

Interactive Programmes Commissioning Form

Proposals for interactive programmes should be made on this form and submitted to the relevant Television Genre Commissioner alongside the programme proposal

Programme/interactive programme title	
Short description of the interactive service that will sell it to the viewer	
What are the interactive elements for each platform (DSat, DTT, DCable)? How will they be delivered?	<i>(Include video, audio and text elements, specify existing application or new build as appropriate)</i>
If the service is a development proposal for new platforms – which platform(s) is it aimed at (PVR, VOD etc)? What are the interactive elements for each platform?	
Originating production area (Specify if the linear programme is being produced by an Independent or by a BBC production department, please include the name of the independent production company or BBC department and any contact details)	
Channel(s) and commissioning status of linear programme	
Estimated budget of interactive content	

Interactive Programmes Commissioning Form cont...

WHO	
Who is the linear programme aimed at?	
Who is the interactive element aimed at and what insights do we have about them?	

WHY	
Why will this audience use the interactive service? What's in it for them?	
How will viewers know it's available?	

Interactive Programmes Commissioning Form cont...

WHEN	
When is the linear programme on air? (Include dates and timeslots)	
Number of episodes and duration of linear programme	
Number of episodes and duration of interactive service	
When will the viewer want to use the interactive service?	

Interactive Programmes Commissioning Form cont...

WHAT	
What is the core concept of the interactive service? What is the viewer offer?	
What is the personality of the programme?	
What is the personality of the interactive service?	

360° picture	
Are there services proposed on other current platforms (web, mobile, broadband) to accompany the programme? What are the characteristics of these proposals? How will they work alongside the red button proposition?	