

## Entertainment on BBC One



Entertainment is hugely important for BBC ONE. It provides everything from family viewing on Saturday nights to high quality factual entertainment, and from midweek panel shows to high energy entertainment at 10.35.

### Budget Information

- Up to £250k per hour for shows that play in the heart of the Saturday night schedule.
- Up to £175K per hour for Saturday early evening ideas.
- Up to £150k per hour for factual entertainment formats.

In 2011/12 there are opportunities within the in-house guarantee, the WOCC and the independent quota

## BBC One – Saturday Evening

### Shape:

Main Saturday night shows up to an hour long. 30 to 40 minutes pieces to play early evening. Most development at this stage of the year will be aimed at slots in 2011/2012 and beyond.

### Requirement:

We're looking for series ideas that can complement our proven hits such as *Strictly Come Dancing* and *Total Wipeout* but also make their mark in a distinctive and different way. They'll need broad appeal and scale to break through in the competitive Saturday night schedule and may also have a life beyond television. They should have a sense of spectacle to bring viewers back week after week, and feel like a real 'must watch' event every Saturday night. Ideally, we are looking for formats which appeal to kids but will bring in adults too: 'social viewing' i.e. watching with friends/family is particularly important on Saturday nights. We'd like to find alternatives to the main show/results show format and find new flavours for Saturday nights where energy and humour will be key – particularly because this tone appeals to younger audiences.

We're delighted with the new feel that shows such as *Total Wipeout*, and *101 Ways to Leave a Gameshow* have brought to Saturday teatime. We're not looking for out and out physical gameshows for this slot but are keen to find shows that share their sense of fun, perhaps with a gameplay element or opportunities for direct participation during and after the show, either via red button, mobile or online. The shows that work best here have a distinct identity and a clear, strong idea at their heart. They should deliver memorable laugh out loud moments for a broad family audience.

At the moment new Lottery formats are not a priority.

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## BBC One – Factual Entertainment Midweek

### **Shape:**

30 or 60 minute pre watershed factual entertainment shows. Most opportunities in this slot are in 2011/2012 and beyond.

### **Requirement:**

Our factual entertainment slate on BBC ONE sets the bar high. *The Apprentice* and *Masterchef* both get people talking and create a splash on TV and beyond, and we want to find new formats that can sit alongside these established brands. They'll need a strong narrative to bring audiences back week after week, and should be based in universal, familiar topics that can be formatted in a way to appeal to a broad audience. They'll also need ambition and scale, and a sense that they are something only the BBC would or could do. Competitive formats will need significant points of difference from existing shows.

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