



DIGITAL ORIGINAL COMMISSIONING BRIEFING 2022

ENTERTAINMENT | COMEDY | FACTUAL



ENTERTAINMENT
**STRATEGY/
BRIEF 2022**

Digital-first content that is effortlessly, authentically, routed in youth culture with playful mischief at its heart. A core audience focus on 16-24 year-olds, with 13-17 year-olds actively welcomed in. If you're frantically using Urban Dictionary every time your teenager sends you a TikTok, this brief *might* be confusing.



Throw out the traditional telly rulebooks and pitch us content that you know will pop on socials. Entertainment first, genre-fusing, boundary-pushing, properly rogue and, most importantly, authentic, we want ideas that seamlessly scroll in with the very best content from the top Digital Platforms and Creators out there. Our competitors aren't the traditional broadcasters, they're the platform-native innovators already amassing millions of views with their expert, purposefully scrappy content.

The Entertainment strategy is built on commissioning directly to and for young audiences and not worrying about whether older audiences who aren't connected to youth culture have any idea what's going on. We rip up the rulebooks when it comes to formats and want ideas that unashamedly whack you over the head with hit after hit of adrenaline and wet-yourself moments. These digital-first formats are going to speak directly to, and for, young people from diverse backgrounds.

We're incredibly proud of our recent series Secret Sauce with Chunkz, Celebrity Rebrand with Amelia Dimoldenberg, Bling Kings, How To Be a Person and Once Upon a What?! We want to continue to speak to, and serve, the audience we've already built in this space with even more thumb-stopping content.

We love the wet-yourself moments of joy between friends in Does The Shoe Fit?, the simplicity of exploring nuanced relationships in Blue Therapy, the witty genius of Niko Omilana's stunts, the brazenness of Sidemen and the sheer joy of watching Nella Rose discussing relatable topics. We admire the social-presence of new-media channels like Complex, Footasylum, GQ, LADBible, Wired, Vogue and Jubilee. How do we stand out as a digital-first iteration of Channel 4 that doesn't feel late to the party?

So what
are we
actually
looking
for?

HERO

HERO - PREMIUM, TALENT-LED, NOISY ENTERTAINMENT FORMATS

Trend-setting, go-getting, ground-breaking ideas that set pace in the social space. Limited slots for these high-concept, big hitters so ideas that get through have to be absolutely knock-out. We want experimental formats, elevated Talent/Creator Led series, peer explorations of Youth Culture, all with Channel 4 OG values running through them... We should never be seen to be behind on trends, so this premium content should feel more evergreen. And strictly entertaining. Amp up the scamp!

Experimental formats

Formats should be unapologetic and innovative. Breaking free of traditional format confines. We want ideas that turn the dial 5 times forward from linear formats or other social series. We want stunts with scale, playground-culture pranks, tonal twists that subvert traditional formats, unlikely talent pairings and elevations of social trends that live beyond their origins. Needs to be "I can't believe Channel 4 have got THEM doing THAT"

Creator-led series

The creators we work with do not just appeal to youth culture, they are youth culture. These series need to have scale, feel premium, and allow them to explore a space beyond their own social channels with C4 values running through them.

Trend-setting

Come from within the culture that they seek to represent. We want ideas that we can see ripple through the social space to create trends that spread like a cultural wildfire from the concrete playgrounds to the coolest spaces in Britain. We don't want to be behind the curve, people can catch up with us.

Themes

Not shying away from the big issues like sex, love, race, culture, gender, generational divide, drugs and politics, how do we approach these like a scampy Gen Z Trojan Horse penetrating the social discourse? But always led by the funny or shocking entertainment factor. And always done with authenticity.

REACH

SUPER REACTIVE SHORT-FORM, JAW-DROPPING JUNKETS AND SHOCKING STUDIO SHOT SERIES

High-volume, low-cost series that make your eyes pop by the title alone (can you make it onto our OMFG title leaderboard?!)

Junkets - We want celebrity junkets that ask the questions that have never been asked before. And only our Creators can get away with asking in their cheeky, irreverent way. How do we make these formats visually different from a sit-down chat? How do we create reactions from the guests that make them look to their agents in a “I can’t believe you signed me up to this” way.

Studio shot series – We want to open up conversations through entertaining social experiment style formats. Simple in aesthetic but layered and risky in approach. Spit your drink out toelines, and thought-provoking, shareable conclusions.

Reactive Content - that feels genuinely tapped into youth cultural discourse in the same way that Zeze Millz offers a spikey take on the day’s events before your Dad has had a chance to read his News app notifications.

On-the-street social experiments - How do we facilitate the madcap experiments every kid wanted to try in the playground and take them into the real world? What’s the next Billy on the street but for a cool, inner-city audience?

Niche topics done in a broadly relatable way - We’re not afraid to explore niches as long as the core themes feel relatable – whether that’s exploring the conversations causing a buzz on Black Twitter in greater depth, tapping into TikTok’s intergenerational interactions or challenging the views of free-speaking live-streamers, what’s the common ground amongst these pockets of life that we all relate to and can show in an entertaining way?



