

BBCNI TELEVISION COMMISSIONING



Autumn 2015



BBC
NORTHERN IRELAND

Meet the BBC Northern Ireland Television Team



Susan Lovell
HEAD OF TV COMMISSIONING



Deirdre Devlin
EXECUTIVE PRODUCER



Justin Binding
COMMISSIONING EXECUTIVE



Karen Kirby
EDITOR & COMMISSIONER,
IRISH LANGUAGE PROGRAMMES



William Johnston
COMMISSIONING & CHANNELS MANAGER




Ian McTear
COMMISSIONING PRODUCER



Linda McCarter
COMMISSIONING ASSISTANT





BBC Northern Ireland complements and enhances the total BBC television offering available to viewers in Northern Ireland through opt-out programming on BBC ONE NI and BBC TWO NI.

Our programmes range across all genres, embracing the experience of life in Northern Ireland and the impact of NI in the wider UK and beyond.

We make both contemporary and historical programmes, reflecting and celebrating the distinctive social, cultural and political activities and context of the nation.

Our TV Opts continue to add value to BBC One and BBC Two channel share



Added 5.5% points

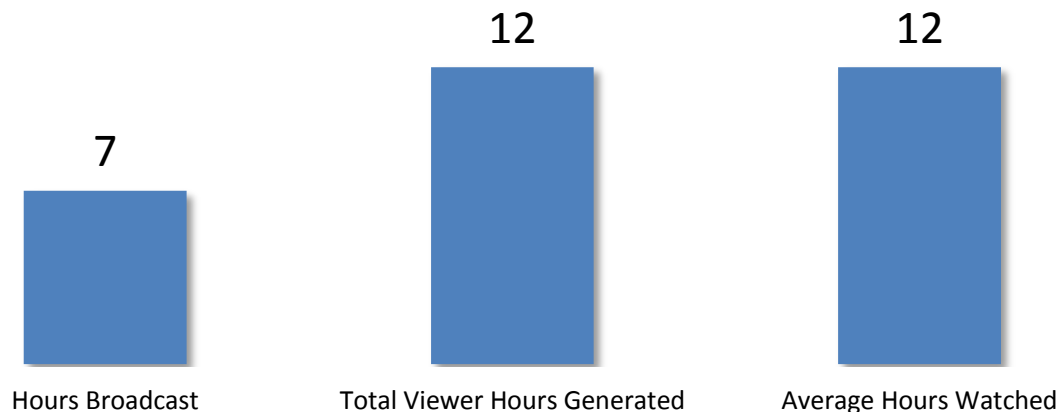


Added 1.7% points

The Year in Stats

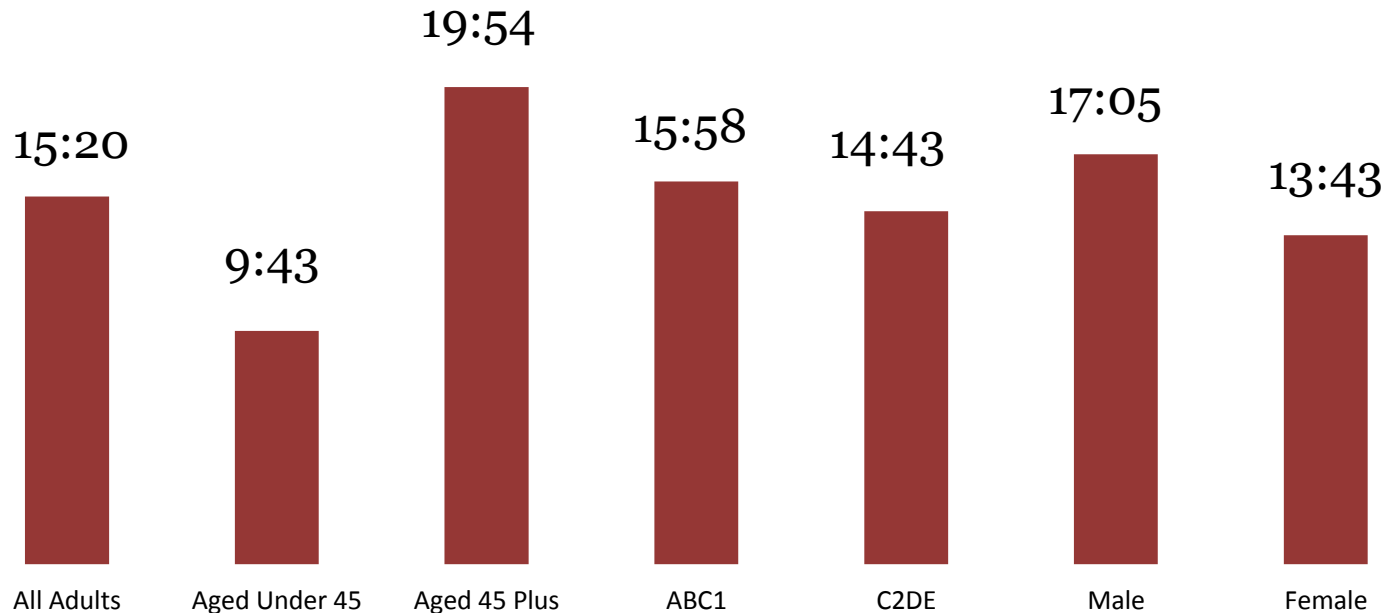
- 400 hours - just over 8 hrs per week - of non-news television
- Reached 90% of the Northern Ireland population
- Generated over 19.3 million viewer hours.
- The average adult watched 15 hours and 20 minutes of non-news content over this time

Comparing September 13 to July 14: (% change)



The Year in Audience Groups

Non - news TV continues to skew heavily over 45 but good spread across social class. Men spent some 25% more time with opts than women, with heavier watching of politics, current affairs and some big audience sports such as motorbikes



