



CBBC Commissioning Briefs – Autumn 2009

CBBC cemented its success earlier in 2009 by winning both a BAFTA and a BROADCAST award for channel of the year – a true testament to all the great content our brand offers children aged 6-12. We continue to reach more children than any other dedicated children's channel in the UK and are committed to providing innovative multiplatform experiences. As the new commissioner of CBBC I am looking forward to welcoming your responses to the following briefs. This round we are looking for ideas that challenge the status quo, for new creative approaches and ambitious stories. I am keen to attract top notch talent to our screens and ensure CBBC remains in the hearts and minds of all children, 6-12 in the UK.

N.B: Please see the *Nuts and Bolts* sections for budget, slot and series length information. The budgets are for guidance only and the figures indicate the maximum that may be available per episode.

1. Bring Back Weekend Morning Telly!

Context

In years gone by morning TV used to be the highlight of every child's weekend and they're still watching in their droves – 70% of kids' viewing during weekend mornings is to children's specific content, which is more than at any other time. In response to this demand we want to recreate that *weekend morning feeling* for this new generation. Currently only 34% of children watch telly in the mornings at weekends; how can we draw them in or provide content for them online? Weekend mornings begin on BBC2 and then move across to the CBBC Channel; our audience currently scatters at this switchover - how can we ensure that they are oblivious to the other 30 channels and come straight to CBBC?

Weekends are valuable to our audience; they offer a moment to relax from the structure of the school week, kick back and do what they want to do. Children are expert multi-taskers, with the TV on, DS in hand and increasing web access they have their fingers on the pulse and in a huge number of pies! Our content needs to hold their attention, leave them wanting more and offer their active imaginations the ride of their lives.

Content

Do you remember the days of *Live and Kicking*, *The Big Breakfast*, *Don't forget your toothbrush* and *Noel's House party*? We want an idea on this scale that captures the same sense of glamour and infectious excitement whilst honing in on all the areas our audience love – celebrity, music, slapstick humour and competition. We see live music performance making a comeback via this idea; what shape could this take? This show could potentially play on TV across Saturday and Sunday mornings throughout the year and will host talent to blow your mind. Live elements are key; as is a sense of regionality across the UK. We are not talking about re-creating an old format but more about creating an exciting new brand for 6-12s that will leave them reminiscing in years to come.

We want CBBC to be the weekend destination on terrestrial, digital and online. This idea must think about how audiences can build that weekend feel during the week via the website, growing expectation and ensuring it's on the lips of all children everywhere. We see it being hugely energetic, with loads of elements, ambition and above all being REALLY, REALLY good fun!

Nuts and Bolts:

There are four slots available – covering both Saturday and Sunday mornings.

Each run is 13 x 60' long

TX: September 2010 (13 weeks of Saturday mornings and 13 weeks of Sunday mornings) and the same again in January 2011

We may commission a Saturday morning show and a different show for Sunday mornings. However, there is the potential that one idea could get commissioned for all 4 slots.

TV Tariff: £65k-£72.5k per episode (60')

Interactive: There is ring-fenced interactive funding for this commissioning round; a full budget for the interactive element should be included at the point of submission.

DRAMA:

We are looking to develop Dramas for 2011 / 12 and beyond

SLOTS:

1 x 90' with the ability to TX as 3 x 30'

13 x 30' series

Please note that the budgetary information is for guidance only.

Shortlisted dramas go into a period of development.

2. Real Life Drama

Context

Drama allows CBBC to tackle concepts and issues through the safety of a fictional world. Through drama, children can explore sometimes difficult events and scenarios in an imaginative but recognisable environment, in the company of characters they can relate to. Drama helps our audience understand the world around them, and their place within it.

Runaway and *Dustbin Baby* are good examples of character-led CBBC dramas which explore social reality in an accessible way for our audience.

CBBC wants to offer something unique in this genre. We are looking for a short-run drama set in the real world, and exploring the highs and lows of everyday life for 6-12 year olds.

Content

This drama explores issues around citizenship.

It can be developed as a stand alone 90 minute drama but with the ability to divide into 3 x 30', and could be seen as the beginning of a longer running series.

The springboard could be a cultural or calendar-based event. Crucially it will feature great characters with whom our audience can relate and will be empowering for children between the ages of 6-12.

Humour is really valuable as a way of engaging our audience with issues and events and proposals should address this.

Could this drama live online? We are interested to receive proposals that extend the life of our dramas across platforms in new and inventive ways.

Nuts and Bolts:

For transmission during Christmas week in 2010 it will be a 90' feature with the option of being split into 3 x 30'

TV Tariff: £125k- £250k per episode (30')

Interactive: There is ring-fenced interactive funding for this commissioning round; a full budget for the interactive element should be included at the point of submission.

3. Drama you can't risk missing!

Context

Drama is a favourite amongst our audience and is important to CBBC and its success. We've got some brilliant titles on CBBC including MI High, Tracy Beaker, and The Sarah Jane Adventures and we want to build on this success with a new raft of drama especially for the 6-12 year old audience.

Content

We're looking for powerful, entertaining stories with strong characters and bold central concepts, which inspire the imagination of our audience of 6-12 year olds.

Character and humour, aspiration and escapism are the key components of our most successful children's dramas. We'd love to discover new ways of telling compelling stories, with strong characters and humour (cf Tracy Beaker, MI High) and the aspiration and escapism of The Sarah Jane Adventures.

This show will have a TV proposition but we're also interested in imaginative ways of developing drama online. How can the web build loyalty, deepen characterisation and extend storylines?

CBBC is committed to representing all our audience in all that we do. We're interested in proposals that put diversity at the core of our drama, whether geographically, in casting, or other ways.

We'll need to explore funding models for these slots and therefore it is paramount that we think about commercial solutions to this brief without negating our responsibility to the UK audience. American dramas are often sitcom-based and are hugely aspirational; could CBBC have the UK alternative that still holds global appeal?

Nuts and Bolts

(See notes above)

Series of 13 x 30'

TV Tariff: £150k-£200k per episode (30')

Interactive: There is ring fenced interactive funding for this commissioning round; a full budget for the interactive element should be included at the point of submission.

N.B SUNDAY SERIAL DRAMA

Sunday afternoons on BBC One offer us a rare but big opportunity to bring children's drama to a family audience and to engage and inspire them with stories that are escapist or feel good.

Dramas in this slot have ranged from serials such as 'Johnny and the Bomb' to one-off features such as 'Dustbin Baby'.

This slot is now commissioned for the next few years, so we are not actively looking for family dramas in this commissioning round, but will be in the future.