

E4 *Un-* scripted Brief



This is E4, comedy and humour is at the heart of our channel and we are unashamedly looking to entertain young audiences. We aren't looking to humiliate people – but we do want to have brilliant humour, jeopardy and emotion running through our content.

With a new Controller in place we are developing a longer term, multi-genre brief and strategic vision for the channel, but in the meantime we want to give particular focus to Fact Ent, Reality and Comedy Ent commissions for 2019.

These will need to be fully green lit by February/March (latest) and deliver late summer/early autumn for TX at 9 and 10pm.

But whilst we're focussing on Fact Ent/ Reality and Comedy Ents, we don't want to ignore a great idea or something that feels particularly fresh and ambitious. If it has the DNA of E4 running through it then we want to see it, whatever the genre. We want to reinforce ourselves as the home of new ideas and innovation.

So what's the brief???

Smart. Funny. Aspirational. We want our viewers to have their world reflected back at them and we don't want to dumb it down or patronise. There are two immediate needs:

Comedy Ent

We're after original, noisy headline ideas with edge. They should be punchy and are probably formatted with Talent at the heart of it. Think *Roast Battle*, *Your Face or Mine* or *Taskmaster*.

Fact Ent / Reality

We're looking to differentiate ourselves in this space with smart, contemporary formatted Fact Ent / Reality shows. Big on funny because they focus on a relatable dynamic and big on authentic drama. Think *Playing It Straight* or *Tattoo Fixers*.

Talent

Across both of these areas we're keen to find a range of new talent for the channel:

- Undiscovered talent that appeals to 16-24s
- Stand-out 'cusping' talent. Massive stars-in-waiting because of their raw talent
- Established talent who will help bring an audience and cut through

What about tariffs?

Let's just say that E4 has had a well-documented injection of cash for 2019 which could afford us 4-5 new series, but we need to be realistic about ideas that are achievable in the time frame. We're definitely still open to big ideas and we could spend big on the right one if it came our way.

Who do you pitch to and what do we need?

If you have an existing relationship with the commissioning team at the channel then by all means continue to discuss ideas with them, otherwise you can speak to the key E4 contact in each genre:

Steve Handley *Comedy Entertainment*
SHandley@channel4.co.uk

Becky Cadman *Factual Entertainment*
(including Reality that is closer to Factual)
BCadman@channel4.co.uk

Vivienne Molokwu *Formats and Features*
(including Reality that sits closer to Entertainment)
VMolokwu@channel4.co.uk

Please make sure your submission is your passion piece. What idea is the one that you really want us to put our energy into considering?

