

About 4 Statement of Promises 2004/5 Channel 4's mission in 2004/5 is to prove that a channel with no public funding can keep its public service values to the fore while remaining commercially competitive. The Channel needs commercial success in order to fund projects of ambition and risk and to support the range and diversity of its suppliers.

Channel 4 is under pressure from a single ITV and an increasingly commercial BBC as well as being particularly affected by the programme supply review. But we are confident we can maintain a strong partnership with the independent sector to our mutual benefit and we will continue to be the Channel working with the widest range of suppliers.

Our strategy in 2004/5 focuses on our reputation for diversity, innovation and nonconformity. Our mission is to Do It First, Make Trouble, and Inspire Change.

Distinctiveness

Channel 4 will be distinct from other channels in its range of voices, opinions, formats and genres through 2004/5. It will maintain its commitment to personal authorship and to doing what other broadcasters won't do. It will take risks and support new talent and new companies across the UK. Landmark programmes in 2004/5 include the new dramas *Shameless* and *Hamburg Cell*, the comedies *Green Wing* and *Garth Marenghi*, the documentary series *Castleford*, *The Practice*, *Breaking Point* and *Jamie Oliver's School Dinners*, and in history *The World's Worst Century* and *Niall Ferguson's* series *The Long War*. Channel 4 supports distinctive authors on and off screen, including *Jon Ronson's* *Bush* series, *Leo Regan* and *Paul Wilmshurst* films on alcohol and *Organs For Sale* from Truevision. The Channel will encourage new forms of television: the Outside zone will make space for risk taking new work such as *100 Doors* on homelessness, and *Emily James* will return with a new peak time current affairs puppet series. *Coming Up* is the one strand on UK television dedicated to new drama directors and writers.

Diversity

We will reflect modern Britain onscreen, including under-represented groups such as

ethnic minorities and the disabled. There will be specifically multicultural programmes in peak including *Bollywood Star*, *Breaking Point* and the history series *The Asians*. We will encourage diversity of supply, working with a wider range of companies than any other Channel and fulfilling our commitment to 30% of production spend outside London. We will encourage black and Asian companies. We will work with all our suppliers to improve the diversity of their production teams and will spend £600,000 on ethnic minority training schemes across the industry.

Innovation & new talent

The Channel will encourage new talent and new companies in all genres. The *Comedy Lab* strand will offer slots for new onscreen talent as well as new comedy writers and companies. The Channel has committed to new writers with major comedy series including *Garth Marenghi's Darkplace* and *The Last Chancers*, and dramas including *Shameless*, *No Angels* and *NyLon*. The Channel will take risks with new events and formats including *Shattered*. Experimental formats in history will include *The Princes in the Tower* and *Bonnie Prince Charlie*. Other new formats in 2004/5 include the comedy animation *Streatham Hill*. Current affairs will experiment with a new strand on Friday evenings, and there will be a new late night current affairs talkshow. The *Art Show* will encourage new directors and showcase the work of new artists. Channel 4 will ringfence slots and funding for new talent including *Alt TV*, *The Other Side* and *The Slot*, and will encourage new multicultural presenters for the *Made in Britain* series and current affairs programmes. *FilmFour* will continue to work with new talent and support groundbreaking work through the *FilmFour Lab*. The Channel will also build on new partnerships outside television in 2004/5. These include the *Castleford* project, a major civic transformation

About 4 Statement of Promises 2004/5

in Yorkshire, and Ideasfactory, an innovative online careers and learning service.

News and current affairs

Channel 4 will build on its lead in foreign coverage and multicultural journalism. Channel 4 News will continue to broadcast one hour four days a week and half an hour at weekends, and News At Noon half an hour each weekday lunchtime. Dispatches and Unreported World will maintain Channel 4's strong investigative reputation. We will introduce a new current affairs strand on Friday evenings examining domestic politics and current affairs, and there will be a new late night current affairs talk show. During 2004 there will be series on the Gulf War and Tony Blair and a two-part analysis of the family.

Education

Channel 4's reputation enables us to reach viewers other public service broadcasters may miss, with strong features formats and charismatic presenters such as Jamie Oliver and Gordon Ramsay attracting young viewers. The education highlights include Born Too Soon on premature birth, My Mum's Mental on mental health problems, and a follow up to the Born to Be Different series. We will continue to offer informal learning and lifeskills as well as core education series, such as Too Posh To Wash and Made for Each Other. Other education initiatives include One Last Job with ex-offenders running a bona-fide business and Risking It All on business start-ups.

Bollywood Star will premier on Channel 4 supported by 4Learning, raising issues of race, culture, values and heritage.

4 Learning will concentrate on the 14 – 19 age group, supporting government initiatives in this area. After consultation with DfES, three further series supporting Applied GCSEs will launch in ICT, Health and Social Care and Engineering, supported by a wide range of comprehensive web based services. There will be new series on citizenship, including Citizen UK, World of Difference and Consumer Power. For Primary, we will broadcast the science animation series Blue Dragon.

Programme support will provide back up for 8 hours of programmes a week and explore new technologies to reach a wider audience. We have seen the success of online events such as Kumbh Mela in bringing new audiences to Channel 4 and will build on that with the Muharram website in 2004.

Documentary

Channel 4 will continue to encourage documentaries with social purpose, personal authorship and an international perspective such as Breaking Point, Aileen Wuornos, Angus McQueen's Cocaine and Hamburg Cell, whilst building on the success of formatted documentary series such as Wife Swap. Cutting Edge continues, and the documentaries department will offer a talent ladder for new directors and encourage underrepresented voices with films such as Gay Parents to Be and Darcus Howe on modern British racism.

