



4ideas: FAQs for Companies

About 4ideas

What is 4ideas?

4ideas is Channel 4's new portal for companies to manage their company data, maintain their contact details, and pitch and track ideas.

When is 4ideas being rolled out?

On Monday 16th March, Channel 4 announced the new 4ideas system. As part of this announcement, we confirmed that throughout March we will be contacting indies directly to invite them to register. From April we will introduce a direct signup link for any new or additional indies to join.

Link to announcement: [Introducing 4ideas | Channel 4](#)

Accessing 4ideas

How do I sign up to 4ideas?

You will receive an invitation by email from the 4Producers team explaining the steps to create an account. This will be followed by an invitation from Monday.com, which will take you through the steps of setting up your account.

What happens if I did not receive an email invitation?

We will be sending out invitations by email throughout March, so please look out for it in your inbox. From early April, if you haven't yet received an invitation, you will be able to sign up through a live link on the 4Producers website.

How do I access 4ideas?

Once you have completed signup, you can access 4ideas any time using this link: <https://channel4.monday.com/>

We suggest you bookmark this link or add it to your taskbar for easy access whenever you need it. Note - you will be asked for two-factor authentication each time you log in.

Do I need to pay for 4ideas?

No. You do not need to pay to use the 4ideas system. Please ensure you are using the correct link when you sign up and activate your account – the link will always contain 'Channel 4' and will never ask for any means of payment: <https://channel4.monday.com/>.

4ideas is powered by our partner monday.com who do offer other services however, no Channel 4 services require payment.

Why do you ask me to define my company characteristics?

Sharing your company characteristics will help us monitor how effectively we're achieving our remit of working with diverse suppliers from across the UK. In addition, we are required by Ofcom to report on commissioning activity with ethnically diverse led, disabled led, and nations and regions indies. By filling out this information, you will help ensure our reporting is accurate and support our commitment to inclusive commissioning.

I have forgotten my password – what should I do?

Click the 'forgot password' button when logging in and follow the steps. (Note – you will be asked for two-factor authentication here also).

I cannot access my 4ideas account – what should I do?

If for any other reason you can't access your account, please contact 4Producers@channel4.co.uk.

Managing Company Details

What are all the types of contacts available and what do they mean?

There are three types of contacts: primary contact, other registered contact, other contact.

Primary contacts have full access to view and edit the company details, and can add, remove, reinstate, or elevate contact roles. Primary contacts can also update details for company contacts, can submit pitches, and view all other pitches submitted by the company. This should be the person in your team who will manage your 4ideas account.

Other registered contacts can view and edit their own contact details, request elevation to a primary contact role, can submit pitches and view only their own submitted pitches. This might be a head of department, such as Head of Factual or Head of Drama, or a Development Producer.

Other contacts are used for reference data only and do not have access to submit or view pitches. These might include the CEO or founder. It is important that you add these contact details to keep your records up to date.

How do I know if I am a 'Primary Contact'?

If you are an approved 'primary contact', a purple-coloured button titled 'primary contact' will appear in the row that contains all your contact details.

Can we have more than one of any type of 'Contact'?

Yes, you can set up multiple primary contacts, other registered contacts, and/or other contacts.

Who can add or remove 'Contacts'?

Only primary contacts can request to add, remove, or reinstate other primary contacts or other contact types by using the 'Contacts' grid in 4ideas. These requests will be reviewed and approved by the 4Producers team.

Do I need to add contact details for everyone in my company?

Please add names and contact details for all key leadership roles, including where appropriate CEO, COO, and heads of department, even if they don't plan to submit ideas through the platform.

Going forward, 4ideas is our key source of data about your company, and we will use this to send you information about opportunities and invitations to events. Adding your key contacts ensures that the right members of your team will receive information and invites.

Submitting Ideas

Who can submit ideas to Channel 4?

Primary contacts and other registered contacts will be able to submit ideas to Channel 4.

Who do I submit my idea to?

The system lists all the genres that are available to submit an idea to, with each of the Commissioning Editors listed for each one. You will be able to select the Commissioner for your idea during the submission process.

Is 4ideas the route for submitting ideas for all genres?

Currently all genres except News & Current Affairs, and Sport, are receiving ideas through 4ideas. Any News, Current Affairs or Sport ideas should be submitted directly to the Commissioning Editor as usual.

At what stage should I submit my idea through 4ideas?

If you are suggesting a top line or want to ask a commissioner about their interest in a particular access, talent or format type, then please approach them as usual verbally or by email.

Once your idea is a complete idea in a shareable format, such as a script, pitch deck, sizzle or outline, then it should be shared through 4ideas.

What can I expect after submitting an idea?

After you click on the 'submit' button on the 'New pitch submission form', the status of your submitted idea will change to 'Submitted' and your Commissioning Editor will be notified.

Your Commissioning Editor will then communicate with you to tell you the outcome of your idea.

How do I view the status of my idea?

You can view all submitted ideas and their current statuses in 4ideas. Log into your account and on the Dashboard view (*which you can view by clicking on 4ideas in the left navigation menu*) which will display a section called 'My active pitches'. Each submitted idea will be listed, with an indication of the 'status' of that idea.

What do each of the Statuses mean?

Submitted = you have successfully pitched an idea to us.

In Development = your pitch has progressed and paid development (if applicable) is approved.

Commissioned = a programme is editorially approved.

Declined = a pitch has been turned down (you will be notified first).

Not Proceeding = a developed idea will not go to Commission (you will be notified first).

Abandoned = a programme is abandoned after being greenlit (you will be notified first).

Can I include an attachment or link with my submitted idea?

Yes – you can include multiple attachments and/or one link. (Note – there are no file-size restrictions for attachments. If providing a link, you can only use one).

How will I be notified if the status of my submitted idea changes?

Your Commissioning Editor will be in contact with you before updating the status of your submitted idea.

What if my submitted idea is confidential?

Your commissioner will be able to mark your idea as confidential if the subject is particularly sensitive and requires a higher level of confidentiality. If you are concerned about submitting a sensitive idea through the system, please check this in advance with the commissioner.

I've submitted the wrong deck! Can I change my submission?

Once your idea has been submitted, you cannot change or delete it. If you want to replace your initial deck, please let the commissioner know and then resubmit the idea.

Can I add updated decks or supplementary materials to my submission after discussion with a commissioner?

You won't be able to change or add anything to your original pitch, this is so we can keep track of the original IP submitted. Your Commissioning Editor will however be able to add any additional materials. You should share these with them by email.

Additional Help

I'm a member of the public with an idea for a programme – what should I do?

Currently all our programmes are created by independent production companies, and we cannot accept ideas from members of the public. If you have an idea for a programme but are not a production company, we suggest that you approach companies directly to discuss your idea.

Who should I contact if I have a question or query that is not listed in the FAQs?

You can contact the 4Producers team at 4Producers@channel4.co.uk and they will be able to help.

For any information on our latest briefs and to find a copy of our 4ideas FAQs and 4ideas How-to Guides, please visit our [4Producers website](#).

To make sure we are inclusive and accessible to all, please let us know if you require any information within this guide in another format, or if you require any adjustments or assistance for communications with you.