BBC GAEILGE COMMISSIONING BRIEF, FEBRUARY 2023

BBC Gaeilge is now seeking ideas for programmes for 2024 and beyond.

The content will be produced by independent production companies based in Northern Ireland and will be co-funded by the Irish Language Broadcast Fund and BBC Northern Ireland.

The BBC Gaeilge Commissioning Strategy continues to build a varied portfolio of ambitious, relevant and high-impact programming. We are evolving our commissioning approach in response to changing audience habits, emerging industry trends, and the growing ambition of the Northern Irish creative sector.

At the heart of this strategy is the audience, a diverse group with a wide range of interests and levels of ability in the language. Many non-Irish speakers also enjoy subtitled Irish-language video content.

All Irish language content which receives 75% production funding from the ILBF must have minimum 75% Irish language speech content. All video content must have burnt-in subtitles in English.

'BBC iPlayer First' & 'Value for All'

More and more viewers are using digital platforms as their primary source of media content. For the BBC, this means that success on BBC iPlayer is ever more important. BBC Gaeilge's approach to commissioning will be increasingly influenced by this need to deliver for viewers in the iPlayer's digital environment.

Alongside this digital focus, we are prioritising the need to deliver value for all audiences. Working class viewers, and younger viewers have traditionally come to us in lower numbers than people in other demographic or socio-economic groups.

We are interested in commissioning new, and returning proposals, which can deliver on these two agendas, the iPlayer First, and the need to offer Value for All audiences.

Please contact Karen Kirby, Commissioning Executive, BBC Gaeilge to discuss ideas beforehand. The deadline for the submission of proposals with detailed budgets on BBC Pitch is **Friday 10th March 2023** at 1pm.

1. FACTUAL DOCUMENTARY

<u>60' Singles/Series</u>

Longform documentaries are a key priority in this commissioning round, having seen good successes in this genre in particular on iPlayer. Documentaries which tell stories in a fresh way and reveal something new to the audience can entertain and inform in equal measure. Stories, people or events in history should have a contemporary relevance, as evidenced in *Críochdheighilt : Partition, Litir Ghrá Ón Dara Cogadh Domhanda, Tír Eoghain: The Unbreakable Bond.*

<u>30' Singles/Series</u>

Here, we are seeking **observational factual** portrayals of captivating characters and fascinating local precincts and environments**.**

Warm observational singles and series which build on the success of *Ar An Sliabh, Ceathrar Cailíní Dhoire, Le Chéile, The Irish Houses: Scéal Phobal Bhóthar Seoighe* will be of interest.

Proposals should celebrate everyday lives, featuring people firmly grounded in their area, whose lives and life stories are compelling and relatable for local audiences. The aim here is to capture the authenticity and relatability of local worlds in a way that fires the imagination.

Narratives that shed light on experiences across different age and socio-economic groups will be a priority.

2. FACTUAL ENTERTAINMENT

30' Series

The 'lighter' factual-based genres of fact-ent, formats and lifestyle have bolstered the BBC Gaeilge schedule in recent years, offering a fun, light-hearted alternative to some of the factual history and topical issues output. Central to this programming is warmth, escapism, family-friendly banter, programmes like *Buachaillí Ón Éirne, Éadaí SOS*, *Saolta 's Gaolta.*

Series which have a narrative arc across multiple episodes are attractive to an iPlayer audience. We will be assessing proposals for returning series from the slate of shows that have aired recently in light of our ambition to grow engagement on iPlayer. We are also open to new, fresh ideas, however it should be noted that this will be highly competitive territory.

3. *AMHARC* Arts Documentary Scheme

BBC Gaeilge, TG4 and Northern Ireland Screen's Irish Language Broadcast Fund are happy to invite submissions for the 2024/2025 season of *Amharc*.

The *Amharc* initiative continues to support the production of feature-length creative films on the arts in Northern Ireland today. The initiative will provide filmmakers with an opportunity to make distinctive, ambitious productions which will enrich BBC and TG4's main programming schedules and which will also have a cinematic release.

All artistic disciplines will be considered. Priority will be given to contemporary subjects, but contemporary treatments of historical works will also be considered.

Emphasis will be placed on treatments and storytelling that are creative and innovative whilst also having an approach that will entice the largest audience possible.

A total funding pot of £135,000 will be available.

It is envisaged that projects will launch with theatrical screenings in 2024/2025 before broadcast on BBC and TG4.

The ILBF will continue to administer the scheme. Representatives from the ILBF, BBC Gaeilge and TG4 will be responsible for selecting the applications.

Duration: 70 – 90 minutes.

Production budget: up to £135,000 max. per film.
Format: HD with English subtitles.
Language: Irish or bilingual.

