

BLOC 2021: TG4 Short Form Content

BLOC TG4 wants to commission a slate of fresh, innovative and entertaining short-form content to appeal to an audience in the 16-34 age bracket, with a particular focus on the under 25's. This high quality, digital-first content will be created primarily for BLOC TG4's online platforms (TG4 Player, YouTube, IGTV etc.) as well as receiving a subsequent linear broadcast where suitable.

We are particularly interested in new writing, directing and on-screen talent that can provide a fresh perspective, originating contemporary content that reflects the interests and life experiences of this diverse Irish generation. Ideas pitched should be bold, creative and original in their style, content and treatment to entertain, enthuse, challenge, engage and provoke Gen Z audiences. All content pitched should work naturally in the Irish language, appealing primarily to those who speak Irish regularly but with the ability to attract a wider national audience with its tone, humour and relevance.

We are looking for series of between 4-6 episodes with durations ranging from 2-20 minutes (platform dependent), but we will also consider strong ideas for singles/one offs. We are particularly interested in the following genres:

- **SHORT DRAMA/COMEDY** in all guises, be it a scripted fictional series, high quality sketches, mockumentary or more. Contemporary short form, shareable series or short films with sharp, warm, uplifting, witty writing and on-screen talent is key. Be bold, be irreverent, be playful and please be funny...
- Short **FACTUAL** series or singles with strong stories and engaging characters/voices that resonate with our target audience and are reflective of their interests, passions, values and life experiences. We want authentic, visual, compelling stories crafted specifically for short form that challenge expectations, provoke reactions, make us think and speak to the heart. Please remember documentary subject matter doesn't have to all be serious – stories that are uplifting, fun or quirky are also welcome.
- Original **FACTUAL ENTERTAINMENT** ideas with strong distinctive themes and key talent with a passion for the subject matter. This could range from aspirational content; to a must-watch fresh entertaining format; to original, creative strands with interesting takes relationships, sex, fashion, food, travel or trends.
- We'd like to hear your ideas for entertaining **MUSICAL** content that will resonate with our target audience. Using established artists and songs or new talent and trends, we are open to ideas for pre-recorded series or live broadcast formats on our social media channels, both of which should encourage interactivity from viewers.

All proposals must be submitted through a production company and uploaded to TG4's e-commissioning system by **Friday, 29th October 2021**. If your company isn't registered you can do so on our site <http://update.tg4.ie/ecommm/login.php> and upload your proposal by selecting, 'Ábhar BLOC TG4' from the dropdown menu. We hope to hold pitching sessions for shortlisted projects at the start of November with projects going to contract shortly after. If you are young, independent content creator and need guidance on how best to submit your ideas please get in touch with us before the deadline.

YOUR PROPOSAL SHOULD INCLUDE:

- A detailed pitch outlining the idea, treatment, tone, and visual style of the project.
- How and why this idea will resonate with this audience, why is relevant and how will it engage?
- Digital First: Give a sense of your understanding and experience of creating digital content, the platform(s) best suited to the content that will best engage our target audience and what extra assets would be created for cross platform promotion.
- How you intend for content to be visually stylish in terms of shooting & editing style, graphics, imagery, thumbnails etc.
- Details of the key creative production personnel, including any young writing, directing or on-screen talent attached. Strong female creative and directing talent will be particularly welcomed.
- A full budget breakdown and delivery schedule. Budgets for this content will vary between €600-€1000 per minute depending on the genre, content, scale, and ambition of the ideas proposed.

This 2021 commissioning round has a total value of €100,000.

Further queries, please contact: laura.ni.cheallaigh@tg4.ie & roisin.ni.thuairisq@tg4.ie