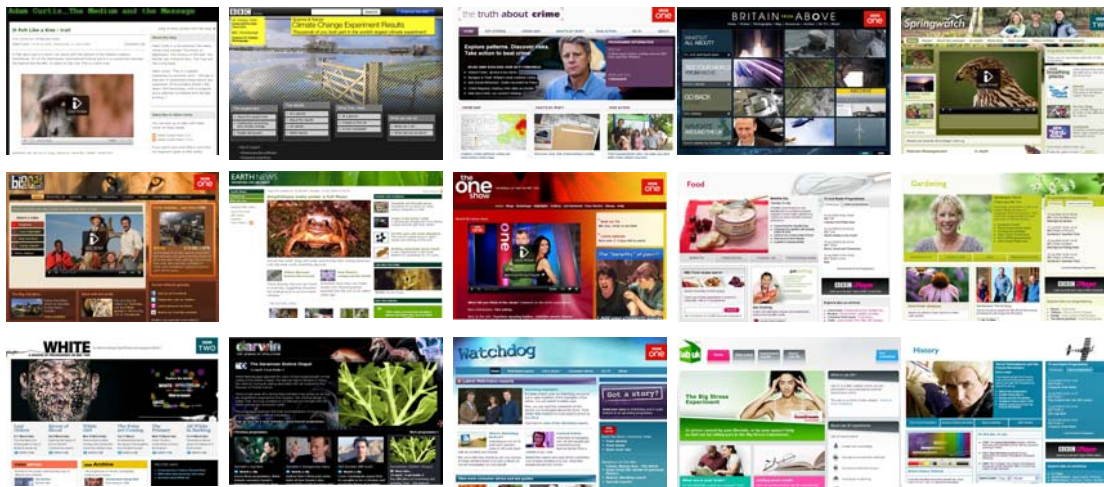


Knowledge Multiplatform Commissioning Briefs



“We’re looking to invest in multiplatform projects that fundamentally transform how people can build knowledge”

Ayesha Mohideen
Head of Knowledge Multiplatform Commissioning

The Knowledge Multiplatform Commissioning Team

Lisa Sargood: Science, Natural History

Max Gadney: History & Business, Religion, Current Affairs,
Feature, Formats & Specialist Factual on BBC Three

Nick Cohen: Arts, Music and Events, Documentaries
Features and Formats on BBC One and Two

The Knowledge Multiplatform Vision

The BBC has been informing and educating its audiences since its foundation. It has built a reputation as one of the greatest knowledge-building organisations in the world. We want to extend this experience beyond radio and television and deliver knowledge-building that sets the standard on digital platforms.

Knowledge Multiplatform will create a world-class treasury of knowledge, connecting the BBC, the public and the wider web to help people understand and explore their world. It will transform the way in which the BBC makes content and services for all audiences across all platforms, and improve its ability to deliver on its public purposes.

This vision will influence all our commissions within the Knowledge Multiplatform portfolio.

Overview of Multiplatform Development Opportunities 2010 - 2012

1. Products

Context

For BBC Knowledge Multiplatform, distinctiveness in the marketplace is vital to building our reputation, reach and recommendation amongst audiences.

In 2010/11, our focus will be on developing a suite of high impact and tightly targeted products to deliver knowledge-building, which can better meet evolving audience expectations and continue to grow reach online e.g. building on the success of www.bbc.co.uk/wildlifefinder and Lab UK

These products will capitalise on the unique properties of the BBC (programme brands, archive, talent, mass participation, partnerships) to meet clear audience needs, encourage regular usage and help drive audiences between our offers.

Development Opportunities

Popular Factual

Multiplatform Commissioning Executive: Nick Cohen

We already have several very simple, practical 'life tools' such as our BMI calculator and mortgage calculator. In 2010/11 we are hoping to develop 1 or 2 more applications that a mainstream audience will find invaluable. We are looking for creative software solutions that can deliver one clearly defined benefit for the user, or solving a problem for people, rather than content-led propositions.

Science

Multiplatform Commissioning Executive: Lisa Sargood

We're also interested in talking now about ideas to fuel our mass participation website, Lab UK, in 2011/12 www.bbc.co.uk/labuk We've had huge success engaging big audiences in our recent projects (Big Personality Test, Brain Test Britain, Web Behaviour Test) and are keen to discuss new territories for this area. All must have the scope to be tied to one or more TV or radio transmissions.

Proposals should clearly demonstrate public interest in the chosen subject and prove there is a real scientific question that a broad audience can provide meaningful data for that will contribute towards new and academically validated research. For fair trading reasons all ideas must come to us in collaboration with a partner who can illustrate academic excellence in that particular specialism.

