

## **CBeebies Radio Commission**

### **Format :**

10 X 10 minute character led soft learning sound based entertainment pieces.

### **Target Age:**

Pre School audience up to age 6.

CBeebies Radio is looking to introduce/develop a strong character led audio offering. Content should entertain and engage with children and offer a soft learning opportunity that explores sounds and environments that would appeal to both our target audience and their carers.

Producers should also provide ideas to develop a genuine interactive experience which exploits the opportunity to help develop children's listening skills via the CBeebies website and radio player.

Thought should also be given to how and when content might be consumed other than sitting in front of or nearby a computer screen.

Content should be self contained and will be broadcast via the CBeebies Radio Player and across the CBeebies website.

The content will be licensed to the BBC on an exclusive basis for use on all BBC public services including podcasts.

It is expected that content would be ready for delivery by February 2012.

£1.400 X 10 episodes: £14.000

Proposals should be submitted via e-commissioning. **\*Please note in the title that you are submitting for the 'Radio Online brief'**

Commissioning Round closing date: Friday 9<sup>th</sup> December 2011

Indies will be notified of decisions the week of 16<sup>th</sup> December 2011