

Entertainment on BBC Three



Entertainment on BBC THREE can get right to the heart of delivering what this target age group wants - ideas that are inventive, provocative, intelligent, attention-grabbing and funny. The channel has a great pedigree in Fact Ent - think *The Undercover Princesses* and *Young, Dumb & Living Off Mum*. We are keen to continue this success and to deliver formats that have humour at their heart.

Budget information:

- £60 - £100k per hour for shows being delivered in volume.
- Up to £150K per hour for weekly Fact Ent or studio shows and celeb led documentaries

There are opportunities within the WOCC, the in-house guarantee and the indie quota in 2011/12.

BBC Three - Entertainment

Shape:

We are looking for both formatted and factual entertainment shows, 30' or 60', with a particular emphasis on pre-watershed.

Requirement:

Tone is really important on BBC THREE: direct points of view, and an approach which has humour and fun absolutely at its heart whilst challenging our audience's pre-conceptions work well.

We are looking for factual entertainment that really creates an impact on the network and becomes must-watch television which the audience can't help but talk about – drama and humour will be key to this. Focus on areas and situations that are broad and mainstream but feel really relevant to this audience; think inclusively young rather than *exclusively* young. From tastes and lifestyles, to the choices they're making and the issues they're facing, this audience want topics to be treated in novel yet authentic ways and they really value opportunities to connect with others - whether it's unmissable event TV to watch together, jaw-dropping moments to dissect afterwards, or more generally feeling a part of something bigger. Ideally shows should be returnable, easy to join at any time and strong enough to hold an audience in the competitive 8 pm slot.

In particular, we are interested to hear ideas for stripped entertainment events which can dominate the schedule for a period of time. They should have a

clear sense of purpose but be driven by strong entertainment conceit. Our audience have many demands on their time, so they are looking for event TV which stands out from the mix, and feels like they can 'own'. At the end of last year *Move Like Michael Jackson* was an example of success in this area.

Talent is key on BBC THREE, but our younger audience don't only want to see young talent – they want to see people who have gained and survived experiences, and who have strong opinions. Above all they want people who make them laugh. These could be personalities who are known from other channels and who bring a particular point of view. They could express these in one-off documentaries, or longer form series.
