

CHANNEL 4 STATEMENT OF PROGRAMMING POLICY 2010

Overall Strategy

Channel 4's over-riding priority in 2010 will be to provide content – whether TV, film or online – that engages people, challenges them and makes a difference. Channel 4 will also work to ensure that its content provides genuine distinctiveness, both in subject matter and approaches to formats. At times, Channel 4 will tackle subject matter that will provoke or that some viewers might find controversial or uncomfortable, but running through Channel 4's content strategy is a commitment to meeting the four public purposes that we look forward to being enshrined formally in Channel 4's new remit for a digital age.

2010 will be something of a year of change for Channel 4 – the arrival of a new Chairman and Chief Executive; the prospect of political change; the enshrinement of a new remit – and crucially the beginnings of an exciting period of creative renewal as *Big Brother*, which has dominated the peak time summer schedules for a decade, comes to an end. The final programmes of this iconic series will be seen off with a bang, and throughout the year, commissioners and the production community will have the opportunity to think radically about new ideas to fill hundreds of hours of the schedule. In 2010, the early stages of this process will reach the screen, with the decision to end long running series *Wife Swap* and *How Clean Is Your House?*, and development of Channel 4's long-running current affairs strands *Dispatches* and *Unreported World*.

As part of its ongoing role as the main source of competition to the BBC, throughout the year Channel 4 will seek to provide a point of difference to other public service content providers, remaining true to its ethos of innovating, experimenting and providing alternative viewpoints. As the channel's remit evolves to take account of the contribution of digital content and film, it will seek to provide content that delivers greater impact, increased diversity and greater forms of public engagement.

Further development of online content will be a particular focus as Channel 4 seeks to engage audiences in new and innovative ways. Channel 4's digital media strategy will include distribution of TV content, cross-platform activity to support the television offer and content devised specifically for an online audience, such as Education and 4iP. As part of the process of evolution of Channel 4's public service delivery, more focus will be put into the news and current affairs offer online; resources will be directed at enhancing *Channel 4 News* with a richer online presence. In line with new commitments in its updated remit, Channel 4 will also work on ideas for online content for older children. This will take as a basis the considerable successes in recent years to reach the older teens audience with educational content online. As such, the primary focus will be to develop gaming and participative projects that engage with children on the platforms that they spend time on.

The success of Channel 4's pioneering online education strategy, which has delivered a range of award-winning digital media projects, has demonstrated that it is possible for online content to reach the core 14-19 year old audience with far greater impact than linear television. With the majority of the Education budget therefore focused on innovative interactive content, in recent years the linear schools schedule has been dominated by repeats. Consequently, following discussion with Ofcom, in 2010 the licence quota for schools programmes on the core channel will be reduced to a nominal level and Channel 4 will no longer broadcast a schools schedule on the core channel. Channel 4 will continue investing significantly in high-quality educational projects across mobile and web platforms.

Channel 4's investment in film is also expected to be formally incorporated in Channel 4's remit. Film4 will continue working with the best talent in British film-making across a wide range of projects, building on the staggering critical successes of the last few years and strengthening Channel 4's existing relationships with a number of on and off-screen talents. Early in 2010 the multi-award winning *Slumdog Millionaire* will make its terrestrial TV debut.

News will remain at the heart of Channel 4's public service delivery going forward, with *Channel 4 News* remaining the only hour long peak time news programme. However, in order to preserve the reach and impact of Channel 4's news offering as audiences are increasingly going online for news and information, resources will be focused on maintaining the core, peak time programme and enhancing online news provision. As a result, the *News at Noon* programme will be replaced by a short lunchtime bulletin on the core channel.

While there were some early signs of recovery in the advertising market towards the end of 2009, 2010 will remain very challenging. The ongoing weakness of the advertising market has led to further cuts to the content budget in 2010. Channel 4 will seek to minimise the on-screen impact in key public service areas and in peak time on the core channel. However, this continues to have an impact on the overall levels of new commissions outside peak - although the ending of *The Paul O'Grady Show* will provide a new commissioning opportunity at tea-time. The decision to maximise the public impact of Channel 4's education content by focusing resources on cross-platform projects and no longer broadcasting a morning schools schedule will have a particular impact on Channel 4's ability to meet its all-hours originations quota of 60% in 2010, as while its schools content has been almost entirely made up of originated repeats, these still contributed to this quota. Financial pressures mean Channel 4 is limited in its capacity to replace this schedule with new, UK-originated programming, which would leave it dependent on dated originated repeats and *Big Brother* streaming in order to meet a 60% quota. Ofcom has therefore agreed to reduce Channel 4's all-hours originations quota to 56%, reflecting the reduction in the schools quota and providing Channel 4 with greater flexibility to plan a schedule which can maximise both public impact and commercial revenues. This change will not have an impact on Channel 4's volume of first run original commissions, and it is anticipated that the peak-time originations quota will be exceeded.

Channel 4 will continue to balance commercial and public impact, seeking wherever possible to maximise commercial revenues to re-invest in content. Following several years of rapid growth, high levels of digital penetration mean that the digital channel portfolio is unlikely to experience such rapid audience growth in 2010. However, the portfolio will continue to play an important role, not only in editorial terms, but in supporting Channel 4's overall public service contribution.

While it remains unclear the extent to which there will be any significant improvement in the financial outlook, any upturn in the economy will be channelled into content investment.

Commitment to public purposes

Nurturing new talent and original ideas

Across TV programmes and online content, Channel 4 will provide more opportunities for new talent and original ideas than any other broadcaster. A number of dedicated slots within the schedule will be made available for emerging creative talent, from documentary to comedy, behind and in front of the camera. Channel 4 will continue to meet its commitment to developing new talent through on-screen initiatives and by maintaining a range of off-screen

development schemes, including those run in conjunction with the independent production sector.

A particularly rich documentary and factual offer will see original formats engaging audiences in serious subject matter – whether about topical social issues or in science, history or the arts (for example *Blitz Street*, *Genius of Britain* and *Bright Young Things*). Drama series *We Were Faces* will demonstrate Channel 4's support of creative talent, having worked with director Shane Meadows in film and supported the work of writer Jack Thorne through the new talent scheme *Coming Up*, *Skins* and *Cast Offs*.

Further development of online content will be a hallmark of the year, enabling audiences to engage more deeply and to participate in debate about subject matter. Channel 4 will also enhance its standalone online content offer, whether in education, new content for older children, an enhanced online news offer or 4iP projects.

