



# ENGLAND INTERNATIONALS 2023/2024

## REQUEST FOR PROPOSALS

In April 2022 it was announced that Channel 4 had won the rights to England's European Qualifiers, Friendlies and UEFA Nations League matches. Since then results on the pitch haven't exactly gone to plan, but Channel 4 has still enjoyed some bumper viewing figures. We've set out to establish ourselves as custodians of the national team whilst introducing Channel 4's distinctive tone to the proceedings.

Whatever happens in Qatar, we'll be back for more in 2023 and 2024 – we're looking for a production partner to join us on that journey.

## COVERAGE AND PROGRAMME PRODUCTION

As the exclusive UK Television Broadcaster of England's UEFA Euro 2024 qualification campaign, we have been entrusted with a significant responsibility. With millions of opinionated fans to win over, plus major stakeholders to keep happy in the form of the FA and UEFA, our production partner will need to be able to demonstrate they are:

### ESTABLISHED

A proven track record producing football coverage of the highest possible standard. An established working relationship with UEFA is essential.

### CONNECTED

England's players are the best this country has to offer and the talent off the pitch needs to be of a similar standard. That goes for on screen and off screen.

### RELIABLE

Put a foot wrong technically and it's all over the newspapers the next day. We need a partner who can promise a robust and reliable service.

### CREATIVE

We're not looking to reinvent the wheel. However, Channel 4 has a distinctive, disruptive, playful tone. How would this be woven into the coverage and what's the BIG idea for set-piece openers/features that'll stand out from the crowd?

### REPRESENTATIVE

Whichever company we partner with should share Channel 4's values – we want our production partner to embrace diversity.



## FIXTURES

### 2023

Game	Date	Kick Off GMT
Italy v England	Thursday March 23rd	1945
England v Ukraine	Sunday March 26th	1700
Malta v England	Friday June 16th	1945
TBC v TBC (Nations League Final)	Sunday June 18th	1945 (tbc)
England v North Macedonia	Monday June 19th	1945
Ukraine v England	Saturday September 9th	1700
Friendly, opposition tbc	10-12 September	tbc
Friendly, opposition tbc	12-14 October	tbc
England v Italy	Tuesday October 17th	1945
England v Malta	Thursday November 17th	1945
North Macedonia v England	Monday November 20th	1945

### 2024

4 x Fixtures TBC

## DELIVERABLES

### HOST BROADCAST RESPONSIBILITIES

For each match played in the UK, our production partner is responsible for producing and delivering to UEFA and its appointed technical/production partners, the match feed, other required material and certain unilateral facilities/services in compliance with UEFA's minimum host broadcast production requirements.

### CHANNEL 4 LIVE SHOW

Please assume a 45' build-up and 30' post-match.

### HIGHLIGHTS SHOW

60' for every fixture

### MAGAZINE SHOW

UEFA produce up to 6 Magazine Shows previewing the European Qualifiers and/or Nations League Finals and our production partner will be responsible for acquiring this and delivering for a 30' broadcast.

### SOCIAL & DIGITAL

We expect our production partner to work collaboratively with 4Studios to supply raw interview material, features and content suitable for social media ahead of tx, etc

## SUBMITTING PROPOSALS

England football on terrestrial television is about as big as it gets. As such, **we can only accept proposals from companies with a proven track record in broadcasting major football matches to large terrestrial audiences.**

If you think you fit the bill, then the two-stage process for one of Channel 4's most important undertakings starts here! Please submit the following document (max 1 side of A4):

### STAGE ONE:

#### OVERVIEW

Outline your Live Sport production credentials, with particular reference to elite-level



European or International football for a leading UK TV channel.

## **EDITORIAL VISION**

How do you envisage driving forward Channel 4's coverage of England Internationals? Outline your plans to take us to the next level. What innovations would you introduce? What talent would you propose? What makes you confident you can land them?

## **KEY PRODUCTION PERSONNEL**

Who do you propose to use in the following roles:

- Executive Producer(s)
- Match Director
- Pres Director
- Programme Editor

Should you be selected for stage two of the process, you will be asked to supply the following:

## **STAGE TWO:**

### **BUDGET**

A detailed budget template will be shared which will incorporate a few match-specific scenarios to be fully costed.

### **CREATIVE IDEAS**

Looking at the fixtures what 'big' ideas do you have for openers and features, etc?

### **DELIVERY**

Detail on delivery requirements will be shared if you are invited to participate in stage two of the process.

Please indicate in your submission whether this production could classify as regional under the Ofcom regional production definition.