Top 10 BBC NI Opts 14-15 By Average Audience



BBC One NI TV Opts	Audience 000s	Share %	Network share %
Road	268	34	19
Boogaloo and Graham	199	34	20
Tall Ships	191	31	24
Nolan Live	155	35	27
Getaways	153	21	16
Ireland's Great war	151	24	23
Spotlight (MLA Expenses)	149	34	8
Remembering Gerry	148	30	19
The Blame Game	148	26	24
The Will of the People	142	20	16



BBC Two NI TV Opts	Audience 000s	Share %	Network share %
Ulster Rugby Live	90	13	6
Then Sings My Soul	80	14	10
A Memorial Service for Ian Paisley	78	19	3
Final Score From Northern Ireland	68	17	11
Imagining Ulster	64	11	3
Opry An Iúir	56	9	3
Brave New World	53	8	5
The Blame Game	50	7	3
The Championship	49	10	5
The Gaitherin	48	8	9

Top 20 Programmes : Network v. Northern Ireland

February 2015

BBC One	Rank	BBC One Northern Ireland	AI
Call The Midwife	1	The Voice UK	83
The Voice UK	2	Eastenders	79
Death In Paradise	3	Call The Midwife	86
Silent Witness	4	Casualty	81
The Great Comic Relief Bake Off	5	Countryfile	86
Last Tango In Halifax	6	The Great Comic Relief Bake Off	85
Eastenders	7	Eastenders: Backstage Live	87
Countryfile	8	Holby City	80
The Casual Vacancy	9	The National Lottery: Win Your Wish List	75
Eastenders: Backstage Live	10	Death In Paradise	85
Casualty	11	Silent Witness	84
Eat Well For Less?	12	Ireland's Great War	80
British Academy Film Awards	13	The National Lottery - Saturday Draws	64
The National Lottery: Win Your Wish List	14	Nolan Live	73
DIY SOS: The Big Build	15	Eat Well For Less?	83
Animals In Love	16	The Casual Vacancy	72
Super Cute Animals	17	The Truth About Cancer	87
The One Show	18	Super Cute Animals	89
The People's Strictly For Comic Relief	19	Getaways	N/A
Room 101	20	British Academy Film Awards	76

NI Opt

Not in NW top twenty

Not in NI top twenty

Source: BARB

Please note that some AI scores are based on very small sample sizes

Top 20 Programmes : Network v. Northern Ireland

February 2015

BBC Two	Rank	BBC Two Northern Ireland	AI
Wolf Hall	1	Top Gear	81
Top Gear	2	Ulster Rugby Live	83
University Challenge	3	Then Sings My Soul	90
The Great British Sewing Bee	4	Dragons' Den	83
Only Connect	5	Alaska: Earth's Frozen Kingdom	87
Alaska: Earth's Frozen Kingdom	6	Britain's Supermarket Revolution	74
Reinventing The Royals	7	The Big Allotment Challenge	83
Africa's Fishing Leopards: Natural World	8	Wolf Hall	82
The Big Allotment Challenge	9	Reinventing The Royals	76
The Motorway: Life In The Fast Lane	10	Match Of The Day	85
The Fifteen Billion Pound Railway	11	Burns Night At The Waterfront	69
Qi	12	The Fifteen Billion Pound Railway	89
Eggheads	13	Animals In Love	66
Speed Dreams: The Fastest Place On Earth	14	The Great British Sewing Bee	92
Charlie Brooker's Weekly Wipe	15	Spotlight NI - benefit cuts / welfare shake-up	88
Two Tribes	16	Dad's Army	85
Ski Sunday	17	University Challenge	84
Antiques Road Trip	18	Eggheads	89
Dad's Army	19	Meet The Ukippers	76
Modern Times: 24 Hour Parcel People	20	Flog It!	89

NI Opt

Not in NW top twenty

Not in NI top twenty

Source: BARB

Please note that some AI scores are based on very small sample sizes

*based on a sample of 2

BBC
RADIO
ULSTER

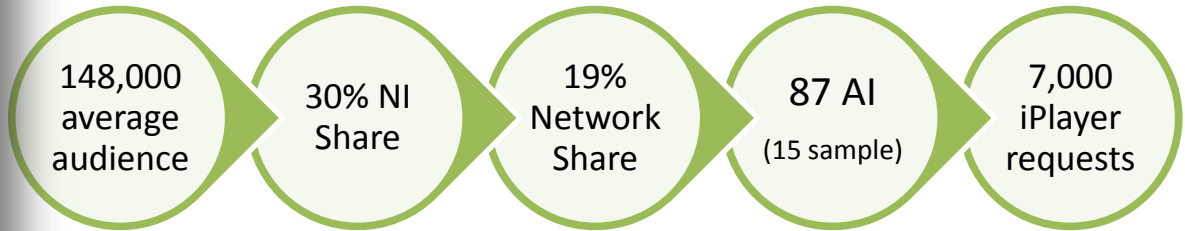


Remembering Gerry

Tributes to Gerry Anderson

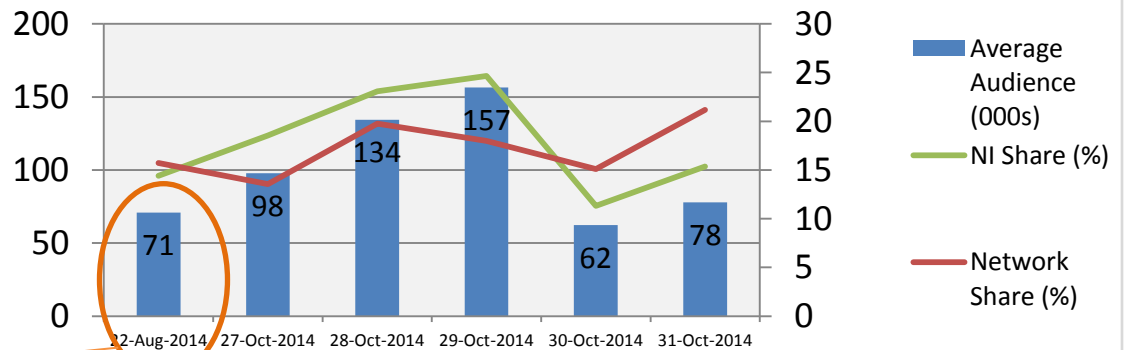
Remembering Gerry

Tuesday 28th October 2014
 BBC One Northern Ireland at 22:40 (40mins)
 Replacing/Displacing: Imagine... The Art That Hitler Hated

