Commissioning Briefing

1. Best Practice Workshop

Break

2. Commissioning Priorities & True North
Best Practice

Justin Binding - Commissioning Executive

<table>
<thead>
<tr>
<th>Kathleen Magee</th>
<th>Clive Jones</th>
<th>Paul Brolly</th>
<th>Kevin McCauley</th>
<th>Annlaug McKevney</th>
<th>David Rowney</th>
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<tbody>
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<td>Business Affairs Manager</td>
<td>Media Technology Manager</td>
<td>Creative Marketing Manager</td>
<td>Lead Press Officer</td>
<td>Multi-Platform AP</td>
<td>Social Media AP</td>
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bbc.co.uk/mediacentre
The photographs you provide are syndicated to a wide range of locations and are of great benefit to the programme.
The use of episodic photographs is essential - not least because they have more impact, but also because it is easier for the audience to navigate via images.

If your programme is presenter led, try and have the presenter in the shot.
Programme Pages

- They appear 7 days before TX & are a permanent record of every programme online.
- Programme pages are accessed through PCs, Wii, tablets, PlayStation, iPhones and Android.
- They enable you to add extra content & information whilst delivering the audience a deeper, more involved experience of our output.

What you can add:
- A single programme clip is a standard deliverable for every commissioned episode
- Offcut clips / behind the scenes interviews
- Behind the scenes photos
- Hi-Res photos for a gallery
- Cast / comedians/presenter biographies
- TV Blog / article
• Choose clips that will work well as legacy content

• Avoid pre-title sequences that leave the audience hanging: ‘Tonight we’re going to…’

• Choose a real segment of the programme, rather than what’s ‘coming up’ (which is of no use when the programme comes off iPlayer).

• Clips should be chosen during the natural course of production.
• Clips need to be delivered at least 10 days before TX with compliance forms
• Clips will be tweeted from our BBC channel twitter accounts
  • Clips will also be published on YouTube
• Clip formats: www.bbc.co.uk/ni/commissioning
Clips that work well on YouTube
Live tweeting and updating Facebook during TX

#DMMB
K Porter @KarlGPorter
I wish I was in @derry2013 tonight for the #sonsanddaughters gig but listening live from Finland via @bbcadiouster thanks guys #derry
20 Jan 2013 19:20 on Twitter

Ciarán Roddy @CiaranRoddy
Never realised Neil Hannon was from Derry. This guy's awesome! #CityofCulture
20 Jan 2013 20:36 on Twitter

SOAK @Soakofficial
Just met Nadine coyle, nice woman.
20 Jan 2013 17:17 on Twitter

Speaking of Ridiculous Songs
Father Ted | My Lovely Horse | Channel 4
The dream video of Ted and Dougal's nightmare song... | Watch Father Ted FREE on 4oD
www.channel4.com Buy on DVD www.play.com
Visit the o...
youtube.com

Chris Loonytoon @loonytoon1982
Loving that someone shouted out for Neil Hannon to sing My Lovely Horse! #Derry #SonsandDaughters
20 Jan 2013 20:34 on Twitter
Think about what people are going to talk about, and upload it.

Almost 6000 tweets during tx and 1/3 were about the Haim’s bassist.
Commissioning

• There is a commission process for any social media account that relates to a BBC programme.

• We have channel accounts that will promote and tweet content for you.

• Twitter Q&A’s, Live Blogs and interaction can be run from these accounts

• Contact David Rowney early before Production
Contacts

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Commissioning Priorities

Susan Lovell
Head of Television Commissioning
New Commissions

Farm Fixer with Nick Hewer, Waddell Media
Getaways 2014, Waddell Media
Extreme Irish Dancing, Stirling Productions
Meet the Neighbours, In House Production
The Last Huntsman, Erica Starling
Ireland and the Iron Lady, Below the Radar
The Arts Show, In House Production
The Arts Show in Conversation, In House Production
The Disappeared, Erica Starling
Derry: Who Cares About Culture?, Tern Television
Treasures of Ireland, Doubleband Films
Farm Fixer Revisited, Waddell Media
Michael Smiley: Back in the Saddle, Green Inc
Five Go To Big School, Tyrone Productions
The Man Who Shot The Great War, Doubleband Films
I Love Larne, Erica Starling
Children’s Hospice, Waddell Media
Another Day, Erica Starling
Above Par, Imagine Media
Bright Brand New Day, Imagine Media/Island TV
Ireland’s Great War, 360 Production
The Nolan Show, In House Production
Rathlin Island: Liquid Gold, Notasuch Films
Above Par, Imagine Media
Find Me A Child, Erica Starling
Far Side of Revenge, Besom Productions
Bookseller of Belfast, Dumbworld Productions
Ulster-Scots projects supported by BBC N I