Championing alternative voices and fresh perspectives

A drive to improve diversity – on and off screen – will be a key priority for Channel 4 in 2010, building on the positive progress made in 2009. The Diversity team will continue to act as a spur across the industry, and in particular Channel 4 will seek to improve the presence of multi-cultural and disabled people in peak time. This will be achieved by casting actors in prominent roles, encouraging presenting talent and ensuring a diversity of people in mainstream factual strands. A new peak time series *Going Home* will see four families return to the countries of their forefathers to compare their lives with modern standards of living. Channel 4 will provide an original take on British history in *Bloody Foreigners*, from the unfamiliar perspective of foreigners involved in major historical events. Presenting a diversity of viewpoints will be a feature of several major documentary series that invite different people to explore a single theme, including *The History of the Bible* and *The Miracle of British Art*. Elsewhere landmark documentaries will provide the kind of frank and unvarnished views of those working on the front line in Britain's public services that are seldom heard.

Challenging people to see the world differently

Across the schedules Channel 4 will reflect the wider world, exposing audiences to the unfamiliar and challenging them to re-evaluate preconceptions and prejudices. Subject matter will range from domestic issues to extensive representation of people and stories from around the world. International coverage will be provided through Channel 4's commitment to long-form journalism – with international coverage on *Channel 4 News*, *Dispatches*, *Unreported World* and *True Stories* as well as single documentary films. The New Year will kick off with the *India Season*, which will coincide with TV premiere of *Slumdog Millionaire*, to explore various aspects of Indian life and culture, with programmes including *The Real Slumdog* and *Indian Secret Millionaire*.

Closer to home, the theme of showing the audience that it is ok to be different will feature in two series – *Bright Young Things* about children with autism; and *The Sex Education Show*, which will confront taboo subjects. In *Towerblock of Commons* (w/t) MPs will go to live on council estates, providing an insight for themselves and the audience into what life is like in some of the more deprived areas of Britain.

Inspiring change in people's lives

Channel 4 content has the power to not only make people think but to re-evaluate and take positive action to change aspects of their lives. This is a theme that runs through much of Channel 4's factual output – holding a mirror up to society, providing motivational role models and inviting the audience to consider how those experiences reflect on their own lives. Cross-platform content will play an increasingly important role in inspiring this kind of active participation, with projects such as *Sexperience* and *Battlefront* providing opportunities for audiences to take positive action.

Jo Frost will return with a new parenting advice series *Jo Frost Roadshow (w/t)* and *Family Gap Year* will be an aspirational series exploring family relationships. *Generation XXL* will convey to the audience what life is like for obese children through their eyes. *The Fairy Jobmother* will look at ways of helping the long term unemployed back into the workplace, *Arthur and The People's Supermarket* will encourage audiences to think about ethical shopping, and new series of *How The Other Half Live* and *The Secret Millionaire* will continue to explore issues of philanthropy and social inequality.

Significant Changes

There will be no significant changes in 2010. However, some changes to Channel 4's licence commitments have been agreed in dialogue with Ofcom. These changes are outlined in the relevant genre sections in this document.

Innovation, Experiment and Creativity

A commitment to innovation will run throughout Channel 4's content strategy in 2010. Channel 4 will continue to experiment with new subject matter, new formats and new talent across its activities. A strong commitment to the new is closely bound with Channel 4's core purpose to nurture new talent. Innovation, experiment and creativity are integral to the delivery of Channel 4 purposes, and as such are exemplified by many of the projects outlined in more detail in the remainder of the Statement of Programme Policy.

Channel 4 will seek to engage audiences with complex and important subject matter through a creative and innovative approach to programme formats, blending the informative with the entertaining. Factual programmes will dramatically bring subject matter to life – whether exploring the science of plane disasters in *Plane Crash*; what life was like in World War II by simulating the blitz on a reconstruction of a typical 1940s residential street in *Blitz Street*; or using the latest camera and sound technology to gain an insight into day to day life on a maternity wards in *Life Begins*. Events from the last century will be portrayed through drama: based on William Boyd's novel, *Any Human Heart* is set against the backdrop of pivotal events of the twentieth century.

Channel 4 will introduce a number of new titles to the schedules, building on strengths in areas such as architecture, homes and the environment but in new formats. A number of new faces will join the channel, including farming specialist Monty Don in *My Dream Farm*; and retail expert Mary Portas. Elsewhere, Derren Brown will move from entertainment-based shows to present a documentary series in *Derren Brown Investigates*. In current affairs, Channel 4 will look to create more impact with *Dispatches* and *Unreported World*, by focusing resource on fewer, higher impact programmes and a greater online presence.

Arising out of the *Comedy Showcase* pilots in 2009 two new comedy series will appear - *Pete vs Life* and *Phoneshop* - underlining how Channel 4's experimentation with new comedy talent reaps rewards in building success in the hard-to-succeed comedy field. *Phoneshop* will appear on E4, emphasising the channel's reputation as a place to experiment with new ideas.

In Arts, Channel 4 will establish a new Arts Board to consider evolving coverage of the arts across TV and on digital platforms, including closer integration across the cross-platform and 4iP commissioning teams. Channel 4 will continue to work with contemporary artists at the cutting edge of cultural life, building on the successes of giving new opportunities for established artistic talent to work in film and television media. Channel 4 is also exploring partnerships with arts organisations to further innovate in arts provision.

Digital content will remain at the forefront of Channel 4's commitment to innovating and experimenting with the new. Building on the success of cross-platform development, more programmes will be accompanied by online content that engages the audience in new ways and enhances the viewing experience. In news, *Who Knows Who* will be developed, enabling people to trace connections between those in power in the run up to the General Election. Further development will be put into the *Channel 4 News* website; current affairs titles will also benefit from a deeper online presence. The 4iP initiative will continue to seek out the new, working with partners to develop original and participative content ideas. Channel 4 Education – and the developing strategy for older children – will continue to lead the way in developing games and social media initiatives that reach out to the harder to reach younger audiences with engaging creative content with public purpose.

Tier 2 arrangements

Channel 4's quotas are detailed below. It is anticipated that all will be met.