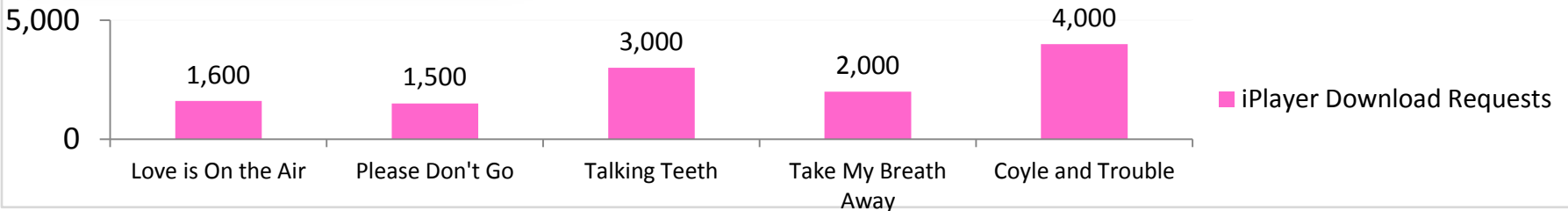


On the Air

BBC One Northern Ireland post 22:35 (5mins- apart from 22nd Aug which was 15mins in duration)
 Replacing/Displacing: Match of the Day at 50/ Have I Got a Bit More News for You / Imagine... The Art That Hitler Hated/ A Question of Sport / Question Time / The Graham Norton Show



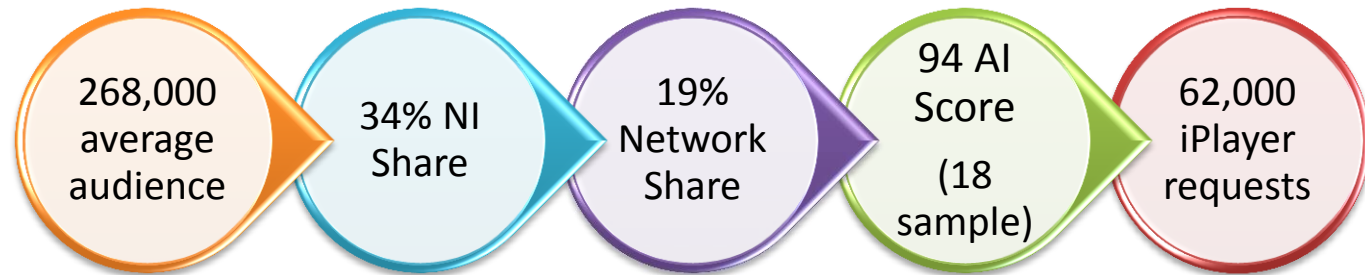
Special edit- 3 programmes in I



Road

Monday 6th October 2014

BBC One Northern Ireland at 20:30 (90mins)



Overnight = 207,000



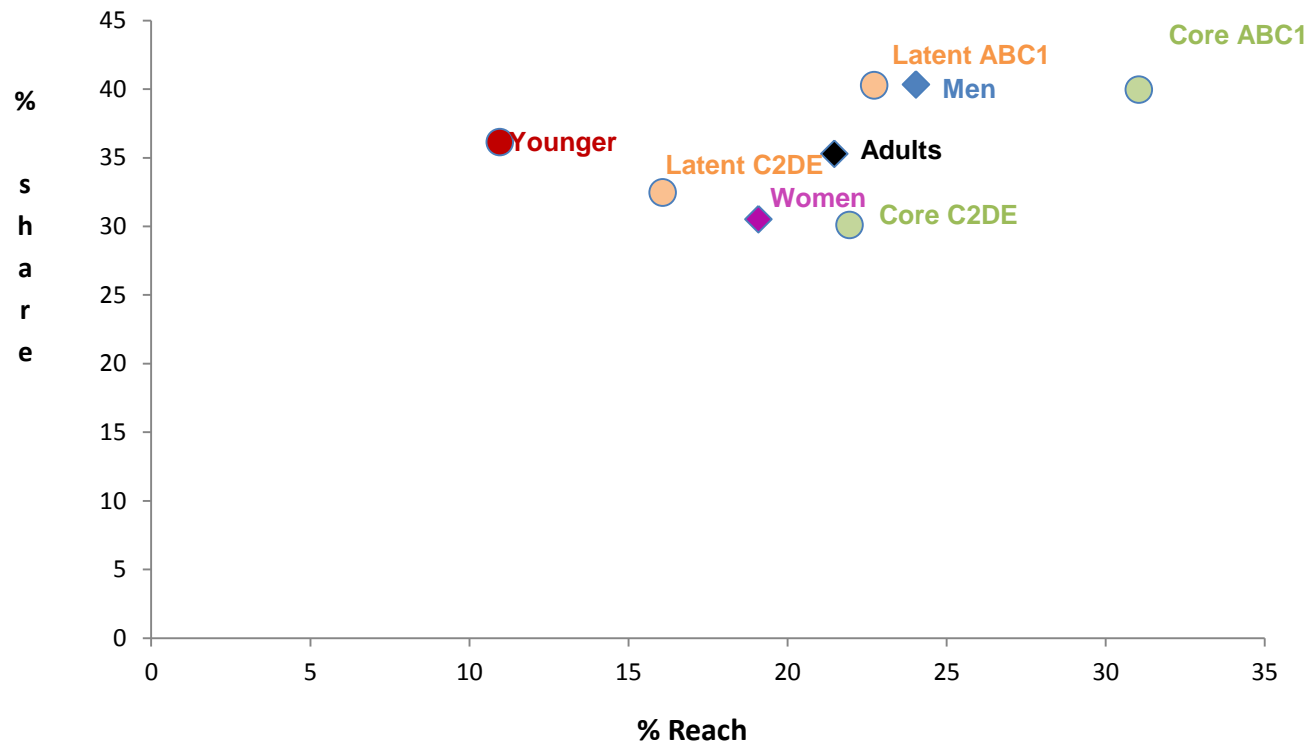
TXing at the same time
213,000 average audience
30.4% share

#Road trended 5th in the UK and Dunlop trended 8th.

