



5 live: Network Imaging Package 2016

5 live is opening a commission round for a new network imaging package in 2016.

The Station:

5 live is the home of breaking news and the best live sport. We deliver informed, topical national debate to around 6 million listeners every week. The station aims to set the national agenda on big news stories through the ownership of key issues and we put the audience at the heart of everything we do. Our world-class sports coverage and commentaries also continue to bring nation-uniting moments to life.

5 live has a world class reputation for its news output, whether in the form of live breaking news; ground-breaking journalism or agenda setting series and documentaries. The station is proud of its rich heritage in this area and continues to push the boundaries of broadcast journalism on a daily basis, from broadcasting a live heart transplant and being airborne with the Hurricane Hunter storm planes in Miami, to being live on ground from Tunisia, Nepal and Paris as the disasters unfolded. In a typical week we cover over 200 different news stories from across the UK with 'real people' very much at the centre of the action. Business, politics, health, crime, international news and lifestyle are key themes in our output and we have an open and honest relationship with our audience about the issues that affect their lives.

In the last twelve months the station has also covered 51 different sports. While football, rugby, cricket and tennis are core staples of our live commentary content, 5 live is always at the heart of the action at all the major sporting events around the globe. In 2016 5 live will be the home of the Euro Football Championships; the Rio 2016 Olympics, Wimbledon, the Ryder Cup, 6 Nations and with over 120 live games this season, the Premier League.

As well as news and sport, 5 live has a range of entertainment programmes that give the output warmth, character and a sense of humour. The Danny Baker Show and Fighting Talk start Saturday mornings off with a smile while Kermode & Mayo's Film Review on Fridays and provides an expert insight into the worlds of movies.

5 live is a place where people come together; a place to belong, to reason, to explore and to be inspired. 5 live connects the people of the UK every day to the fast moving world that we live in. Life's extraordinary and with us, our listeners will understand it, live it and feel it.

Core values at heart of the station include:

- *News reputation & relevance*
- *Being the best for breaking news*
- *Being the home of informed & topical debate*
- *Bringing the biggest nation-uniting moments to the UK*

Current Positioning:

The station's current jingle package and sonic logo have been on air for 5 years and have helped provide a consistent sound during the station's relocation from London to Salford in 2012. 5 live's strapline is 'First for Breaking News and the Best Live Sport' and we use a male and female voice-over in our brand imaging combined with presenter voices on trails.

Brief:

5 live would like to introduce a new jingle package in the summer of 2016. We're looking for a fresh new sound for the station that compliments the range of news, sport and entertainment programmes that form the schedule. The new package should reflect the station's broad range of content and work across all the genres of output.

We are looking for an authentic, ambitious and attention-grabbing package that will cut through on medium wave and digital platforms. The package should reflect the emotion, energy and honesty that is evident in our output and have warmth and personality. While we are essentially a talk station on AM our digital short-form content is attracting record-breaking numbers and illustrates our ambitions to lead the way in the digital revolution. We are looking for an instrumental package only, not a sung logo.

The final deliverables would include:

- 60" Top of Hour sequence bed
- Open-ended menu bed
- Resolving sting/tag
- Weather & travel bed
- 8 x different IDs, different mixes with varying durations up to 20"
- Library of various sport/genre beds

The contract should also include an agreed number of 'refreshes' through the year.

Cost & Rights:

The package will be on an 'all rights' basis – allowing the BBC to fully own the package in perpetuity and exclusively. The composer will retain their composer rights and BBC Worldwide, on behalf of the BBC, will take its full available share of publishing rights (i.e. Rights split 50% to Composer: 50% to BBCW).

There is no payment for demo delivery but all rights to demo material remain with you and no material will be used by the BBC unless commissioned. Please ensure your work doesn't contain any non-cleared samples and is all original composition.

Application process:

Applications to be considered in the tender process must take the following form:

- An audio demo of your suggested package with a variety of cuts and treatments
- A brief written synopsis of the thinking behind your application.
- Details of your proposed deliverables (number of cuts/refreshers etc.)

Applications should be sent to the Commissioning Editor: Richard.Maddock@bbc.co.uk

Timetable:

- Round Opens 02.11.15
- Deadline for demo entries 01.02.16 @ 12 noon
- Shortlist announced 08.02.16
- Shortlist presentations w/c 15.02.16
- Decision awarded 19.02.16
- Final core package to be delivered May 2016
- Package to go on air late summer 2016

Many Thanks.

Richard Maddock
Commissioning Editor
5 live / 5 live sports extra