



Channel 4 Creative Equity Drama IP Fund: Assessment Criteria

1. **Suitability of IP for Channel 4 Drama**
 - Strong alignment with Channel 4 Drama's remit and audience focus
 - Original, distinctive and culturally relevant IP
2. **Understanding of Channel 4 Priorities**
 - Evidence of how it aligns with Channel 4's **Fast Forward strategy** and commissioning priorities
 - Awareness of wider Channel 4 brand and audience values
3. **Creative Equity Requirement**
 - Indie is **Ethnically diverse led or Black led**
 - Demonstrates commitment to on and off screen representation
4. **Creative Team Strength**
 - Strong scriptwriter attached with a clear development vision

If you have any questions regarding this document, please email Stacey Olika (SOLika@channel4.co.uk)