In the day #road has been tweeted 2400 times, including retweets.

Following December repeat, iPlayer requests rose to 132,500

Road

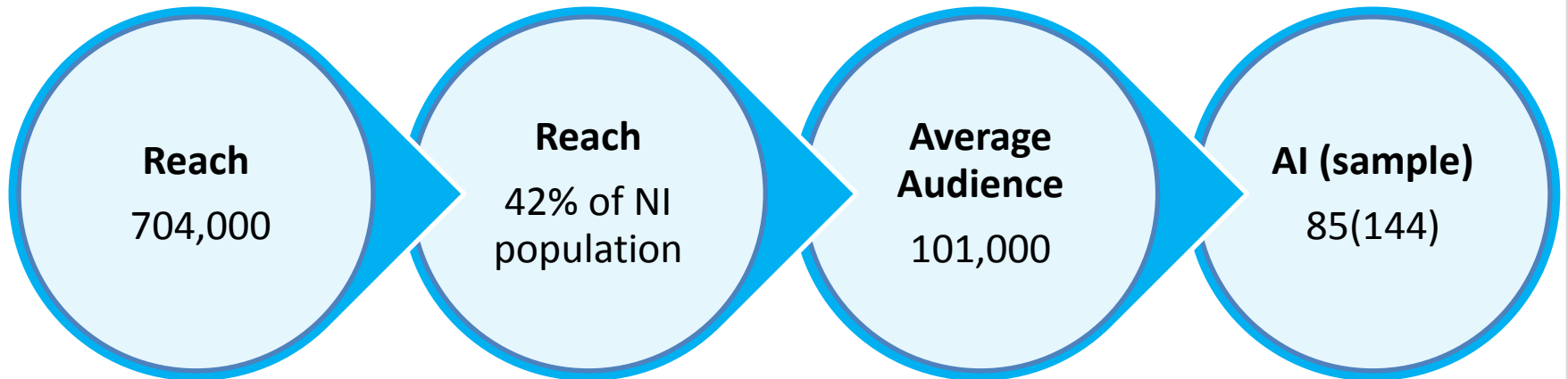


Core aged 45+. Latent aged 25-44, Younger aged 15-24

Our Top Twenty Performers Were:

Surprising, Unique, Relevant and Entertaining

Walk the Line
Remembering Gerry
On the Air
Road
Jigs and Wigs
True North



Some New Insights...

A big push to
celebrate NI

Young Audiences
are optimistic and
want us to be
positive about NI

Audiences like to
watch themselves
and people like
them

History has to feel
relevant or will be
passed over

Both 'super local'
and 'international'
content from NI is
wanted

Audience Priorities

1. Make a bigger impact across the board

2. Grow the scale and presence of programmes

3. Develop more direct connections with the audience

4. Develop more funding and content partnerships

5. Drive Innovation and Change





Impact Documentaries

Seasons and Clusters

A Platform for Debate

**Telling our Stories:
Features and
True North Docs**

Making You Laugh

BBC One NI

Impact Documentaries

Documentaries and Films for 9pm BBC1 Co-funded, Ambitious, Feature Docs Or Local-only Landmark

A number available in 2017/18

BBCNI has a reputation for high-end Landmark content like *The Disappeared*, *Road* and *The Man Who Shot the Great War*. We are looking for maximum impact and public value for this content and we expect it to appeal across all our audience demographics.

We want docs that have the potential to create a wider cultural and creative dividend and we will support diversity: of form, of style, subject-matter and talent. We will prioritise universal themes, global interest and/or maximum local resonance. These films should warrant inclusion in NI's film archive. We expect producers to attract co-production finances for these ambitious films.

Recent Commissions:

- ***The Story of Shergar*** – Erica Starling Productions
- ***Best, the Legend*** – Fine Point Films
- ***Find Me A Family*** – Erica Starling Productions
- ***Roads on Trial*** – In-House Production
- ***Nurses on the Frontline*** – DoubleBand Films
- ***Another Trembling World – The Bobby Sands story*** – Fine Point Films
- ***Ireland's Treasures*** – 360 Productions

