

# SPARKS

Can you make 30 pieces of  
short-form comedy this year?

With new talent?

For £100K?

If so, we want to hear from you



# OVER- VIEW

We are on the hunt for some funny shorts.

We want brand new talent reflected in short, sharp videos that pack a punch and engage an online audience.

Published on social media, our aim is two-fold: to grow our reputation for comedy and light a spark for new talent from across the UK.

Working with producers, we want to use our significant and growing presence on platforms such as YouTube and Facebook to back brilliant comic voices and test new, distinctive and bold ideas with a young audience that's eager to be entertained.

We want to be *the* online destination for all things comedy – a home to the risky, the feel-good and the mischievous.

# OUR APP- ROACH

We are looking to engage up to 4 creative partners from across the UK, who can each deliver 30 pieces of brilliant, reactive and hilarious content this year on a budget of £100k.

We want to feature the most exciting, emerging British talent in short-form comedy that reflects the interests and experiences of young audiences.

Whilst at this stage you may not have specific ideas to share, your proposal will need to demonstrate the creativity your established network will unlock and an outline for how you will manage the budget you are given.

We require flexibility to publish across a range of social channels and you will need to deliver videos – filmed, edited and ready-to-go – in square and 16:9 formats. An understanding of the different platforms is essential.

Views and engagement will be our primary measures of success. Produced sketches should have a clear title that will grab the attention of the busy viewer and make them engage, share and talk.

If we gave you £100k, how would you do this? What talent is on your radar? Who will be the stars of the future?

# HOW TO SUBMIT

Please send your proposals to Laura Marks, [lmarks@channel4.co.uk](mailto:lmarks@channel4.co.uk) by Friday 12th April.

Selected partners will have demonstrated a clear understanding of social media and an ability to unlock talent. Your pitches should include examples of your work and we are especially keen to receive proposals from the Nations and Regions.

By the very nature of this process, Channel 4 may receive different pieces of work from different producers which resemble each other and in some cases similar or identical ideas may be generated independently.

By taking part in this process, you are confirming that the ideas submitted will be original, owned by you and free of third party rights. You will also be waiving any right to bring any form of action or claim against Channel 4 in relation to any of the content contained in the work you have submitted and any use thereof.

You will be asked to give consent to the terms of this process (as set out overleaf) and we will not be able to consider your ideas until you have done so.

Please retain copies of any materials you submit to Channel 4.

# OUR DEAL TERMS

## **Channel 4's rights in the Comedy Shorts**

Channel 4 will have a worldwide all media perpetual licence in the Comedy Shorts which will be exclusive to Channel 4 for the first 12 months and thereafter non-exclusive. During the exclusive period Channel 4 will have the exclusive option to commission further audio-visual work based on the Comedy Shorts and if Channel 4 exercises such option then the exclusive period will extend for a further 6 months to enable the parties to enter into an agreement. The exclusive period will also extend to be co-terminus with any exclusive period for further work commissioned by Channel 4. Channel 4 will be able to use the Comedy Shorts with advertising and sponsorship and shall be entitled to keep all revenues from the same.

During the exclusive period you can't use the Comedy Shorts or enter into an agreement with any third party for further work based on the format without Channel 4's prior agreement. If Channel 4 doesn't commission further work then, subject to our ongoing non-exclusive rights in the Comedy Shorts, you will be free to commence exploitation of your rights in the Comedy Shorts. Channel 4 shall be entitled to 50% of net receipts from your (or your appointed distributor's) exploitation of your rights in the Comedy Shorts in perpetuity.

Where you commission independent third party film-makers to create Comedy Shorts as part of the services provided to Channel 4 then you will be required to use a template agreement provided by Channel 4 (which will reflect the above rights) and Channel 4 shall be entitled to commission further work from such third party directly.

## **Clearances and Talent**

Where the Comedy Shorts are based on and/or include pre-existing material belonging to a creator/talent (e.g. characters or stand up scripts) that creator/talent shall be entitled to continue to use their material/characters during Channel 4's exclusive period provided you secure an option with such creator/talent to use such material and/or characters in a further work. The Comedy Shorts must be delivered fully cleared on a buy-out basis save that any talent (e.g. actors and writers) must be contracted in with accordance Channel 4 agreed union agreements (further details are available on request).