Quotas:

News in peak:	4 hours per week
Current Affairs overall:	4 hours per week
Current Affairs in peak	1.54 hours per week
Schools hours:	0.5 hours per year
Original production overall	56%
Original production in peak-time	70%
Production expenditure outside London	30%
Regional hours	30%
Production expenditure outside England	3%
Independent production	25%
European independent production	10%
European origin	50%

Programme offer

- **NEWS**

In 2010 *Channel 4 News* will remain the only hour-long news programme in peak-time, with a commitment to independent journalism and a strong emphasis on political, financial and international issues. In the year of a general election in Britain, *Channel 4 News* will continue to provide in-depth, distinctive coverage of major and breaking stories.

News will be amongst the first genres to feel the impact of Channel 4's broader creative renewal process planned for 2011. In 2010 there are plans to radically rethink and refresh the *Channel 4 News* format, including changes to the agenda, format and new ways to incorporate viewer engagement.

As part of Channel 4's overall strategy to focus resource on maintaining a strong peak-time programme and enhanced online delivery, the decision was taken to cut *More4 News* and *News at Noon*. The channel will continue to provide short lunchtime bulletins on the core channel but the increasing viewing figures for Channel4+1, broadcasting at the same time as *More4 News*, meant it was difficult to justify the expenditure on *More4* as the best use of limited funds. Whilst this decision was a difficult one, it means Channel 4 is able to concentrate its resources on the main daily programme where it can have maximum impact.

There will be continued enhancements of the news website in 2010, which will focus on further developing its significant points of difference to other large news providers such as the BBC, and exploring the potential of digital media to enhance democratic engagement. This will involve two or three big concepts to attract users, including building the *Who Knows Who* site, already cited regularly in parliamentary debates, to encompass more connections between the powerful, and extending the *Factcheck* concept to create a major new website, ready for the General Election, which will hold power to account in innovative ways.

- **CURRENT AFFAIRS**

In 2010 Channel 4's commitment to long-form journalism will remain undiminished, continuing to deliver a range of provocative and relevant domestic and international stories and covering subjects that other broadcasters do not.

Current affairs will be one of the first parts of the Channel 4 schedule to feel the impact of the major creative renewal process that will get underway during the year. There are plans for a radical reform of the *Dispatches* and *Unreported World* brands, which will focus on achieving maximum impact for the programmes.

These changes will seek to focus the same financial resources on slightly fewer, higher-impact *Dispatches* films – enabling the strand to continue pursuing rigorous investigations and compelling stories. Major themes for 2010 will be British politics, Afghanistan and Pakistan, with plans for two or more series of linked investigations. There will also be experimentation with new formats as well as grouped themed programmes and campaigning programmes to provide a greater sense of event around the strand. *Dispatches* investigations will also be featured on the new website *Who Knows Who* to reveal more connections between those in power.

Unreported World will continue to explore difficult subjects from countries not usually covered by mainstream media, but will re-shape itself to show the viewer how change can be brought about in the developing world and how the viewer can help. Through collaboration with appropriate charities and NGOs, the viewers will be provided with a variety of opportunities to relate to the subjects covered in the programme. This will include using online media to facilitate greater audience engagement, with an upgraded website that carries the channel's international content and enables viewers to interact directly with the subjects of films.

- **EDUCATION AND CONTENT OF EDUCATIONAL VALUE**

A significant amount of Channel 4's content across all of its platforms has an educational purpose, and 2010 will continue to see this purpose delivered in myriad of different ways, in particular through a wide-ranging factual and documentary slate that will cover a number of social and topical issues. There will be a strong focus on cross-platform education projects for 14-19 year olds, as well as development of online content for 10-14 year olds in line with Channel 4's proposed new remit. There will also be a range of engaging educational documentary series within peak-time, including history, science, arts and religion.

- **SCHOOLS**

In 2010 Channel 4 will continue its highly successful online education strategy, which aims to provide young people with engaging, informative content using the platforms and services that get their attention. A central objective will be to start conversation and debate amongst teens themselves – with the channel's own online platforms acting as a catalyst for peer to peer learning across a range of other delivery platforms, whether on the web, games or social networks.

In 2010 there will be an increased investment in games, working with new game production companies from around the UK, and in many cases giving them their first fully-funded commission. Games include *Cover-Girl*, looking at how magazines use photo-retouching to give an unrealistic view of beauty; *Ada*, a puzzle game that will explore scientific methods and female pioneers of science through a fantasy story set in a post-apocalyptic world; and *Privates*, an irreverent casual game exploring sexually transmitted diseases. Building on the success of the *1066* game in 2009, there will also be two new games commissioned that support a new season of peak-time specialist factual programmes.

Campaigning project *Battlefront* is being re-commissioned for 2010, with increased investment in the online site, which will aim to provide any teen wanting to set up their own campaign with the tools and network needed to do so. Other major cross-platform commissions will look at emotional resilience - how teens can build their personal self-esteem and deal with difficult life events; and mobility in public space about how to deal with the hassles and dangers of travel in the UK's towns and cities.

Following the successful transition of Channel 4 Education from linear TV to online projects, in which greater impact has been achieved with the key 14-19 year old audience, Channel 4 will no longer broadcast a morning schools schedule (which has been predominantly made up of old repeats) on the core channel. This strategy will enable Channel 4 to fulfil its educational remit by reaching its target audience in the most effective and efficient way.

- **EDUCATION SUPPORT AND ONLINE**

Channel 4's cross-platform projects will continue to provide viewers with further information about the issues explored in its programmes, as well as interactive tools to enable audiences to participate more deeply and inspire change more directly.

In 2010 this will include an enhancement of the Channel 4 news sites, as well as a proposed new website for *Unreported World* which will enable viewers to interact directly with the subjects of the films and learn about how they can create change in the developing world. There will be an expansion of the *Who Knows Who* and *Factcheck* sites, with a focus on getting behind the headlines and individuals in the run up to the General Election. Other major commissions currently under discussion include online experiences around the maternity

ward based series *Life Begins* and a major project around comedy. There will also be new content for returning series such as *Embarrassing Bodies*, *Sex Education*, *Hollyoaks* and *Skins* with a clear focus on innovating for these already engaged audiences. As a result of innovations to Channel4.com all programmes now have websites with additional supporting information – for example, *Generation XXL*, a documentary examining obesity amongst young people, will feature an online game aimed at exploring the benefits of healthy diets and exercise, as well as external links to supporting organisations.