"ADRENALIN FUELLED, EMOTIONALLY DRAINING" ★★★★★ EMPIRE

NARRATED BY LIAM NEESON

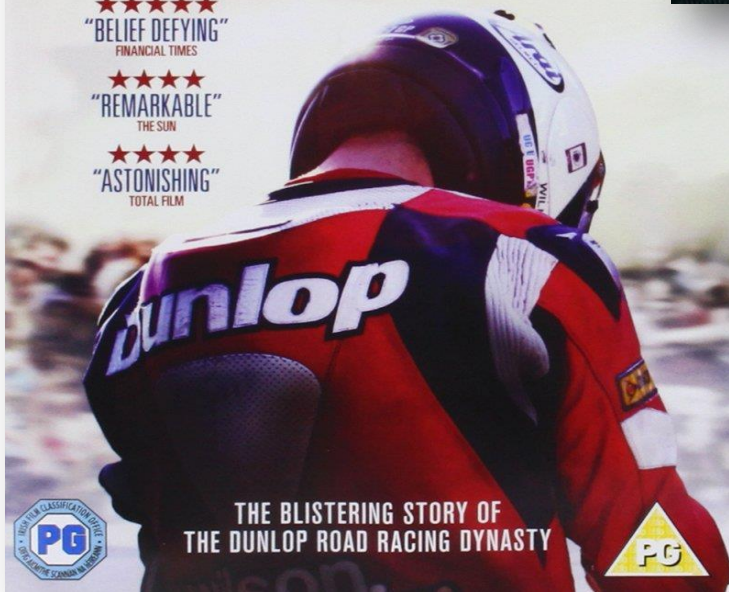
ROAD

NOTHING TO FEAR, EVERYTHING TO LOSE

★★★★★
"BELIEF DEFYING"
FINANCIAL TIMES

★★★★★
"REMARKABLE"
THE SUN

★★★★★
"ASTONISHING"
TOTAL FILM



THE BLISTERING STORY OF
THE DUNLOP ROAD RACING DYNASTY

PG

MPAA CLASSIFICATION BOARD
PG
PARENTS STRONGLY CAUTIONED
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 10

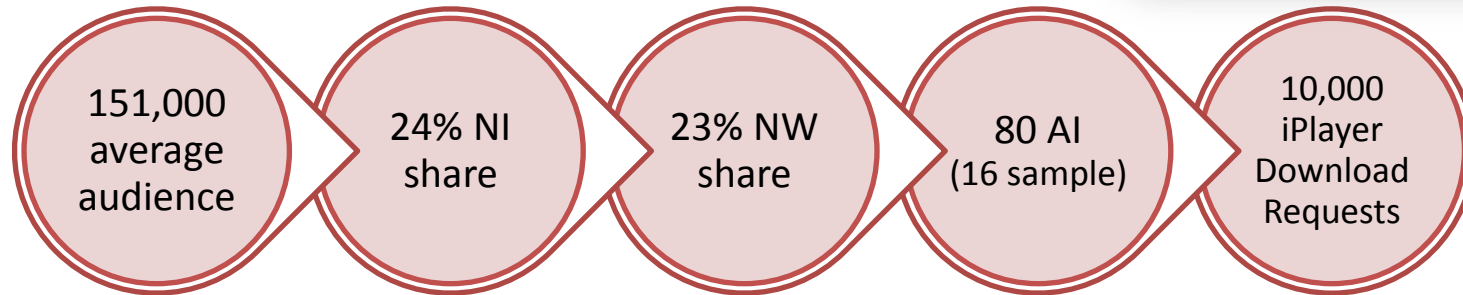


Ireland's Great War

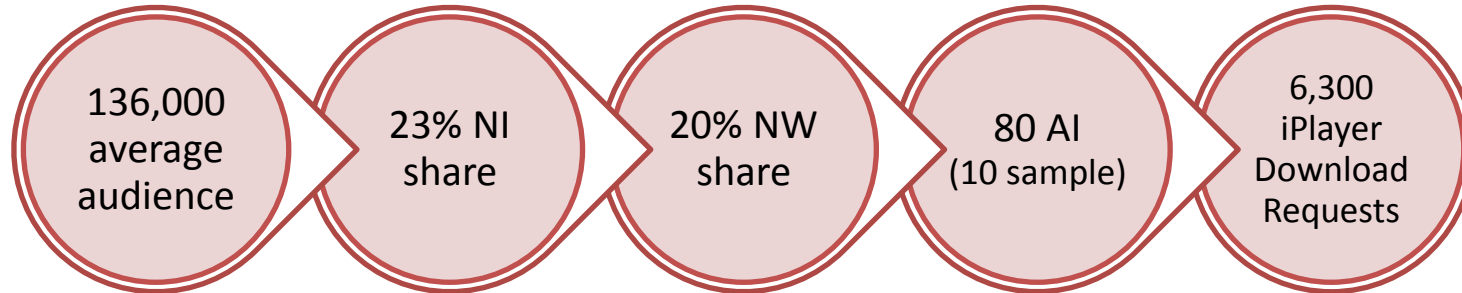
BBC One Northern Ireland Sunday 1st and 8th February at 18:00 (1 hour duration)
Replacing/Displacing: Animal's in Love



Ep1- consolidated



Ep2- consolidated



Cumulative Reach for ep 1 and ep 2
245,000 (15% of NI population)

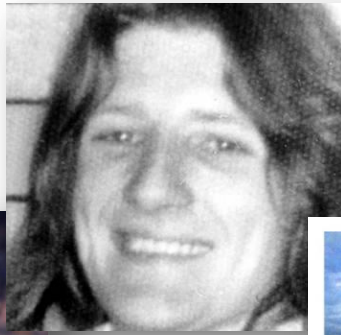
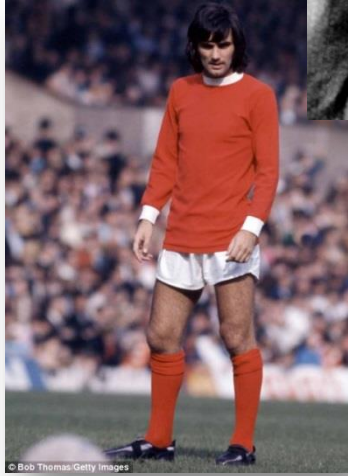
Ireland's Great War

BBC One Northern Ireland Sunday 1st and 8th February at 18:00 (1 hour duration)

Replacing/Displacing: Animal's in Love

Tx Date	Start Time	Day	Programme	Channel	Gender	Region	Age	Verbatim	AI Rating
01/02/2015	1800	Sun	Ireland's Great War	BBC1	F	Northern Ireland	45-54	I liked listening to the opinion of the people talking.	6
01/02/2015	1800	Sun	Ireland's Great War	BBC1	M	Northern Ireland	55-64	very interesting. A different slant on the great war stories.	8
01/02/2015	1800	Sun	Ireland's Great War	BBC1	M	Northern Ireland	65+	good	6
01/02/2015	1800	Sun	Ireland's Great War	BBC1	M	Northern Ireland	25-34	learnt a bit more about 1914 war and its effects	8
01/02/2015	1800	Sun	Ireland's Great War	BBC1	M	Northern Ireland	65+	I wonder if programmes of this nature will perhaps encourage people to look at the events covered in a more open minded manner. Depending upon which foot you kick with really does colour your perception of historical events - especially in Ireland	6
01/02/2015	1800	Sun	Ireland's Great War	BBC1	F	Northern Ireland	65+	The remembrance of these men is long overdue.Well done to the producers of this programme	10
08/02/2015	1800	Sun	Ireland's Great War	BBC1	M	Northern Ireland	55-64	more of this kind of show	10

Core 45+ Latent 25-44 Younger 16-24



Man vs Man
Man vs Society
Man vs God
Man vs Himself
Man vs Nature
Man vs Machine
Woman vs Rest of the World

BBC One NI

Impact Documentaries

Observational Documentaries for 10.35pm

Two series of 3 x 30', available for 2017/18

These slots are highly competitive. As always, we are looking for film-makers with a track record in making strong observational documentaries that tell a bigger story. Access alone is not enough – audiences have the highest expectations for these programmes and we want local commissions to compete with the best in the UK.