Everything else entertainment...

We don't want to be too prescriptive when it comes to types of shows. The door is open for truly experimental ideas when it comes to innovative uses of technology, clever ways of using UGC, exciting talent or ideas that make us gasp. As long as tonally, the content makes sense for the diverse demographics we're trying to serve.

What would happen if we gave Creators the keys to Channel 4? We want you to push boundaries and give Creators an opportunity to do things that they wouldn't do on their own platforms.

DREAM
BIG.

HOW TO PITCH...

Pitches should be gettable with a title or topline. What strapline is going to make people stop scrolling? What would the YouTube thumbnail look like? What platform is the idea perfect for?

Platform focus is primarily YouTube, Snap and TikTok, but adaptability for Facebook and Instagram is a plus.

Episode Length will vary per platform. We expect our indies to have an inherent understanding of what the optimal length is for each platform, and we're happy to experiment with mid to longer form content on YouTube.

Tariffs are £1k – 3k per minute. This includes talent fees. We're not afraid of using digitally-native crews who can bang out a killer edit on their laptops without the use of costly edit houses.

Audience is 13-17s and 16-24s. Ideas should not feel like content for kids, but peer-led and never patronising.

Talent should be young at heart and perfectly suit the format rather than attached for their followers. We want to create an ecosystem of talent that cross-pollinate our formats – ask us who's on our hitlist!

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COMEDY

**STRATEGY/
BRIEF 2022**

**Digital first comedy that's laser
focused for 16-24 year olds,
routed in authentic worlds and
funny as hell.**

So what
are we
actually
looking
for?

HERO

CONTENT THAT FEELS PREMIUM AND EXCLUSIVE

Prank Shows - We also want punchy, character driven prank shows that do what Ali G and Facejacker did for this generation. The social space has a no holds barred approach when it comes to pranking. How do we take prank to the next level and facilitate comedians to turn the dial up and add a layer of wit and Channel 4 core values to create change through a spikey, comedic series that will have you watching through your fingers?

Mockumentaries - Allowing characters and storylines to breathe more than our short sketch needs, we want to explore worlds that really represent youth culture and then find the ridiculousness in those spaces. Inherently young at heart, let's find a peer-to-peer way to poke the bear that never punches down and always comes from within.

Scripted Comedy - We're looking for new vehicles to showcase the best online comedians and character actors, we need bold, snappy, relatable sketches and sit-coms that have that tag-your-mate moment at every turn. Sketches need to be content over context and not worry about being too explanatory to an audience broader than their niche, which is why we are not looking for long character development or series arc. We want our scripted comedy to become short-hand for the culture dripping in relatability. Successful sketches will know exactly what they are and won't shy away from cultural nuances to land their punchy points. Every piece of content must work as a standalone piece as well as having that must-watch next episode quality.

REACH

**SOCIAL-FIRST, TAG YOUR
MATE HILARITY.**

Skits - We'd love to hear more fast turnaround, finger on the pulse ideas that have relatable observations of the world we live in. We love The B@it and how brilliantly satirical it is. We want more challenging sketch formats that touch on topics of the moment.

Topical - We love big hitters like Munya and brilliantly reactive comedians like Matt Green and Rosie Holt are doing in the space. What's a distinctive and refreshing take on topical comedy that we can commission that will connect millions of youngsters to the most important issues.

Junket Formats - Comedian-led junkets are a must have that we're desperate for. What portable, low cost funny formats can we transport anywhere, to quickly become synonymous with Channel 4's Digital landscape?

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FACTUAL

**STRATEGY/
BRIEF 2022**



Factual content is a priority for us to land on Social, but the bigger task is getting through ideas that really chime with that younger 16-24 audience - themes and worlds that interest them and keep them watching; not ideas that are derivatives of lots of shows we already see in this space.

The below outlines the territories, style and tone of the types of shows we'd love to be pitched.

Firstly, We are looking for ideas that are platform specific – that's YouTube, Facebook, Instagram, Snapchat and TikTok. We want ideas that really stand out, ideas that we (and our audiences) really haven't seen before, and access that is out of this world. If you really think your idea is unique and truly Channel 4 then pitch it to us!

So what are we actually looking for?

We are looking for stand alone series and splashy one offs that can live on their own or fall under our True Stories strand. Your knowledge of social platforms (and a 16-24 audience) should come out in your pitch

HERO CONTENT

We want to commission Factual content that really leaves a mark on our audience. Content that takes us into an unexpected world with incredible access and brilliant contributors. And just because we want content for 16-24 year olds, doesn't mean that you should flood your content with young people. Universal themes like power, sex, race, politics, identity, conflict and culture resonate for this young audience.

We will do a select number of 'presenter led' factual shorts, but if you are pitching a presenter ask yourself, 'What gives this individual the kudos in this space?' 'Is this idea actually better without a presenter?' 'What does that presenter bring that no other could and how do they make the idea better?' We are also interested in humour and putting surprising talent in surprising places.





HERO CONTENT

We look for 8+ minute content for our Channel 4 Docs YouTube page. We will consider ideas up to 20 minutes if it's an absolute knockout!