- **CHILDREN'S CONTENT**

Channel 4 recognises that there is a deficit in the provision of UK content for older children. Building on proposals outlined in *Next on 4* and in line with new commitments in its new remit in the Digital Economy Bill, in 2010 Channel 4 will set in train work to develop content ideas for older children. Initially this will involve working with writers and developers on a number of online, participative projects.

This will build on Channel 4's experience in reaching 14-19 year olds through its online Education projects and strong brand resonance with younger viewers, to develop content that engages children in the 10-14 age range. Channel 4's experience with educational content has shown that by focusing on engaging and participative content, delivered on the platforms where young people spend their time, Channel 4 can have a very significant impact on young audiences. Channel 4 will therefore focus on developing distinctive gaming and interactive projects that engage older children with publicly valuable, high quality content on the platforms that get their attention.

- **SCIENCE AND HISTORY**

In 2010, Channel 4 will continue its strategy of attracting audiences to science and history content through innovative, engaging formats. There will be a focus on launching new, distinctive series in peak-time, building on the channel's reputation for innovative content and alternative perspectives. Multicultural programming will continue to be a priority, with drama documentary series *Bloody Foreigners* examining the role of foreigners at four key moments in British history: The Battle of Britain, The Great Fire of London, The Battle of Trafalgar and the Roman Conquest.

There are several other significant history commissions planned for 2010, including *Blitz Street*, a science and history series presented by Tony Robinson, offering viewers a unique chance to witness the devastating effect of the Blitz on British streets. The series will demonstrate the impact of German aerial bombardment bomb by bomb, by recreating a typical row of 1940s terraced houses that will be subject to a range of explosives similar to those used by the Luftwaffe. David Starkey will return to present *The Churchills*, telling the story of Winston Churchill and the ancestor that inspired him, John Churchill, Duke of Marlborough. A new insight into the First World War will be offered in *Britain's Lost Soldiers*, which has secured unique access to the recovery of the remains of hundreds of lost British soldiers at Fromelles, and will follow the story of the creation of a new graveyard and memorial.

Key science commissions for 2010 include the landmark series *Genius of Britain*, which brings together giants of contemporary science including Stephen Hawking, Richard Dawkins, David Attenborough, Robert Winston and James Dyson to tell the stories of the British geniuses who inspired them. *Inside Nature's Giants* will return with its distinctive take on natural history, with programmes on the great white shark, lion, tiger, killer whale, polar bear

and rhino. *We Built the Titanic* will tell the story of the engineering challenge behind the building of the world's greatest liner, and the people that did it.

In 2010 Channel 4 will also continue to develop innovative digital content that supports and enhances its science and history programming.

- **RELIGION AND OTHER BELIEFS**

In 2010, Channel 4 will continue to offer audiences alternative perspectives on major religions.

The Bible: A History is a major seven-part series re-examining perhaps the most influential book ever written. It will explore the origins, ideas and influence of seven sections of the Scriptures, tracing how they came into existence and how they have shaped the world we live in today. Each film will be presented by a prominent commentator and thinker, including Howard Jacobson, Rageh Omaar and Ann Widdecombe, to provide a diverse range of alternative viewpoints on this central text.

- **SOCIAL ISSUES AND DOCUMENTARIES**

Channel 4 will remain the home of contemporary, challenging documentaries, and in 2010 will continue to deliver Channel 4's core public purposes by delivering frank and insightful documentary films about major social issues.

This will include a number of films that seek to not only give the most frank and unvarnished picture of life in modern Britain, but also provide alternative, personal perspectives on a number of major UK institutions. *One Born Every Minute* will offer extraordinary insight into a Maternity Unit with the latest camera and sound technology installed in the wards. *The Hospital* returns with a five part series giving NHS staff their opportunity to show the consequences of the excesses of a young population out of control. *Police Station* shows the policing of urban Britain through the eyes of police officers on the beat. *Sex Traffic* will follow a police unit attempting to break one of Britain's biggest people trafficking rings. Angus Macqueen's *Drugs* series will show the global impact of the war on drugs, with films from Britain, the US and Afghanistan, and in the year of the election *Towerblock of Commons* takes four MPs to live in British housing estates to offer them and the audience a provocative and alternate view of Britain.

Documentaries will also use the particular resonance Channel 4 has with younger audiences to explore particular issues that are particularly relevant to their lives. In 2010 the *Underage and Having Sex* series will hear from 14 and 15 year olds about their experiences and attitudes to sex. *Generation XXL* will look at the reality of growing up fat from a child's point of view. The *Sex Education* show will return with a new series confronting big taboo subjects such as sex and disability, homosexuality, and the sex lives of old people, and *Embarrassing Bodies* will return with a special series about children.

In 9pm midweek slots Channel 4 will continue to identify the themes that resonate with a broad British audience and develop entertaining constructs in which to present them. *Secret Millionaire* returns in 2010 with a special episode from India, *Family Gap Year* will aim to capture a growing trend in aspirational, alternate lifestyles, *Undercover Boss* will continue to examine the fortunes of struggling companies and *How The Other Half Live*, the successful 2009 series aiming to show what it means to grow up in poverty in 21st century Britain, will return with eight episodes. *The Fairy Jobmother* is a new formatted series pilot in which

Hayley, the star of the 2009 series *Benefit Busters*, helps the long term unemployed back into the workplace.

In addition to new series, single documentary commissions will also continue to provide high quality, thought provoking, films that aim to surprise and inform in equal measure. These promise to be a place to experiment with form. *The NewlyWeds* has filmed 50 weddings over the course of 2009 and in 2010 the production team will return on the day of the couple's first anniversary to see if the hopes and expectations of the big day have been met. Statistics tell us they may not have been – either way it will be an innovative attempt to document the first year of marriage in modern Britain.

Multicultural programming will remain a central part of Channel 4's offer, with longitudinal series *My New Home* returning to follow the progress of new immigrants to Britain. *Going Home* focuses on multi-cultural British families returning to the land of their forefathers to compare modern standards of living.

The new talent strand First Cut will continue to offer opportunities to new directors with 20 peaktime episodes. Cutting Edge will continue to showcase film making talent, with films including *Alzheimers Backwards*, which follows a sufferer in reverse time beginning with his death and ending with him fully sentient. *My New Brain* will explore the sometimes astonishing effects of brain injury.