TASTERS are important.

We like where possible to see evidence of characters and casting, storylines and the potential for drama. We want to encourage boldness and grit for these slots as well as warmth and familiarity.

Recent commissions include:

- **The Chicken People** – Tern TV
- **Undercover NI** – Screentime Shinawil
- **Rehab** – Third Street Studios
- **5 Star Belfast: The Merchant** – Waddell Media
- **Keepin' er Country** – Alleycats Films
- **Queen's: A University Challenged** – Below the Radar TV
- **Road Riders** - DoubleBand Films
- **House of Cars** – Erica Starling Productions



BBC One NI

Seasons and Clusters

Season ideas for 2017 and 2018

We are looking for ideas to develop as part of a number seasons from 2016 onwards. We will either align with network priorities or create a presence for BBCNI.

BBCNI's Music Season in 2015 linked content from across radio, TV and online – with both BBCNI and BBC Four involved. **Food Season** this Autumn promises to do the same.

For 2016 and 2017 we are developing these ideas for potential seasons - tbc:

Citizenship and Democracy
The Attainment Gap
Happiness and Wellbeing
Nature/The World Around Us
Music-related
Comedy-related

We are always open to talking about your own ideas for seasons or clusters of programmes that can help us make our mark.

BBC One NI - Network Seasons & Clusters



BBC Networks – also looking for ideas to develop as part of a number seasons from 2017 onwards.

We will either align with network priorities or create a presence for BBCNI.



This 3 day weekend celebration will take place in Summer 2016.

60 YEARS OF SITCOM



CIVILISATION



BLACK BRITAIN



PASSCHENDAELE, YPRES

2016

2017

2017

BRITAIN'S FAVOURITE BOOK



CITY OF CULTURE (HULL)



GLOBAL ARTS



BBC NORTHERN IRELAND ROCKS THE BBC FOUR SCHEDULE

FRIDAY 13 MARCH
BBC NORTHERN IRELAND ROCKS
THE BBC FOUR SCHEDULE

BBC FOUR

20:00
BEING JAMES GALWAY

21:00
THE IRISH ROCK STORY: A TALE OF TWO CITIES

22:00
IRISH ROCK AT THE BBC

23:00
THE STRYPES

www.bbc.co.uk/musicni

Programme	NI AVG Audience	Network AVG Audience	NI Share	Network Share	Time Slot Average	Time Slot Average
Being James Galway	3,000	268,000	1%	1%	292,000	1.3%
Irish Rock at the BBC	15,000	349,000	3%	2%	398,000	2.2%
The Irish Rock Story: A Tale of Two Cities	26,000	234,000	4%	2%	379,000	1.6%
The Strypes: Best Thing Since Cavan	13,000	195,000	4%	2%	218,000	1.9%

Being James Galway

95,000 average audience



25% NI Share



13% Network Share



AI Score = 83 (14 sample)



13,200 iPlayer Download Requests



BBC One NI

Telling our Stories

a. Features @ 7.30pm

**We are looking for 1-2 new series ideas to grow our presence at 7.30pm.
Proposals must be costed and series of 3 x 30 or 6 x 30 must be able to be made for tariff.**

Co-productions are especially welcome in this slot. We are looking for content that celebrates and showcases the pleasures and pastimes of life.

Recent successes include:

Walk The Line – with Barra Best – In-House Production

Jigs and Wigs – the Extreme World of Irish Dancing – co-pro with RTE & BBC Four - Stirling Productions

Great Gardens – with Diarmuid Gavin and Helen Dillon – Waddell Media

Getaways – co-pro with RTE - Waddell Media

Forthcoming:

Pet Island – co-pro with RTE – Ronin Films

Jigs and Wigs Series 2 – co-pro with RTE & BBC Four – Stirling Productions

Keepin' er Country – co-pro with RTE – Alleycats TV

The Countryside Show – Below the Radar TV

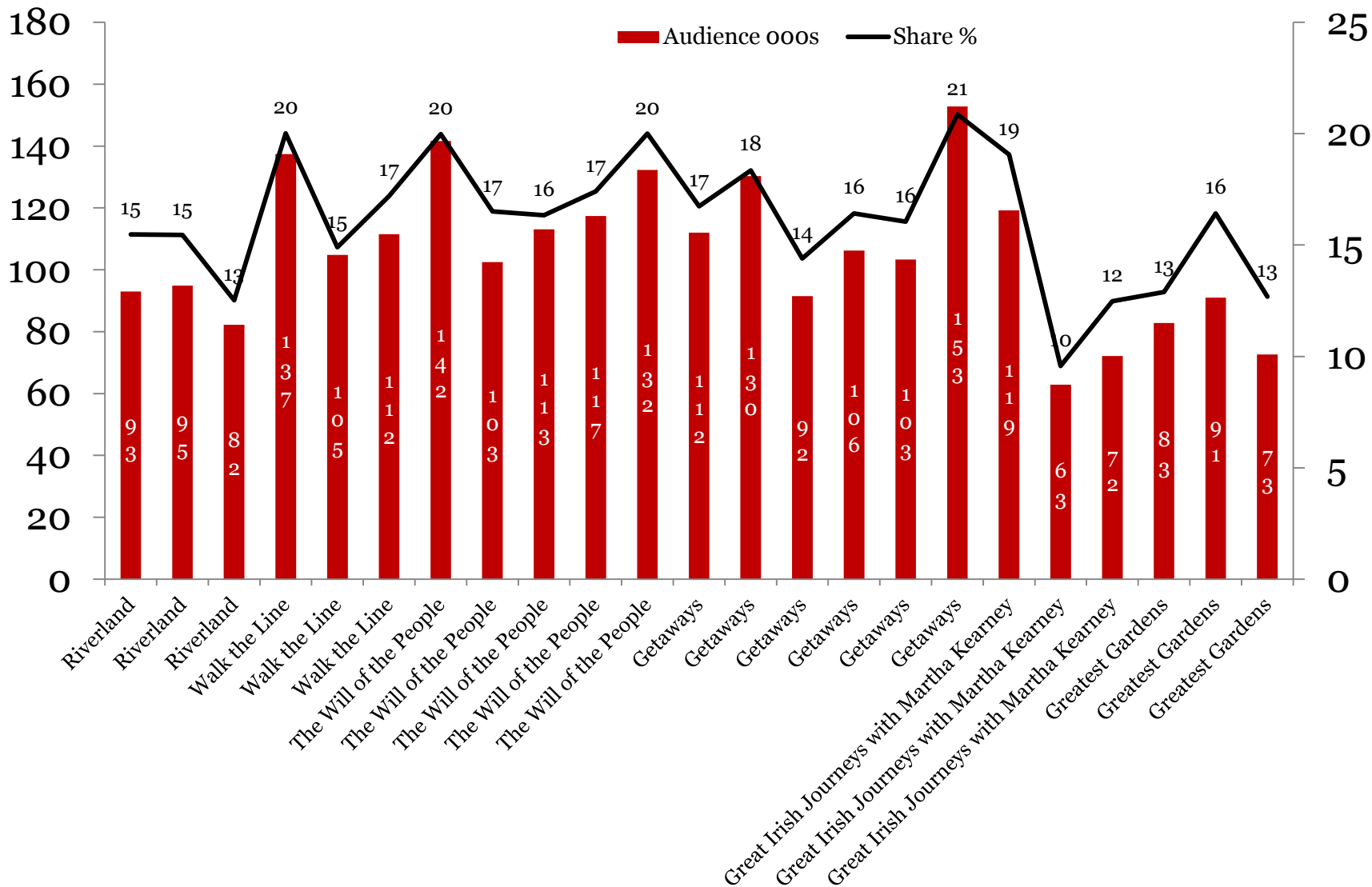
Walk the Line - Series 1



**Cumulative Reach 276,000
(16% NI Population)**

**Series A1
88 (41 sample)**

Audience Performance - Mondays at 19:30



BBC One NI

Telling our Stories

b. True North @ 10.35pm

True North Documentaries for 10.35pm - up to 6 x 30' available - a strand for established film-makers and emerging talent

We commission a range of 1 x 30' documentaries for our True North strand on a rolling basis. We are looking for films that are honest and compelling. This is a slot for film-makers who have a strong vision. One story or perspective is not enough. Films must have a wider narrative - extraordinary stories told by ordinary people.

Films that have done particularly well in this slot include those with very strong central characters that convey something about contemporary life – *Keepin er Country* and *Boy Racers*. Other films that challenge received wisdom have also done well – *More Than a Flag* and *Love and Death at City Hall*.

Coming Up Soon:

Whistleblowers – In-House Production – the story of the trials, training and dedication of local referees

Wonder Women – Tern TV – women in unconventional jobs

Will's Kitchen – Waddell Media – one man's obsessive quest to gain a Michelin Star

Everything Must Go – In-House Production – house clearance with a heart

Crossmaglen (WT) – In-House Production – extraordinary stories from 'bandit country' where sport is supreme

A Place to Call Home – Below the Radar TV – the search for identity between Lurgan and Vietnam

TRUE NORTH

Performance Summary

81k average audience
18% Share



Avg. 10,800 iPlayer requests per episode



56% Female
64% 45+ yrs old
29% 25-44 yrs old
7% 16-24 yrs old
52% C2DE



Average Weekly Reach of 73,000

Cumulative Reach of 319,000
(19% of NI population)