History and science

The History highlights in 2004/5 include David Starkey's Monarchy, Regency House Party and The Black Death, Agincourt and The Peasants Revolt in The World's Worst Century season. Niall Ferguson will follow up his Empire series, and other twentieth century history series include Spitfire, The Asians and The Miners Strike.

Science includes the popular science strand Scrapheap Challenge, Superhuman and the Bodys shock strand. 2004 will also include What We Still Don't Know on the cosmos, Dr Tatiana's Sex Advice to All Creation on animal evolution, and Mutants on developmental embryology. Channel 4 will develop closer links with the Royal Institution and the Science Museum.

Religion

In 2004 Channel 4 will cover Muharram, the Muslim festival in Iraq that was banned for 30 years under Saddam Hussein. Other series from Religion include The Religions of Abraham, God is Black, Pagans, Hospital Chaplains and With God On Our Side. The Bishop of Durham will present a film on The Resurrection.

About 4 Statement of Promises 2004/5

Arts

In Arts, 2004 sees the culmination of the Castleford project, an ambitious public space makeover of Castleford in Yorkshire in conjunction with local government and other agencies. 2004 also sees a major three part series on Van Gogh, Alain de Botton's Status Anxiety series, The Voice, and a new series of The Art Show. Following the success of Operatunity, Musicality will look for the next star of the musical stage. Performance highlights in 2004 are DV8's Cost of Living and The Rough Guide to Choreography.

Comedy and entertainment

New shows for 2004 include Garth Marenghi, Green Wing, The Last Chancers and the next Jimmy Carr series. Peter Kaye returns with Max and Paddy, Avid Merrion with Bo Selecta and Rory Bremner with Bremner, Bird and Fortune. Derren Brown will be back with a second series of Mind Control.

Drama

Channel 4 will broadcast 38 episodes of new drama in 2004/5, with new series including Shameless, No Angels and NyLon. Teachers and Hollyoaks continue. Omagh, Sex Traffic and Hamburg Cell are the major drama events in 2004/5.

Sport

Channel 4 will cover the Test Cricket Series against New Zealand and the West Indies, and the relationship between racing and Channel Four strengthens with the help of At the Races. We expect to broadcast over one thousand hours of sport in 2004 including a wide range of minority sports.

Licence commitments

We intend to fulfil all our licence commitments including the hours commitments in the PSB genres of current affairs (4 hours a week in all hours of which 80 hours a year will be in peak), education (7 hours a week), multicultural (3 hours a week), news (4 hours a week in peak), religion (1 hour a week) and schools (330 hours a year), as well as the requirements for first run, origination and regional production.

Other channels and cross platform

E4 will continue to commission original comedy

and factual entertainment, and will build a closer relationship to Channel 4 with more integration of series and cross platform events. E4 will support Channel 4's public service mission with closer commissioning links and through opportunities for extending Channel 4 programmes such as streaming.

We plan to launch a new channel More4 in 2005.

Channel 4 has committed £10 million a year to film production. FilmFour will focus on new talent, including films from Shane Meadows and Julian Fellowes, and FilmFour Lab will fund ground breaking low budget features and short films with new directors and writers. The Channel will continue its support for film training and development including the National Film and Television School and the MESH animation scheme.

Channel 4 will continue to offer an integrated interactive approach to 'event TV' with iTV, telephony and the web alongside television to create a rewarding multi-platform user experience. As well as further developing our online careers and learning service Ideasfactory, we will introduce further services on-line such as 4Money and 4Travel to support programmes and provide associated services for viewers. We will continue our 4Broadband pilot, and hope to develop the market and benefit suppliers by increasing revenues from the service.

The independent sector

Channel 4 will continue to be the Channel that contributes the most to the diversity of the independent production sector. We will work with a greater range of companies than any other broadcaster, encouraging new companies in all programme genres. Channel 4 will make a major contribution to sector development in the regions through investment and attracting other regional funding. We will encourage new companies and new talent through ringfenced slots such as Comedy Lab, The Slot and Alt TV. Channel 4 will initiate and support training and mentoring schemes for production companies, offering both business and editorial advice. Channel 4 is also committed to improving diversity within the independent sector with our multicultural researcher schemes and initiatives

About 4 Statement of Promises 2004/5

to increase the employment of disabled production staff.

Regional production

We will commit to spending 30% of our production spend outside London and the Nations and Regions team will continue to draw additional investment with the Creative Cities and other initiatives, and Channel 4 will continue to support the Regional Development Programme.

Channel 4's key regional projects in 2004/5 include the Castleford project, in partnership with English Partnerships, Yorkshire Forward and Wakefield Council. Bollywood Star will be based in Birmingham (and Bombay). Omagh will be a flagship drama produced in Ireland. Other key regional series include Shameless, No Angels, Hollyoaks, Monarchy, The Battle of Jutland, Max and Paddy, and features series including Location Location and Risking It All.

The Channel will continue to support The Research Centre in Glasgow which will have a budget of £1.3m. Its work will include a new initiative to advance small company growth in international markets.

Audiences

We look forward to sharing our knowledge of how viewers engage with Channel 4 during Ofcom's review into Public Service Broadcasting. We will conduct a comprehensive range of analyses, both quantitative and qualitative, that seek to understand how our audience connects with our programmes and channels in an increasingly complex multi channel world.

Kevin Lygo
Channel 4 Director of Television
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