- **INTERNATIONAL COVERAGE**

Channel 4 will continue its ambition of portraying life around the world across its portfolio, including serious documentaries, feature films and factual entertainment series.

To coincide with the network premiere of *Slumdog Millionaire*, Channel 4 will be launching a series of programmes about India in early 2010 – including a *Dispatches* special on Indian street children; *Gordon's Great Escape* following Gordon Ramsay's exploration of the country's food and culture; a *Secret Millionaire* filmed entirely in India; and *Kevin in India*, where Kevin McCloud travels to Mumbai to explore the city's architecture and its impact on everyday life.

Channel 4 will continue to seek interesting ways of exploring the consequences of an increasingly globalised world – as part of a planned season on modern slavery, the documentary *Sex Traffic* will look at the impact of international human trafficking and modern slavery, and the drama *Slave* will tell the story of a Sudanese woman abducted and sold into slavery at a young age who ended up working for a family in London.

Channel 4 News will continue to provide extensive international coverage. In current affairs, *Dispatches* will also reflect topical world issues. *Unreported World* will again provide an unrivalled depth and range of international coverage, seeking stories from countries that tend to be under-reported elsewhere in the media. The strand will aim to include films from all continents. *True Stories* will broadcast 40 of the world's best documentaries, including *The Yes Men Fix The World*, *Train Riders* and *Big River Man*, and a major documentary series on our war on drugs will include films from the US and Afghanistan. Film4 will also continue to show the best in world cinema, including films from Greece and Chile.

There will also be a continued focus on engaging travel formats – with a new six part series from Jamie Oliver (*Jamie Does*), where he will immerse himself in the local food cultures of Marrakesh, Athens, Venice, Andalucia, Stockholm and the French Pyrenees.

- **DRAMA**

In 2010 Channel 4 will continue to deliver bold, exciting dramas that give insight into contemporary British society as well as Britain's role in the wider world, spanning popular series as well as major single films. A commitment to supporting and nurturing new talent will also be maintained.

Highlights for 2010 include *We Were Faces*, which sees Shane Meadows reunite the cast of his multi-award winning film *This Is England* for a four part drama, picking up with the lives of the gang in 1986; the year Chris de Burgh is at number one, Top Gun is filling the cinemas, and over 3.4 million Brits are unemployed. The series, scheduled to transmit in Autumn 2010, highlights the importance of Channel 4's relationship with creative talent – building on the strong record the channel already has with acclaimed director Shane Meadows, as well as providing another platform to co-writer Jack Thorne, a graduate of Channel 4's talent scheme *Coming Up* who has gone on to work on *Skins*, *Shameless* and *Cast Offs*.

Any Human Heart is a highly ambitious four part adaptation of William Boyd's best-selling novel about fictitious British writer-adventurer, Logan Mountstuart, an epic tale of an entire life set against the backdrop of the pivotal events of the twentieth century, directed by Michael Samuels (*The Curse of Steptoe*, *Mrs Mandela*).

Single dramas in 2010 include *Mo*, starring Julie Walters, a revealing portrait of Mo Mowlam, whose no-nonsense approach to politics helped achieve one of the most monumental landmarks in recent British history, the Good Friday Agreement. *Slave* is a shocking account of modern day slavery, inspired by the true story of Mende Nazer, a Sudanese woman abducted and sold into slavery at the age of twelve who ended up working for a family in London.

January 2010 will also see popular series *Skins* and *Shameless* return to the screens, *Skins* for a fourth series and *Shameless* for its seventh. The strong brands of *Skins* and *Hollyoaks* will continue to reinforce Channel 4's relationship with young audiences.

- **COMEDY AND ENTERTAINMENT**

2010 will continue to give space to new shows and new talent, as well as showing a number of popular returning series with new and emerging Channel 4 stars. Programmes will continue to be fresh, distinctive and provocative, aiming to deliver content that is young in appeal and attitude.

Key commissions in comedy include the return of three BAFTA winning shows for Channel 4 – *The IT Crowd*, *Peep Show* and *Facejacker* (a revamped *Fonejacker*) along with *The Inbetweeners* for E4. *Bremner, Bird & Fortune* also returns for a season of election specials and there will be two new shows commissioned from the 2009 Comedy Showcase season – *Pete vs Life* and *Phoneshop*. There will also be a comedy season in the Spring which will include seven episodes of *Comedy Lab* - a key part of the strategy to give opportunities to entry level talent from very diverse backgrounds and an opportunity for people to be truly innovative and original.

Entertainment commissions include new series of *Derren Brown Events*, *Alan Carr: Chatty Man*, *You Have Been Watching*, *Chris Moyles Quiz Show*, *8 Out Of 10 Cats* and the return of the award-winning *IT Crowd*. Derren Brown will also front a new documentary series *Derren Brown Investigates*.

There are plans for some special programming events, including an alternative election night special which will harness some of the best Channel 4 comedy and entertainment talent to provide some spiky and intelligent coverage of the results once the polls have closed and the gloves are off.

- **ARTS AND MUSIC**

2010 will see a considerable overhaul of Channel 4's arts strategy, with a new arts board chaired by the Director of Television and Content, aimed at overseeing Channel 4's arts strategy across all platforms – including Channel 4, More4 and online. There will be a greater focus on the potential of digital media, with cross-platform departments and digital media fund 4iP gaining a greater focus on arts projects.

On the main channel, arts programming will continue to engage audiences with informative and accessible formats. Major documentary series *The Miracle of British Art* will see six outstanding commentators take on key theories on British Art. *Bright Young Things* will follow a group of young people with autism and their families as they devise and perform a theatrical piece at the Lyric Hammersmith. The series will explore the profound effect that drama and music can have on people with autism. Major series *The Orchestra* (formerly *The Band*), which follows the world famous Halle Orchestra as they try to build a new orchestra made up from young musicians, will be in production, to transmit in 2011. Channel 4 will also premiere Penny Woolcock's film *1 Day*, a hip hop opera set on the streets of Birmingham.

More4 will expand its arts coverage and launch a book programme in the Spring, and there are a number of digital projects in development with the Arts Council, Tate, the Royal Shakespeare Company and other leading British arts organisations.

- **FEATURE FILMS**

In 2010 Film4 will continue to support new and distinctive UK film-makers, working to produce strong contemporary stories with the best creative talent in the UK.