Brave New World, Doubleband Films
Stumpy’s Brae, Six Mile Hill Productions
Homelands, Tern Television
Santer, Barking Films
One Man and His Car, Doubleband Films
Irish Language projects supported by BBC NI

Things You Need to Know, 360 Production
Hunting the Hound, Below the Radar
Ar Bhealach na Gaeltachta, Imagine Media
O pry an Iúir, Big Mountain Productions
Imirce, Clean Slate
In Development

We also have a number of stories and subjects in creative or stage two development. These are:

- Real religion
- Prisons
- The Census/population change
- Trauma
- Education
- Cancer

- WW1
- Reconciliation
- Culture
- Autism
- Mental Health Unit
Available to Commission in 2014/15
108 Hours

Forecast of Commissioning Output for 2014/15

- In-House: 33.54%
- Independent: 66.46%
What we need - Indies

We briefed in February and have shortlisted a range of ideas for 14/15 in the following areas:

- **Landmark Factual** - 5 slots, 15 on the shortlist
- **True North** - 7 slots, 15 on the shortlist
- **Fact Ent series** for 7.30pm - 1 or 2 series
- **Call for Comedy** - now closed; 25 proposals & 6 shortlisted ideas

Decisions pending on these, final green lights by end of June. Still - just - time to submit your ideas.
Contemporary topical affairs themes

BBCNI television output has a unique role to play in telling the stories of the present and the recent past in Northern Ireland.

We want to encourage more vigorous creative dialogue around difficult subject areas: contemporary, gritty factual content and topical affairs themes approached from a documentary standpoint. **14 Days, Bloody Friday** and **The Long Walk: Bomb Squad Men** all fall into this category. Troubles-related themes are important, but we also want to hear about other areas of life: **Dying for a Drink** and **The Turbulent Priest** are two examples. We are interested in enduring themes, as well as topical ones.
From September 2013 (with a view to tx from September 2014), we will brief for contemporary topical affairs themes - up to 5 x 60' documents made up of a range of landmark documentaries.

We want to increase the range, ambition and number of topical affairs-related documentaries in our schedule.

**Timetable**
- Brief: May/September 2013
- Deadline: late September 2013
- Development/shortlisting: September-December 2013
- Commissioning: by February 2014
Other Current Priorities

Big Projects
For 2014 and beyond.
What can we do that will have scale and impact?

Emotional Connection
In docs, history, True North and series.
Contrast the setting with the warmth you feel for the characters.

New Presenters
Who have something to say.
Please join us...

Two Commissioning Briefing sessions for your diary:

**What does the Census tell us about who we are?**
Briefing to take place in June – date to be confirmed
Register your interest with linda.mccarter@bbc.co.uk

**What are BBCNI’s Commissioning Priorities?**
12/13th Sept briefing – at Belfast Media Festival/CultureTech in Londonderry~Derry.
True North

Sinead Flynn
Brand Marketing Manager
True North brand proposition – what makes it distinctive?

- True North is a series of fresh, new, revelatory, single documentaries from BBC Northern Ireland. In this strand extraordinary stories are told by ordinary people. True North speaks of something fresh, about contemporary life here, stories are told through a personal lens.

- True North stories will always be uniquely personal and individual. Stories that will not necessarily be widely known or elements of well-known stories which have never been told before. They will nonetheless have broad appeal because the target audience will be able to relate to the universal themes within them.

- With True North, you get stories that will engage and expand the mind.
True North brand proposition – target audience?

LATENT DEMAND:
• This group is very diverse and is younger than our core at 25-44 years. Latent Demand group are less loyal to any one particular channel and instead track down and follow great content wherever it might be scheduled. They are also more likely to timeshift content (recording on PVRs or catching up via on demand services like iPlayer)

• ABC1 Latent Demand group consume a lot less TV overall, making them a very difficult group to promote our content to via this platform.

• C2DE Latent Demand group consume similar levels to Core C2DE but are much less loyal to any channel, again making them a difficult group to connect with via BBC NI platforms.

• Our core audience love ultra-localness. For latent demand it’s much less about localness (in fact parochial matters can turn them right off); the strengths that True North will use to appeal to this group are contemporary tone, risk-taking, wider appeal with universal themes and the thought-provoking questions the content may pose.
Thank You & Any Questions?

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