

CHANNEL 4.0 - MEDIA CYMRU BRIEF



Channel 4.0 is Channel 4's digital-first entertainment channel designed specifically for young audiences aged 13–24. Built for social and YouTube, 4.0 delivers bold, relatable, and entertaining content that speaks directly to Gen Z, celebrating British youth culture, humour and individuality.

Launched to expand Channel 4's reach with digitally native audiences, 4.0 works with talented creators to deliver fresh entertainment formats for digital platforms. Its programming, made to regulatory standards, is unapologetically fun, experimental and authentic whilst setting the standard for quality online content.

THE BRIEF

Funny, bold, jaw-drop and culturally nuanced, we're looking for ideas that appeal to our young audience who love Creator-led comedy entertainment formats designed specifically for YouTube. We want ideas that are instantly gettable from a thumbnail and title that are too compelling NOT to click on.

We're looking to commission a series of PILOTS for our **Creator Clash Strand**.

Length: 10-15mins

Budget: £10k - £20k per episode

Deadline: 26th September 2025

We will look to commission 3-4 pilots from companies across Wales with big ambitions of commissioning a series for 2026.

WHAT'S OUR NEXT CREATOR CLASH FORMAT?

CREATOR CLASH ON 4.0

Creator Clash is a strand on Channel 4.0 that's beauty is in its simplicity. White cove, simple set-ups and quick hits of humour and smart competitive play-along work best here. We look for formats that delve deeper into our Creators in-jokes whilst also having broad appeal. How do we feed fandom for 4.0 whilst bringing in new audiences?

Formats should be bespoke to 4.0 with moments designed to pop on our socials. We need to grab people in the first frame, and keep the adrenaline up until the end of the episode.

Topics: pop & creator culture, family, friendship, generations, new perspectives, life milestones, 4.0 lore, knowledge, youth issues.

Types of format: roast, competition, quiz, bluffing, social experiment, debate, head-to-head, fan interaction.

Style: playground-banter, joy, savagery, stitch-up, counterintuitive pairings, roast, addictive, funny-first, cultural nuance, community engagement, psychologically testing.

WHAT WE'RE NOT LOOKING FOR:

Complex explainers and elaborate sets don't work for this strand. Please avoid anything that you can't explain very quickly to someone mid-scroll – make sure it's thumb-stopping and jaw-dropping.

Tonally, we love The Cut and Jubilee's formats and style, but we don't want serious debate. What's the silly, side-eye version of popular social experiment formats?

We're not looking for traditional cooking or dating formats unless there is a serious twist that puts the playful banter before any sombre takeout. Education should come covertly rather than the focus of these formats.

INSPIRATION

Creator Clash High Performers:

Find the Cheater: <https://youtu.be/tbGfAxpvm0M?si=2ZOMYyAqSO6M3iGM>

Dilemmas: <https://www.youtube.com/watch?v=WXnUCczZucQ>

Cooked: <https://www.youtube.com/watch?v=UBKhZqAfG0o>

Food Over Friendship: <https://youtu.be/wM4EL7Ws9pY?si=22rGK-zJX1DDae8Q>

Trash Talks: <https://youtu.be/gl2ORY2DrFc?si=zFfDTJxUHgeM7VkO>

Bait & Plate: <https://youtu.be/OiUXfwddOI8?si=INbxsY9nIHhJHVaP> (TikTok's performing tens of millions of views for this format)

Are You Dense: <https://youtu.be/0iUXfwddOI8?si=iNbxsY9nlHhJHVaPDon't>

Clash: <https://youtu.be/Nzyp9vYljJE?si=CgszOSi-QUHA13T>

HOW TO PITCH

We love a thumbnail and title pitch! If we can get the idea from slide one, so will our audience.

Send us over a short deck with your thumbnail, title, topline, episode example beat sheet and talent suggestions.

We will be in touch to arrange follow up meetings to discuss ideas of interest, and written feedback for unsuccessful pitches.

Email pitches to: Evie Buckley and Catriona White with Kathryn Saxby on cc

ebuckley@channel4.co.uk

cwhite@channel4.co.uk

ksaxby@channel4.co.uk

CRITERIA TO PITCH

To be considered for this opportunity, you must be based in Wales and able to submit a pitch that covers the criteria outlined above.