Films planned for release in 2010 include a new film with Mike Leigh, British sci-fi story *Never Let Me Go*; adapted from the best-selling novel by Kazuo Ishiguro; *Chatroom* by Hideo Nakata; *Neds* from Peter Mullan; *Four Lions* from Brass Eye's Chris Morris; *Eagle of the Ninth* from *Last King of Scotland* director Kevin Macdonald and *Submarine* from *The IT Crowd*'s Richard Ayoade.

Commissions for 2010 include projects with a number of film-makers who have a strong history with Channel 4, including Danny Boyle's next film *Aron Ralston*, Shane Meadows' *Beware The Devil*, Joe Cornish's *Attack the Block*, Paddy Considine's *Tyrannosaur*, Steve McQueen's *Fela Kuti* and Martin McDonagh's *Seven Psychopaths*. Other projects include Jonathan Glazer's horror sci-fi *Under the Skin*, Roger Michells *Hyde Park on Hudson* and Andrea Arnold's *The Cleaner*.

Tyrannosaur is a follow up from Paddy Considine's BAFTA winning Film4 financed short *Dog Altogether*, produced by Warp X and set to shoot in 2010. *Attack the Block* is set on a South London estate where aliens attack and will star a cast of mainly first-time actors who have been cast through community and street auditions. Film4 will also go into production with director Jeremy Lovering's *Wicked Smart* – all three films made by new or first-time directors.

Many of the commissions and films in production in 2010 are from film-makers who have built their careers with Channel 4, either in feature films or television series. This is testament to the role Channel 4 plays in nurturing new talent and providing a supportive environment for film-makers to bring their ideas to.

Film4 will continue with its low budget slate *Warp X*, which will include *Tyrannosaur* and a film with exciting new auteur Peter Strickland.

In addition to these commissions, Film4 has established a new short film scheme with the UK Film Council to focus on film-makers crossing over from shorts to features. This is a targeted programme intended to provide a bridge of experience, with the hope of making at least five short films from a diverse array of talent by August 2010.

Film4 is also looking to establish a micro-budget slate of films with a fast and furious ethos of shifting from development to production to post production and release within a relatively short amount of time. This requires looking at new alliances with producers and distributors in building new and innovative distribution models, and will involve Channel 4 being much more hands-on in the distribution of these films. In order to help facilitate this, more investment is being made on the Film4 website, with the aim of it becoming a strong community-building and marketing tool for all Film4 films, and these kinds of micro-budget films in particular.

- **SPORT**

In 2010 Channel 4 will continue to showcase alternative sports through the *Freesports on 4* brand, as well as exploring the opportunities of digital media delivery, and providing live coverage of racing.

A portion of the programming budget will be ring-fenced for sports output to play on weekend mornings between 7-9am and within the late night schedule, with the best sport content allocated for the early morning. Channel 4 is also exploring relationships with British Eurosport, ESPN and the Extreme Channel to improve efficiencies and enhance content. Digital media fund 4iP will build further on experiments with fitness and health.

- **LEISURE INTERESTS**

In 2010 Factual Entertainment's distinct role within Channel 4 will continue to be to engage with mainstream audiences and encourage them to think about the world in which they live and the issues that affect their lives. Commissions will include popular and entertaining formats, series and one offs that maintain Channel 4's integrity, originality and sense of purpose.

2010 will see the return of many features formats aiming to challenge social habits and taboos, with contemporary perceptions of disability a key theme. Following its success in 2009, *The Sex Education Show* will be returning in 2010, looking at a range of issues around sex and disability. This will again be supported by an innovative companion website *Sexperience*. The new series of *Embarrassing Bodies* will include a disability strand and a strand dedicated to people suffering mental health problems. A new campaigning stripped season of *How To Look Good Naked* will deal with issues affecting disabled women and their self confidence. *The Ugly Face of Beauty* will campaign to raise awareness about the dangers of cosmetic surgery and to improve regulation and standards, and a new documentary series with Mary Portas will aim to challenge the retail/high street/fashion industry, which is notoriously youth obsessed, by creating a brand for older consumers.

Channel 4 will also seek to explore the impact of the recession on the British public in innovative ways. In addition to returning series *Undercover Boss* and *Kirstie's Homemade Home*, in *My Dream Farm* farming veteran and passionate campaigner Monty Don will follow six families as they move to the country in search of a more sustainable, and fulfilling, life. Sarah Beeny will return in a new format *Help! My House is Falling Down*, which will include consumer information, DIY tips and visual stunts to highlight the workings of houses, aiming to inspire owners to look after their homes in more effective ways.

Formats celebrating and exploring Britain's relationship with food will continue in 2010, with new series of *River Cottage*, *Heston's Feast* and *The F Word*, as well as a new Jamie Oliver format in which he travels to different countries to explore their food and culture.

2010 will also see brand new series with distinctively Channel 4 takes on traditional genres such as landscaping and restoration. The great outdoors will also be explored in *Landscape Man*, in which RHS authority Matthew Wilson goes beyond traditional gardening programming to help six people turn their ambitious landscape dreams into reality – from planting forests to building lakes. *Restoration Man* will see architect George Clarke celebrate the range and diversity of British historic buildings by following brave restoration fanatics who have bought a piece of heritage (from windmills to water towers, hunting lodges to ice houses) and are attempting inject new life into it by turning it into a dream home. Shot over two years, this is an iconic home series that brings the pathos and drama of *Grand Designs* to the world of listed architecture and historic buildings.

Other new series include *The Jo Frost Roadshow*, which takes Jo into a new parenting event arena, and *Arthur and The People's Supermarket*, which follows new on-screen talent Arthur Potts-Dawson as he ambitiously attempts to set up an ethical supermarket that could take on the high street titans.

In daytime, *Coach Trip*, *Come Dine With Me* and *Wogan's Perfect Recall* will be returning, as well as new series *Iron Chef*. There are several other ideas in development which are looking positive for commission, and while the loss of Paul O'Grady will have an impact on the schedule, there are hopes that the programme can be replaced with other high-profile shows. Channel 4 plans to commission all new daytime programmes in 2010 from the nations and regions – *Iron Chef* is being made by IWC from Scotland and there is another strong pilot from RDF which, if commissioned, will be produced from Cardiff.

E4

2010 will be a tough year financially, making it difficult to achieve the same level of growth and strong original commissions as previous years. Despite this, E4 is anticipating another buoyant year creatively, remaining home to the most popular programmes in the 16-34 demographic and maintaining its reputation as a place to experiment with new ideas.