There are three themes we are most excited about (but not limited to) and a number of areas of interest below:

- 1** Exposing wrongdoing and hidden truths!
- 2** The darker side of Britain.
- 3** Ideas that can instigate change.

Areas of interest...

- Being at the coalface – can we be there at the moment of something unbelievable and tell those stories with a new angle
- Immersive contributor/presenter led series or spikey one offs
- Underground and hidden worlds in the UK where young people are a central focus
- Formats using surprising styles of filming – eg: bodycams, fixed rig, shot on phones
- Unprecedented access to stories that will shake the world
- Undercover contributor/presenter led series
- Investigation ideas that lift a lid on issues surrounding young people
- The criminal justice system: prison precincts, rehabilitation, young offenders
- Positive youth led stories and formats – overcoming challenges in an inspiring way
- Stunt based Factual content, how could this have an impact in the UK and instigate change?
- Thrilling, adrenaline inducing and visual mid form content
- Emotional stories that have never been told but importantly, we are there at the pivotal moment

Why is your idea powerful as a social series and how would it spark conversation and get shared across the world?

SOCIAL FORMATS

Everything we do needs to create noise, but another massive factor for us when looking at new ideas is 'how can we reach a mass audience on a large scale?'

We want really engaging platform specific 'social formats'. These formats should tie in to the areas of interest above but also we are interested in human story of struggle and individuals who are challenging preconceptions that society holds. A lot of these Social Formats will fit under our True Stories strand where we have amassed hundreds of millions of views with shows like How To Get Rich, My Body My Rules, Flawless, Invented, Would You Rather and Objective Love. These short films need to give a voice to unrepresented voices and diverse communities. It's a chance for us to shine a light on those living on the edge of mainstream society.

In short, that means low cost high volume series that can run and run. We don't want to be too woke but how can we be ahead of the zeitgeist with something to say through brilliant contributors. We like to commission formats in high volume so if you genuinely think your idea would stand out in a Facebook news feed and can sustain 3-5 minutes then we want to hear about it. We are also really interested in studio based and punchy factual formats for YouTube that could sustain up 8+ minutes.

REACTIVE CONTENT

How can we do Factual and “Newsworthy” content in a reactive and quick turnaround manner? That means, shooting and delivering the same day or being so ahead of the curve that we already have content sitting in the wings. We’d love to get ideas that are reactive and current affairs through an interesting lens. These can be entertaining, satirical and come from a place of humour also, as long as there is factual takeout. This is current affairs done differently - we’re not looking for you to tell us the daily news, but playful formats that provoke conversation and have an identity.

NOTE: we’d love to see ideas where graphics and VO can dissect the above in interesting ways with huge personality and interesting tone of voice.

WE ARE KEEN TO EXPLORE:

- Reactive current affairs explainers
- Social issue explainers and reactive formats
- Conspiracy theories
- Exposing wrongdoing
- New trends among young people

Contact

Our tariff – 1-3K per minute

Please note: given the nature of 'social content' and the rising talent across platforms in the UK (and the world), we are likely to be pitched similar ideas and talent from more than one supplier.

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True Stories

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Please note: given the nature of 'social content' and the rising talent across platforms in the UK (and the world), we are likely to be pitched similar ideas and talent from more than one supplier, so please think about how your idea stands out in your pitch deck to us.

A Note On Branded Entertainment:

Sometimes ideas are pitched to us that would be better suited for our Branded Entertainment slate. If this is the case, we will let you know and keep your idea in our bank (if you are happy of course!) for a potential brand partner or brief response

HEADLINE DEAL TERMS FOR DIGITAL COMMISSIONING:

- C4 takes an in perpetuity sub-licensable licence in the content (all media UK and Ireland, social media globally)
- C4 Retains 100% revenue from C4's exploitation
- [Exclusive to C4 on social media globally from the start date until 12 months from first use of all the content];
- Exclusive on all other media in the UK and Ireland from start date until 24 months from the later of first use of all the content and first use of any further work based on the format of the content.
- Holdback on producer exploitation of the content ex-UK and Ireland in all other media from start date until 24 months from first use of all the content.
- C4 has exclusivity in format globally to commission further work from start date until 12 months from the later of first use of all the content and first use of any further work based on the format of the content (and if we want to recommission and parties can't agree terms such period extends for a further 12 months (i.e. 24 months)). Holdback on producer exploitation of the format globally during C4's exclusive recommissioning period.
- Ancillary (merch, apps) – C4 to have 1st option – good faith discussion on exploitation (if producer exploits C4 share as below).
- C4 shares 50% net in any producer exploitation (70% net until C4 recoups if C4 licence fee more than £250k)
- C4 can reversion content to optimise for social platforms but preserving overall integrity of the content
- Content to be cleared world all media in perpetuity unless otherwise agreed by C4;
- All contributors to be bought out world all media in perpetuity and producers should use PACT agreements for all contributors and talent unless agreed otherwise by C4.

 DIGITAL
COMMISSIONING
THANK YOU!