APPLICATIONS:

Send applications to aine@northernirelandscreen and to Karen Kirby on BBC Pitch by:
Friday 10th March 2023

Please apply using the following documentation:

- The *Amharc* commissioning form.
- A comprehensive treatment with notes on visual approach.
- TV and Cinema audience strategy and a specific plan for cinema distribution if applicable.
- A detailed production budget and a summary budget (costs relating to music copyright clearance and other material, including delivery and marketing material).
- C.V. for those team members who will work on the project's artistic aspects–director, producer, writer and editor.
- Proof of ownership of the material that will be produced and a copy of agreements made with writers and other parties, if necessary.
- Proof that the project's main parties are in agreement in relation to the project.
- Any other supporting material.

It is expected that the projects will be completed and ready to release for theatrical screenings in 2024 and that they will be broadcast after this.

ACHOIMRE CHOIMISIÚNAITHE BBC GAEILGE, FEABHRA 2023

Tá BBC Gaeilge anois ag lorg smaointe faoi choinne clár a chraolfar ar an Teilifís agus ar iPlayer in 2024 agus ina dhiaidh sin.

Comhlachtaí neamhspleácha léiriúcháin atá lonnaithe i dTuaisceart Éireann a chruthóidh an t-aschur seo agus an Ciste Craoltóireachta Gaeilge agus BBC Thuaisceart Éireann a chómhaoineoidh.

I Straitéis Choimisiúnaithe BBC Gaeilge, leantar de chothú punann de chláir uaillmhianacha, ábhartha, fheiceálacha. Ag croí na straitéise seo tá an lucht féachana, grúpa ilchineálach a bhfuil raon leathan de réimsí suime agus de leibhéil chumais sa Ghaeilge acu. Is iomaí sin duine nach bhfuil Gaeilge acu a bhaineann sult as ábhar físe Gaeilge a bhfuil fotheidil ag dul leo.

Caithfidh 75% d'ábhar labhartha Gaeilge ar a laghad a bheith ag an ábhar Gaeilge ar fad a fhaigheann maoiniú léiriúcháin 75% ó CCG. Caithfidh an t-ábhar físe ar fad fotheidil ghreanta Bhéarla a bheith aige.

Déan teagmháil le Karen Kirby, Feidhmeannach Coimisiúnaithe, BBC Gaeilge le smaointe a phlé roimh ré. **Dé hAoine 10^{ú} Márta 2023** ar 1i.n an spriocdháta le moltaí agus buiséid mhionsonraithe a chur isteach ar BBC Pitch.

Straitéis Choimisiúnaithe BBC: 'BBC iPlayer Ar dTús' agus 'Luach do Gach Duine'

Tá níos mó den lucht féachana ná riamh ag úsáid ardáin dhigiteacha mar an phríomhfhoinse d'ábhar meáin acu. Don BBC, ciallaíonn sé seo gur tábhachtaí ná riamh go n-éireoidh le hábhar BBC iPlayer. Is mó an tionchar ná riamh ar chur chuige BBC Gaeilge a bheidh ag an ghá atá le hábhar a chur ar fáil do lucht féachana i dtimpeallacht dhigiteach iPlayer.

Le cois an fhócais dhigitigh seo, tá muid ag tabhairt tús áite don ghá atá le hábhar a bhfuil luach air a chur ar fáil do gach cineál lucht féachana. Is lú an líon lucht féachana, le blianta anuas, a thagann chugainn ón lucht oibre agus ón aos óg ná ó dhaoine ar de ghrúpaí eile déimeagrafaice nó socheacnamaíochta iad.

Is suim linn moltaí, idir úr agus leantach, a choimisiúnú a dtig leo freastal ar an dá réimse seo, iPlayer Ar dTús agus an gá le Luach do Gach Duine a thairiscint.

1. CLÁR FAISNÉISEACH FÍORASACH

<u>Cláir Aonair/Sraitheanna 60'</u>

Cláir faisnéise fhada ina n-insítear scéalta ar dhóigh úr agus ina nochtar rud éigin úr don lucht féachana, bíonn idir shiamsaíocht agus eolas iontu. Bíonn rath ar na cláir seo ar an iPlayer, ach go háirithe, agus tabharfar tús áite d'ábhar a riarann ar an spéis sin ag an lucht féachana sa bhabhta seo.
Ba chóir ábharthacht chomhaimseartha a bheith i scéalta, daoine agus imeachtaí stairiúla mar a chonacthas in *Críochdheighilt : Partition, Litir Ghrá Ón Dara Cogadh Domhanda, Tír Eoghain: The Unbreakable Bond.*

Cláir Aonair/Sraitheanna 30'
Sa chás seo, táimid ag lorg cur síos **breathnaitheach, fíorasach** ar dhaoine agus ar thimpeallachtaí áitiúla atá thar a bheith suimiúil.