If you have any questions about anticipated cost, you can contact Bruce Salisbury ([bsalisbury@channel4.co.uk](mailto:bsalisbury@channel4.co.uk)) and Pete Andrews ([pandrews@channel4.co.uk](mailto:pandrews@channel4.co.uk)).

**NOTE:** This tender is mainly focused on the television delivery of England's matches, so while we welcome digital ideas we will be focused on the linear coverage.

## **TIMELINES**

### **STAGE ONE**

Your Stage One submission should be emailed to Alex Riozzi ([ariozzi@channel4.co.uk](mailto:ariozzi@channel4.co.uk)) by no later than **October 28<sup>th</sup>**. We will notify all interested parties in writing on the outcome of their submission by **November 1<sup>st</sup>** and, if selected, advise on timelines for Stage Two.

We may follow-up with budget discussions or a call to interrogate specific editorial proposals, but as things stand we're not planning to conduct an in-person pitch as part of the process. There is no assistance budget available for this RFP.

Any changes to deadline dates will be posted on the Channel 4 website and communicated via email.



## CONTACTS

Editorial, Channel 4, Pete Andrews ([pandrews@channel4.co.uk](mailto:pandrews@channel4.co.uk)) 0113 512 6208  
 Finance, Channel 4, Bruce Salisbury ([bsalisbury@channel4.co.uk](mailto:bsalisbury@channel4.co.uk)) 0113 512 6364  
 Legal and Business Affairs, Channel 4, Penny Mills ([pmills@channel4.co.uk](mailto:pmills@channel4.co.uk)) 0207 306 5184

## TERMS

## AND

## CONDITIONS

The contract for the production work will be with Channel 4 on a producer for hire all rights assignment basis subject always to any rights, terms and conditions of Channel 4's agreement with the rights holder. The producer shall not in any event acquire any right, title or interest in or to the programmes or any event footage.

Producers will be responsible for and bear all of their own costs, liabilities and expenses which may be incurred in the preparation of their proposal responses regardless of whether a producer is shortlisted and selected to proceed to the next stage.

All information provided by Channel 4 and correspondence in relation to the process should be treated as "commercial in confidence" by producers. No announcement or disclosure in relation to this process or the contents of any proposal shall be made without the prior written consent of Channel 4. The information contained in this notice is in summary form only and does not purport to contain a complete description of the relevant subject matter.

All intellectual property rights in this document and all materials provided by Channel 4, its business partners or its professional advisors in connection with this project/process (the "Channel 4 Materials") are and shall remain the property of Channel 4 and/or its business partners and/or professional advisors and the producer is only permitted to use the Channel 4 Material solely for the purpose of preparing a proposal and not further use or otherwise.

Due to the nature of the work (namely a live sport production of a major international sporting event) you acknowledge that Channel 4 may receive proposals which resemble your proposal and that in some cases similar or identical ideas may be generated independently. Please note that Channel 4 reserves the right to use the information included in a producer's proposal for any reasonable purpose connected with this process.

Channel 4 reserves the right to:

(a) Amend the process for submitting proposals at any time and Channel 4 may (at its discretion) extend the submission deadline;

(b) Cancel this project at any time;

(c) Accept or reject any producer proposal at any time prior to the notification of the award and completion of contracts, without incurring any liability to the affected producers.

Nothing contained in this document or any other communication made between the producer and Channel 4 or its representatives (including submission of a proposal) shall constitute an agreement, contract or representation between Channel 4 and any other party (except for a formal award of contract made in writing by Channel 4). Receipt by Channel 4 of a proposal document does not imply the existence of a contract or commitment by or with Channel 4 for any purpose and producers should note that submitting a proposal may not result in the award of any business.



No producer may hold itself out as being associated with UEFA, the UEFA European Football Championship/UEFA Euro 2024, the 2022 UEFA Nations League, the 2023 UEFA Nations League Finals, the 2024 European Qualifiers or the England National Football Team/Association in any manner as a result of participating in this process. Producers must not use Channel 4, UEFA, UEFA European Football Championship/UEFA Euro 2024, the 2022 UEFA Nations League, the 2023 UEFA Nations League Finals, the 2024 European Qualifiers or England National Football Team/Association trademarks or logos, musical themes and other identifiers or Channel 4 Materials without Channel 4's prior written permission.

Producers may modify their proposal by giving written notice at any time before the submission deadline. Producers may withdraw their proposal by giving written notice at any time prior to the notification of contract award.

Producers who have been found to be in breach of confidentiality or intellectual property rights with respect to this project or who directly or indirectly canvass any employee of Channel 4 concerning the award of the contract will be disqualified and Channel 4 may pursue any remedy or take any other action for breach as it considers appropriate. Channel 4's decision will be final.

**These terms and conditions shall be governed by the laws of England and Wales.**