There will be new series of popular youth programmes *Skins* and *The Inbetweeners*, which have dedicated followings, as well as new comedy series *Phoneshop*, a result of the 2009 Comedy Showcase. There will also be some strong US acquisitions including *Glee* and *Cleveland*. 2010 will see the last *Big Brother* and *Celebrity Big Brother* on the channel, and there are plans for new commissions including a new sitcom and a new comedy show.

MORE4

In 2010, More 4 will continue to offer a mix of strong new commissions, international films and repeats of popular Channel 4 content, aimed at audiences looking for engaging documentaries and dramas. True Stories will broadcast 40 of the world's best documentaries, including *The Yes Men Fix The World*, *Train Riders* and *Big River Man*. Underlining the channel's track record in reflecting the wider world, there will be seasons on Afghanistan, Zimbabwe and Burma.

The channel also plans to launch a new books programme, *The Television Book Club*, with series in the spring and summer, as well as expanding its Arts coverage.

While *More 4 News* will not return in 2010 due to financial constraints, *The Daily Show* will remain on the channel, with Jon Stewart continuing to satirise the world of American politics.

FILM4

Film4 will continue to show high quality and diverse films from around the world, either as individual premieres or as part of seasons and strands.

Highlights for 2010 include *Dogtooth*, a 2009 Cannes award-winning film from Greece, the Chilean drama *Tony Manero*, and *Wendy and Lucy*, the affecting small-scale human drama from acclaimed director Kelly Reichardt. A season celebrating the British director Danny Boyle is planned for January, to tie-in with Channel 4's network premiere of the multi-Oscar winning Film4 Production, *Slumdog Millionaire*. British films will continue to have their showcase in the returning British Connection season, which will include channel premieres of Mike Leigh's Oscar-nominated *Happy-Go-Lucky*, Anton Corbijn's striking directorial debut *Control* and *Better Things*, the challenging and honest film from Duane Hopkins.

4MUSIC

4Music in 2010 will aim to retain its position as the UK's top music channel, with plans to build on this lead even further. It will do this by strengthening the programme offering and working more closely with partners at Bauer and within Channel 4 to offer a channel that is truly compelling and unique.

Despite significant budget cuts across T4 & Music in 2010, the ambition is to retain the key music events with the V Festival, T4 On The Beach and Orange RockCorps, as well as using strategic partnerships to secure an additional two to three big music events that can play in T4 and in the heart of the 4Music Schedule. The channel will also look at ways of establishing greater links between T4 and the 4Music brand, whether on the website or on-air.

ONLINE

Building upon the significant success achieved in 2009, and as Channel 4 looks forward to new commitments in its remit to encompass digital media, 2010 will see a continued effort to expand its online presence.

Channel 4 will seek to extend the reach and impact of 4oD through product developments, enhanced social features and, if and when appropriate, additional distribution deals to the groundbreaking non-exclusive deal with YouTube. The aim will be to deliver Channel 4 content to as wide an audience as possible.

For cross-platform activity in 2010, there will be significant focus on news and current affairs, including maximizing use of *Unreported World* footage and correspondents and an increase in prominence of the Channel 4 News blog and an expansion of the *Who Knows Who* and *Factcheck* sites. Other major commissions currently under discussion include *Life Begins* and new content for returning series such as *Embarrassing Bodies* and *Skins*.

As outlined in the Schools section, in 2010 Channel 4 Education will continue its successful online strategy, which aims to provide young people with engaging, informative content using the platforms and services that get their attention. Themes include emotional resilience and mobility and public space. In 2010 there will be an increased investment in games, including *Cover-Girl*, looking at how magazines use photo-retouching to give an unrealistic view of beauty; *Ada*, a puzzle game that will explore scientific methods and female pioneers of science through a fantasy story set in a post-apocalyptic world; and *Privates*, an irreverent casual game exploring sexually transmitted diseases. *Battlefront* is being re-commissioned for 2010, with new tools enabling any teen wanting to set up their own campaign the ability to do so. Other major cross-platform commissions will look at how teens can build their personal self-esteem and deal with difficult life events; and how to deal with the dangers of travel in the UK's towns and cities.

2010 will see digital media fund 4iP transition from an experimental, learning phase of the pilot (characterised by a broad range of small projects) to a more ambitious phase backing larger projects with greater potential for significant impact. This will include further investment in promising experiments from 2009. 4iP is excited about exploring opportunities in news and new forms of journalism, health and wellbeing, comedy and the arts and will dedicate resource to furthering the role of games in delivering public value. It will continue to develop a network of partners that reflect these priorities and will focus on delivering pioneering relationships with other cultural institutions.

Additional matters

- **CULTURAL AND OTHER DIVERSITY**

Diversity will remain a priority across the board for Channel 4, with an emphasis on finding new voices and giving platforms to under-served communities who do not often appear on network television.

There will be a continued emphasis on multi-cultural programming – with series such as *Going Home* focusing on multi-cultural British families returning to the land of their forefathers to compare modern standards of living, and *My New Home* which follows up with young immigrants to see how are adapting to a new life in the UK. The *India* season will feature a number of programmes examining life in the country, and *Dubplate Drama* will return with a new series showcasing urban youth culture and the UK grime scene. Channel 4 will also continue to keep diversity at the heart of its programming across the board, and will build on the success of current onscreen talent such as Gok Wan, Krishnan Guru-Murthy, Alexa Chung, Rageh Omaar and Robert Beckford to will continue to find and nurture the careers of multicultural presenters.

Off-screen, Channel 4 will continue its work with the CDN Pledge, which will be rolled out to more production companies and from April 2010 the major broadcasters will expect the production companies that they work with to have signed up. The Pledge will widen its focus to include film companies and digital Indies who are making content for the broadcasters, and the Cross Industry Standard will be implemented and used to measure on-screen diversity across all the CDN broadcasters. The CDN Mentoring Scheme will also continue,

matching television executives with black and minority ethnic (BME) talent aiming for senior-level positions in the broadcasting industry.

