

FACTUAL ENTERTAINMENT FORMATS LAB



Watch is planning a factual entertainment strand that will showcase the five best formats developed for the channel. We aim to test these ideas with the audience with the expectation that the most successful will return as series.

The slots:

Hours that could work at either 8pm or at 9pm.

We are interested in domestic and foreign settings.

Format episodes should be closed ending so that we are easily able to repeat them.

Talent is not key to the success of any idea and may or may not be part of the sell.

UKTV do not publish tariffs but will ensure that budgets match the ambition of commissions

The audience:

All ideas should appeal to our target audience of 25 to 45 year olds.

Ideas must deliver a shared viewing experience for as broad an available audience as possible. Shows about wedding dresses, fashion, diets or teenagers should be avoided.

Our audience look for uplifting viewing on our pay channel and we will avoid anything that threatens to depress rather than entertain.

They are tech savvy and intelligent and we won't risk patronising them.

Our audience face many distractions so ideas need to be distinctive and have strong narratives that build across the hour.

What is the treat that we can offer them at the end of a long working day?

**Territories:**

We are not going to be prescriptive about territories – travel, relationships, food formats, buddy shows, the workplace, outward bounds, home, escape or extraordinary skills might all work for us.

Key will be to provide a factual entertainment skin for an idea that has its origins in a real world trend, experience or event.

Ambition:

We are looking for innovative commissions that can generate content across all platforms but all successful ideas will be distinctive enough to appeal to our linear audience on a pay channel.

We want to create TV that's a talking point. The proposition should be one that's easily communicated and will capture the public's imagination.

Value as an international format is advantageous. The ideas should be scalable and saleable.

Timeline:

We are briefing out now

Successful ideas will be shortlisted at the end of February

Shortlisted companies will begin budget and legal discussion beginning of March

Final decisions to take place at the beginning of April.

Production starts in Spring for delivery in the Autumn.