



Brief  
2021

COMEDY  
DIGITAL  
ORIGINALS

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## Overview

Comedy is a proven success on social and it's a core part of Channel 4's commissioning strategy. We want to continue to champion the next wave of great comedy talent and innovative ideas across our social and digital platforms. We're looking for low-cost, repeatable formats that can grow and grow into mainstays for us..

## Overview

These digital native ideas will have to work on for C4 and E4's Facebook(3-5 mins), Snap,(3-5 mins), YouTube (8-12 mins) IG (60s), TikTok and/or All4 platforms must fit one (or more) of the categories and fulfil as many criteria as possible.

**Ideas must be approx. 1-2k per minute** and we'll be commissioning anything from single pilots to 6 ep runs depending on the idea.

***Deadline – 4th June 2021***

# WHAT WE'RE LOOKING FOR:

- 1. Growing IP:**  
What characters/worlds can we build can grow and develop with long-running potential (*think Stath*) or in comedy ents what independently watchable formats can we develop that can repeat in high volume?
- 2. Experimental + Risky:**  
We want to see new talent and new ways of delivering comedy beyond just standard short comedy sketches (*Think The B@IT*).
- 3. Challenging With Purpose:**  
How does the idea on things that are going to be important to a young audience (*challenging perceptions, representing unheard voices, covering diversity and inclusion/sustainability, state of the nation*) in a progressive and innovative way?
- 4. Original Comedy Formats:**  
Brilliantly hilarious new format that can run and run with loads of talent that can feature.

# THE CRITERIA

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- 1. Does it poke the audience into action?** The most successful comedy on C4 platforms has always been the comedy that provokes a comment, a share or a tag from our audiences. What relatable moments does this series have that will urge someone to share with a friend? Are they the person that always does X, do you know *this* type of person, do you relate to *this* life moment?
- 2. Instantly Recognisable** – No one can shoot inside cars anymore without thinking of Carpool Karaoke, same with faux documentaries without people thinking of The Office/People Just Do Nothing – what can make this content immediately stand out and be recognised by audiences?
- 3. Nurturing Talent.** Does your content allow us to test exciting new talent making waves already online or does it deliver opportunities for new talent? Could the talent help bring a new audience to C4?
- 4. We want repeatable, scalable, multi-platform format ideas.** Could your idea live beyond one series? Could one shoot give us multiple pieces of content to satisfy different platforms? Could this translate or be repurposed easily to All4? Will it work on the platforms favoured durations (YT – 8-12mins, FB 3-5 mins, Snap 3-5 Mins)?
- 5. Value on Screen.** The formats need to be low cost, high value. We're not looking for advertorial gloss but we are looking for strong editorial. How can we tell great stories without needing 45-strong crews? Ideally we'll be commissioning hero content at 1-2k per minute  
– Value will work in your favour remember.

# AREAS OF INTEREST

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**Experimental** – What would a 2021 Mighty Boosh look like? How can we take characters and comedians that would be too risky, avant garde or unconventional for a prime time linear offering and give them a vehicle to draw cult audiences?

**Pranks** – With our history of Trigger Happy and Fone/Facejacker, how can we rip up the rule book on prank shows? How can we tap into something that is more than the prank mechanic itself to give audiences another layer of interest?

**Music** – We'd love to find a new musical comedy talent, someone that has the comedy chops of Flight of the Conchords but can tap into genres and music areas which haven't been explored yet.

**Comedians in unexpected situations** – Beyond comedians in cars/getting drunk/doing normal person jobs/eating hot wings, what is there that we can do with stand up comedy talent to get the best out of them and even non comedy talent around them?

**Bitesize sitcoms** – Which worlds can we build that speak about modern society in a way that's relatable and refreshing? What areas of society feel ripe for comedy for audiences in 2021 that would be unexpected and surprising?

**Character formats** – Who are the new ground-breaking comedy characters that we can grow and use across different comedy vehicles? Why are we choosing to represent these characters now as opposed to 5 years ago. Are they interviewers, are they stars of something scripted or is it *Curb-style* improv?

*Please send your ideas to: Thomas Pullen on [tpullen@channel4.co.uk](mailto:tpullen@channel4.co.uk) by Friday 4th June 2021.*