Channel 4 will also support a range of other schemes aimed at supporting minority voices, including continuing with The Diversity Production Scheme in 2010, giving 12 people from under-represented groups the opportunity to train for one year. The channel's dedicated Talent Team will continue to advance the careers of minority ethnic production talent to senior level, and three senior individuals will be recruited to work on a one-year attachment at the level of a Deputy Commissioning Editor. Channel 4 will also maintain its bursary BME students on City University's Postgraduate Diploma in Broadcast Journalism, and continue with its Feature Lab Scheme in conjunction with B3 Media.

Channel 4 will also support a range of other schemes aimed at supporting minority voices, including continuing with The Diversity Production Scheme in 2010, giving 12 people from under-represented groups the opportunity to train for one year. There will be a launch of a groundbreaking new business mentoring programme in partnership with Operation Black Vote, aimed at giving six individuals from BME communities mentoring and shadowing opportunities within key departments at Channel 4. The channel's dedicated Talent Team will continue to advance the careers of minority ethnic production talent to senior level, and three senior individuals will be recruited to work on a one-year attachment at the level of a Deputy Commissioning Editor. Channel 4 will also maintain its bursary for one Afro- Caribbean student, one Bangladeshi student and one Pakistani student on City University's Postgraduate Diploma in Broadcast Journalism, and continue with its Feature Lab Scheme in conjunction with B3 Media. There will also be an enhanced Work Related Learning Programme in partnership with Microsoft and independent producers, aimed at giving new entrants practical experience into the industry. This will include an increased number of work placements and inspiration days as well as dedicated showcase events for teachers, aimed at encouraging joined-up learning.

DISABILITY

In terms of disability, Channel 4 will again focus on bringing more disabled voices into drama - including the continued appearance of disabled actor Kelly-Marie Stewart in *Hollyoaks*, and ongoing placements for disabled trainees working on drama productions. There will also be a continued focus on disability inclusion in mainstream shows across the schedule, with a new series of *How to Look Good Naked* featuring women with disabilities, and a campaigning strand presented by two disabled presenters, one of whom, Nikki Fox, started off as a trainee researcher on the programme on the 2007 Disability Production Training Scheme. A new "Living With" strand will be introduced into *Embarrassing Bodies*, featuring people living with various conditions such as bipolar disorder and Parkinson's, and the second series of *The Sex Education Show* will cover sex and disability. The search for a disabled presenter will also continue, with a countrywide search being pursued for promising disabled journalists, with a view to helping them to find useful work experience with independent production companies specialising in news and current affairs.

INDEPENDENT PRODUCTION AND REGIONAL DEVELOPMENT

Commissioning from companies based across the country helps ensure that Channel 4 reflects the diversity of its audience, as well as supporting a wide range of production businesses all over the UK- from large established companies to tiny start ups. Channel 4 will again seek to work with more independent production companies than any other broadcaster in 2010, as well as developing new relationships with a host of new digital companies as part of the drive to kick-start the digital content sector.

In line with its licence commitment, Channel 4 will commission a broad range of production companies from right across the UK, with at least (35%) of commissions from outside London.

Following Ofcom's second review of public service broadcasting, a new quota will be placed on Channel 4 to commission 3% of original programmes from the smaller Nations. While long standing difficulties of growing sustainable production centres in the Nations, Channel 4 has taken steps to improve commissioning from the Nations and is on course to meet the stretching new quota on the main channel. A new comedy vehicle for provocative Scottish comedian Frankie Boyle will broadcast in 2010 produced by the Comedy Unit (Glasgow), new daytime programme *Iron Chef* is to be commissioned from Scotland with the hope of establishing itself as a returnable series, and there will be a showcase of emergent Irish comedian Liam Hourican in his show *iCandy*, made by Belfast company Green Inc.

In line with Channel 4's new remit, there will be a growing emphasis on digital media content. New games, web and mobile projects will be commissioned from all areas of the UK for both cross-platform and stand-alone content. Many of these companies will be new to Channel 4 – often receiving their first commission from a media organisation. There will be a particular emphasis on developing publicly valuable games, with cross-platform, 4iP and education all seeking to work with games developers. Regional areas with strong online and mobile entertainment expertise, such as Yorkshire and Tayside, are likely to benefit from this increased focus.

Partnerships will play a vital role in the provision of this digital media content, with 4iP continuing to harness strong relationships with agencies in Scotland, West Midlands and Yorkshire.

- **REPEATS**

Channel 4's editorial focus will continue to be on original programming, particularly in peak time. However, due to budget cuts there will be an increase of repeats in both the peak and off-peak schedule.

- **MEDIA LITERACY**

In 2010 Channel 4 will continue to provide a range of compelling public service content online, which will demonstrate to audiences the value of online content and - we hope - provide an incentive to those who are not active online. In particular, cross-platform content, in which major peak-time series are accompanied by supporting websites, will be a vital way of helping viewers move from television to the online world.

Following from the success of 2009 projects such as *Smokescreen*, Channel 4's Education projects will continue to encourage users to become more aware of the media that they use, and demonstrate how they can be used for positive purposes. *Battlefront* will continue to encourage young people to use digital media platforms for their own campaigns, and new project *Cover-Girl* will explore how magazines use photo-retouching to give an unrealistic view of beauty.

Channel 4 will continue to engage with the Digital Participation Consortium.

- **PUBLIC INPUT**

Audiences are at the heart of everything that Channel 4 does, and in 2010 the channel will continue to ensure viewers have access to a wide range of platforms through which they can give feedback on Channel 4 content.

The Viewers' Editor will continue to be the voice of viewer opinion within Channel 4, regularly responding to viewer feedback, investigating viewers concerns and maintaining a direct link between audiences and programme-commissioners. This link will be supported by Channel 4's Viewer Enquiries team, who will continue to monitor feedback from viewers on a daily basis, and the Research and Insight team, who will continue to commission in-depth quantitative and qualitative research on a range of Channel 4 content – both linear and online.

In light of the increased capability of the Channel 4 websites as a facilitator for regular viewer discussion and debate – with sites now allowing viewers to comment on all Channel 4 content, as well as ask direct questions of commissioners, engage with the Viewers' Editor and sometimes contribute directly to the content itself, it has been decided that the format of *The TV Show*, in which a monthly episode focuses on a limited range of topics, is no longer the most effective means of engaging viewer feedback. Channel 4 will maintain its commitment to respond to viewers using blogs and video interviews with programme makers online and use broadcast episodes on an ad-hoc basis where there is sufficient public interest around a particular Channel 4 programme or issue.

Kevin Lygo
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