



CBeebies Radio Commissioning Briefs - October 2008

We are open to submissions from independent suppliers for the following briefs.

The closing date for all ideas 3 November 2008

Slots

Two slots are available.

Overview

We are looking for a comedy drama series that will appeal to both boys and girls, aged 4-6 years.

The audience

This age group actively seek out comedy and laughs. They love silliness – it strikes a chord because their verbal skills and reasoning skills are still developing. They are looking for simple, silly, high jinks. They prefer characters that feel real and whose behaviour appears instinctive, not fake or contrived. They also love the unexpected, things that happen out of the blue or behaviour you wouldn't expect from a certain person. It should feel physically rooted in the real world so that they can relate to it.

Content that does this well

Charlie & Lola and *Pinky Dinky Doo* – in both series the characters solve problems together, mostly fantasy, by using humour and logic. They are voiced by children giving them a unique voice, but the key to both series lies in the special relationship shared between two siblings, i.e. Charlie and Lola, and Pinky and Tyler.

Format

We are looking for two series, each 21 x 10 min programmes.

Tariff

£1,000 per episode.