



## Audio & Music Interactive commissioning process for work to be undertaken by external companies

There are three routes by which Audio & Music Interactive (A&MI) commissions work from external companies.

1. Speculative proposals
2. Proposals from an Indie related to a programme they already produce for a BBC Audio & Music
3. Specific projects identified by A&MI

A&MI will only use external companies which are listed on the FM&T Approved Supplier List. Information about the list, and how to apply to be considered for it, can be found at: <http://www.bbc.co.uk/commissioning/radio/network/interactive.shtml>

### 1. Speculative proposals

- 1.1. The vast majority of our commissions will be made via routes 2 and 3 above. However, we do accept appropriate speculative submissions.
- 1.2. Proposals should be sent to Vibha Nigam [vibha.nigam@bbc.co.uk](mailto:vibha.nigam@bbc.co.uk) who is responsible for A&MI's Indie commissioning and project delivery teams. Vibha will then liaise with the relevant Interactive Editor and will either contact you to provide feedback or to confirm interest.
- 1.3. Please ensure that you read all our commissioning information at <http://www.bbc.co.uk/commissioning/radio/network/interactive.shtml> carefully before submitting speculative proposal.

### 2. Proposals from an Indie related to a programme they already produce for BBC Audio & Music

- 2.1. The assumption is that radio independents will supply a basic level of interactive content as defined by terms of trade.
- 2.2. A&MI may commission additional interactive content where we feel it is compelling and meets our strategic objectives.
- 2.3. Ideas should be sent to Vibha Nigam [vibha.nigam@bbc.co.uk](mailto:vibha.nigam@bbc.co.uk). Vibha will then liaise with the relevant Interactive Editor and will either contact you to provide feedback or to confirm interest.
- 2.4. Changes have also been made to RAP (the commissioning system used by many of the Radio Networks) to include the commissioning of interactive content.
- 2.5. The independent company that makes a radio programme has the first opportunity to undertake related interactive content work, provided the BBC is satisfied that the proposal is appropriate both editorially and technically, that the proposal meets all BBC Guidelines, is value for money and can be delivered satisfactorily by the Indie proposing the interactive solution.

- 2.6. If a company does not meet the BBC's requirements under 2.5 then the BBC may propose another company with the necessary skills to deliver the interactive element of the commission.
- 2.7. The deliverables and budget will be negotiated by the relevant Network Interactive Editor with the Indie. There may be a separate new media agreement to cover the interactive work.

### 3. Specific projects identified by A&MI

- 3.1. This route is used when a project is identified by A&MI as needing to be delivered by an external company. The basis upon which we will make this assessment will continually evolve and includes accessing skills not held in-house and increasing capacity.
- 3.2. A&MI has developed a detailed production process by which all Indie projects are managed. In addition there is a dedicated Project Manager who collaborates with the external company and internal BBC resources to assist with scoping, delivery and final integration of the project into the BBC live environment.
- 3.3. Where a project exceeds a certain budget an Invitation to Tender will be prepared with strict limits on the length of initial expressions of interest that will be considered. This invitation will be sent out specifically to identify external companies who are considered appropriate to the project's requirements. These companies will be identified from: information contained in the Approved Supplier List, our own experience and discussions with other areas of the BBC; and the vendor manager.
- 3.4. An evaluating team will be set up to assess the submissions.
- 3.5. Criteria will be identified in the Invitation to Tender upon which submissions will be assessed. These will vary depending on the project but are likely to include relevant editorial, technical, project management and design expertise, where appropriate, and previous experience of similar projects.
- 3.6. A shortlist may be prepared by the evaluating team from Invitation to Tender information, and those companies will be invited to pitch to the team.
- 3.7. The specifics as to information required, pitching process, timetable etc. will depend on the project and will be communicated as part of the Invitation to Tender. We will aim to keep the complexity of the pitching process in proportion to the size and complexity of the project.