
- Crossmaglen (In House Production)
Greenlit
August - September 2014

• Jigs and Wigs, series 2 (Stirling Productions)
• True North: King of the Rooftops (In House Productions)
• True North: Project Children (Alleycats)
• Brave New World – Canada (Doubleband Films)
• Minding Our Language (Hole in the Wall Gang)
• Groundbreakers: Mary Ann McCracken (Below the Radar)
• Groundbreakers: William Tennent (Doubleband Films)
Commissioning Insights

- Taster?
- Why now?
- Test in development
- Love the idea then nurture it
Commissioning Insights

Love the idea then nurture it
New Entrants

READ

WATCH

SHARE
BBCNI TELEVISION COMMISSIONING

Susan Lovell
September 2014
COMING UP