2. Programmes

Context

Although there are still a couple of opportunities for 360 ideas for delivery in 10/11 (examples of which are below), we are keen to begin conversations now about the handful of 360 slots for delivery in 2011/12. We will be commissioning fewer 360s overall. Instead we'll be utilising the advances in functionality afforded by our automated programme support system. This system not only enables every programme to be promoted as early as possible in its lifecycle, it also ensures we build a compelling record of the programme on BBC Online for the archive.

Development Opportunities

Features and Formats on BBC Three

Multiplatform Commissioning Executive: Max Gadney

The role of multiplatform in Features and Formats on BBC Three is to help 16-34 year olds experience, understand and feel plugged into the world around them. In 2010/11 we are looking for 1 or 2 exceptional 360 programmes ideas, where the web and TV aspects of the production are inextricably linked.

The Channel has some core subject areas that multiplatform ideas should explore:

- Social Health (Body image, sex, lifestyle) e.g. Britain's Missing Top Model
- Finding Your Feet (Moving house or town, starting work, new friends)
- International Conscience e.g. Blood Sweat and T-Shirts
- Family Dynamics e.g. Born Survivors

For this audience, it's important that the purpose of the project is transparent. Ideas should also make it easy for people with a range of abilities and inclinations to take part – as despite this audiences' familiarity with the internet, not all are participating, uploading or creating very actively.

Documentaries

Multiplatform Commissioning Executive: Nick Cohen

We know from experience that the web has an amazing power to connect individuals, enabling them to work together, share ideas and even achieve things never before dreamed possible. We are always interested in exploring 360 projects that harness this type of mass participation to transform the way in which we tell stories and progress our documentary audience from passive consumers, to active participants. All ideas should feel intelligent yet accessible - impact, form and treatment are our primary focus, rather than any particular subject area.

3. Content Innovation

Context

Alongside our investment in products and a small number of 360s we have some funds to explore bold content innovation. These ideas could be tied into a programme or exist as stand-alone digital experiences or events but they should always consider how to reach a significant number of people and be underpinned by strong knowledge-building values.

It's important to note that, irrespective of their subject and scale, proposals must demonstrate how the offer will help the BBC deliver its public purposes as well as generate coverage or high impact and credit back to the BBC and any partners involved.

Development Opportunities

Talent blogs

Multiplatform Commissioning Executives: depending on sub-genre

We have 2 excellent, distinctive blogs by Mark Kermode and Adam Curtis and would be interested in hearing about other opportunities to work with talent who are knowledgeable and inspired by the ability of blogs to provide a new creative relationship with users.

History

Multiplatform Commissioning Executive: Max Gadney

In 2010/11 History will be a priority genre for content innovation, where we want to help audiences connect, contribute and experience history in new ways.

In particular we are very keen to find a variety of new ways to deliver short-form content. There are no specific subject territories at this stage so the focus should be on developing formats or approaches which can be used online to explain a variety of historical concepts. By 'concepts' we mean people, places, objects or events with historical relevance to a broad audience.

Proposals could be tied to releasing parts of the BBC's extensive archive or linked to original video, audio, visual or written content. All ideas must clearly demonstrate what would make the approach engaging to audiences and distinctively BBC.

Pitching Guidelines

When you're pitching to us, we need you to be able to tell us:

What is the idea?

Ideally expressed succinctly - think elevator pitch.

Who's it for?

Which audiences will use it? Is it aimed at giving new experiences to existing audiences, or bringing in new audiences?

Why will they use it?

What needs, desires, interests, predilections or problems will motivate people to use it?

Why is this something the BBC should do?

Think about our strengths, public purposes, strategy, previous successes/failures and what the wider market is doing (or not doing). What is it trying to achieve?

How will people know it's there?

What will make this idea cut-through? Think about calls to action from TV, PR, marketing, search engine optimisation, links from other sites, viral promotion, etc.

How will people find and share it?

How do we ensure it is findable and accessible? Will web users be able to link to it, embed it, talk about it & promote it to their social networks? Do you intend to make the content available to other sites or services to reach wider audiences?

How will we know what people thought of it?

Consider if we should establish some form of dialogue with the audience? That might be through email, ratings, message boards, or some other mechanism.

What are the key skills & expertise required to deliver?

Does the team pitching the idea already have the skills and expertise required (editorial, technical, design, production)? If not, have you identified potential partners (internal BBC teams, external suppliers, strategic partners)?

Is there technical scoping / proof of concept work required?

And if so, do you have an estimate of how long that will take / how much resource?

How much will it cost?

Consider both initial set-up costs and ongoing costs and maintenance.