Ba shuim linn cláir aonair agus sraitheanna siamsúla, spéisiúla atá ar aon dul le sraitheanna rathúla ar nós *Ar An Sliabh, Ceathrar Cailíní Dhoire, Le Chéile, The Irish Houses: Scéal Phobal Bhóthar Seoighe.*

Ba chóir go gceiliúrfaí in bhur moltaí gnáthshaol agus daoine atá fréamhaithe go daingean ina gceantair dhúchais a bhfuil scéal a mbeatha dathúil, tarraingteach agus a mbeadh dáimh ag lucht féachana áitiúil leo. Is é an aidhm atá leis seo an saol áitiúil a léiriú go fíor agus go dáimhiúil ar dhóigh a spreagfaidh an tsamhlaíocht.

Tabharfar tús áite do scéalta a léiríonn eispéiris i ngach aoisghrúpa agus gach grúpa socheacnamaíoch.

2. SIAMSAÍOCHT FHÍORASACH

Sraitheanna 30'
D'éirigh go maith le BBC Gaeilge le blianta beaga anuas i seánraí ar nós na siamsaíochta fíorasaí, formáidí agus nós maireachtála óir is rogha eile iad seachas cuid den stair fhíorasach agus an t-aschur cúrsaí reatha. Ag croí an chineáil seo cláir tá an chairdiúlacht, éalúchas agus an greann i measc an teaghlaigh mar a bhí in *Buachaillí Ón Éirne, Éadaí SOS*, *Saolta 's Gaolta.*

Is tarraingteach le lucht féachana iPlayer sraitheanna a bhfuil snáithe scéil le hinsint acu thar an iomad eipeasóid. Beidh muid ag measúnú moltaí do shraitheanna leantacha ón tacar clár a craoladh ar na mallaibh de thairbhe uaillmhian a bheith againn lucht féachana iPlayer a fhás. Éistfidh muid le smaointe úrnua, ach ní mór a thabhairt de bhur n-aird gur réimse thar a bheith iomaíoch é seo.

3. SCÉIM *AMHARC*

Is ábhar áthais do BBC Gaeilge TG4 agus do Chiste Craoltóireachta Gaeilge Scáileán Thuaisceart Éireann aighneachtaí a iarraidh faoi choinne shéasúr 2024/2025 de *Amharc.*

Tá tionscnamh *Amharc* ag leanúint de thacú le léiriú scannáin fhada chruthaitheacha ar na healaíona i dTuaisceart Éireann sa lá atá inniu ann. Leis an tionscnamh seo, beidh deis ag déantóirí scannán léiriúcháin shainiúla, uaillmhianacha a chruthú a shaibhreoidh príomhsceidil chláir BBC agus TG4 agus a thaispeánfar sna hamharclanna.

Cuirfear gach disciplín ealaíonta san áireamh. Tabharfar tús áite d'ábhair chomhaimseartha, ach breithneofar fosta ar shaothair stairiúla a bpléifear leo ar bhonn comhaimseartha.

Leagfar béim ar léirithe agus ar scéalaíocht atá cruthaitheach agus nuálach araon le cois cur chuige a mheallfaidh an lucht féachana is mó agus is féidir.

Beidh ciste dar luach iomlán £135,000 ar fáil.

Táthar ag dúil go seolfar tionscadail le taispeáint amharclainne in 2024/2025 roimh chraoladh ar BBC agus TG4.

Leanfaidh An Ciste Craoltóireachta Gaeilge de riar na scéime. Ionadaithe de chuid CCG, BBC Gaeilge agus TG4 a bheidh freagrach as na hiarratais a roghnú.

Fad: 70 – 90 nóiméad.
Buiséad léiriúcháin: suas le £135,000 ar a mhéad in aghaidh an scannáin.
Formáid: HD agus fotheidil i mBéarla.
Teanga: Gaeilge nó dátheangach.

IARRATAIS:

Seol iarratais chuig aine@northernirelandscreen agus chuig Karen Kirby ar BBC Pitch faoi: Aoine 10ú Márta 2023

Úsáid na doiciméid seo a leanas le d'iarratas a dhéanamh:

- Foirm choimisiúnaithe *Amharc*.
- Cur síos le nótaí ar chur chuige físe.
- Straitéis lucht féachana teilifíse agus amharclainne agus plean sainiúil dáileacháin amharclainne más bainteach.
- Buisead mionsonraithe agus buiséad achomair (costais a bhaineann le glanadh cóipcheart ceoil agus ábhair eile, lena n-áirítear seachadadh agus ábhar margaíochta).
- CV na mball foirne a bheidh ag obair ar ghnéithe ealaíne an tionscadail - stiúrthóir, léiritheoir, scríbhneoir agus eagarthóir.
- Cruthúnas ar úinéireacht an ábhair a léireofar agus cóip de shocruithe atá déanta le scríbhneoirí agus le páirtithe eile, más gá.
- Cruthúnas go bhfuil priomhpháirtithe an tionscadail ar aon intinn maidir leis an tionscadal.
- Ábhar tacaíochta ar bith eile.

Táthar ag dúil go gcuirfear tionscadail i gcrích agus iad réidh le heisiúint faoi choinne taispeáint amharclainne in 2024/2025 agus go gcraolfar ina dhiaidh sin iad.