Average Share Impact vs. Network
+2 share points



Series AI 79



TRUE NORTH



Impactful



Gritty



Character-led



Super-local

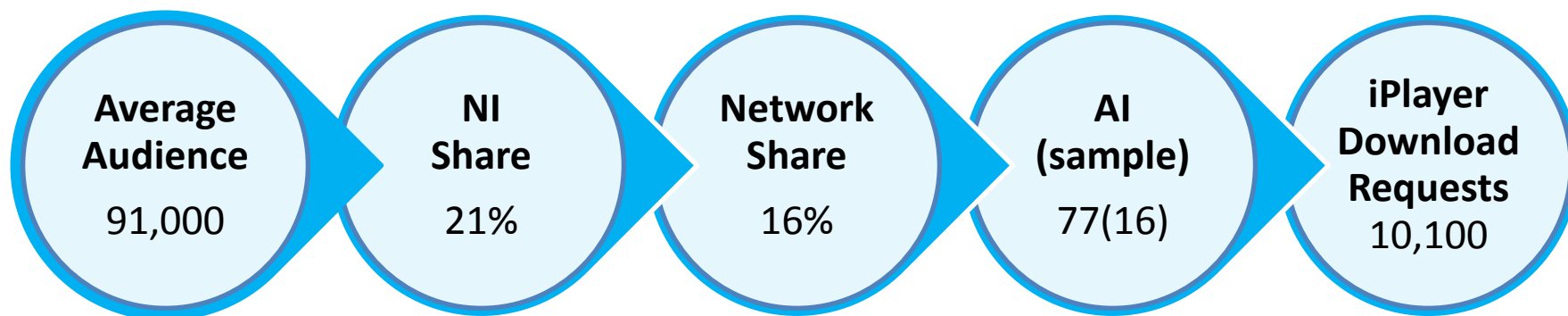


Hyper-unusual



Uplifting

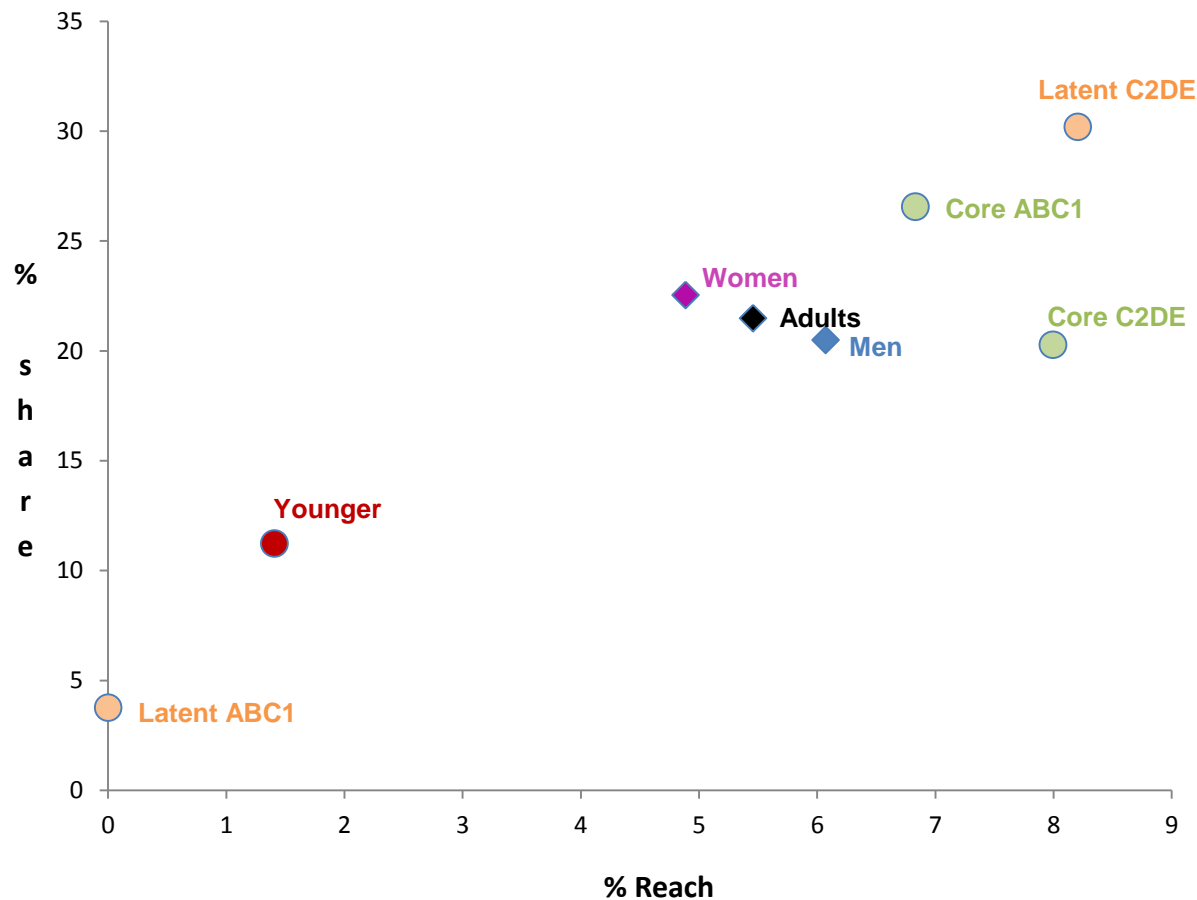
True North: More Than a Flag



Verbatims

Tx Date	Start Time	Day	Programme	Channel	Gender	Region	Age	Verbatim	AI Rating
23/03/2015	2245	Mon	True North: More Than a Flag	BBC1	M	Northern Ireland	55-64	Interesting to see another side of the Protestant Bands - Good work from Dan Gordon	7
23/03/2015	2245	Mon	True North: More Than a Flag	BBC1	M	Northern Ireland	55-64	Very interesting	10
23/03/2015	2245	Mon	True North: More Than a Flag	BBC1	M	Northern Ireland	45-54	Very good and made a change showing Ulster has very uk and not green	9
23/03/2015	2245	Mon	True North: More Than a Flag	BBC1	F	Northern Ireland	65+	I liked the honesty of the young men featured. I was surprised.	10
23/03/2015	2245	Mon	True North: More Than a Flag	BBC1	F	Northern Ireland	45-54	very good	9

True North: More Than a Flag



Core aged 45+. Latent aged 25-44, Younger aged 16-24

Summary

Average Audience= 91,000
NI Share= 21%
NW Share= 16%
UTV Share= 15%
iPlayer= 10,100
AI= 77 (16 sample)

BBC One NI

Making You Laugh

Last Year:

Monumental

The Blame Game

Number 2's

Belfast Comedy Showcase

This Year:

Late Licence - new sketch show with fresh talent

The Blame Game - continues

Bad Language – language-based panel show with Patrick Kielty

Big Country – BBC Radio Ulster – development via Radio

Next Year:

Call for Comedy - Jan 2016

New panel show – in development

Celebration of Sitcom – across the BBC

Read-Throughs

Radio Development for the best ideas



We continue to look for ways to refresh our limited comedy and entertainment portfolio – we are looking for one fresh panel show idea and new ways of growing writing and performing talent.

BBC One NI

A Platform for Debate



**Debate, argument, discussion:
essential to our success**

**What new content or ideas might add to what we already
have?**

BBC One NI

A Platform for Debate

New debate ideas for 10.35pm

We are looking for new ways to connect with our audiences in direct ways.

Hosting debates on single-issue subjects is one way of reaching out – we already have several established brands that do this well.

We are looking for fresh and innovative ideas that help us to connect to new audiences and – potentially – younger audiences. We know they can be put off by the cut and thrust of party political debate: how else might the BBC in Northern Ireland engage them in a fresh way on topics that interest them? Are there opportunities to showcase and try out new talent?

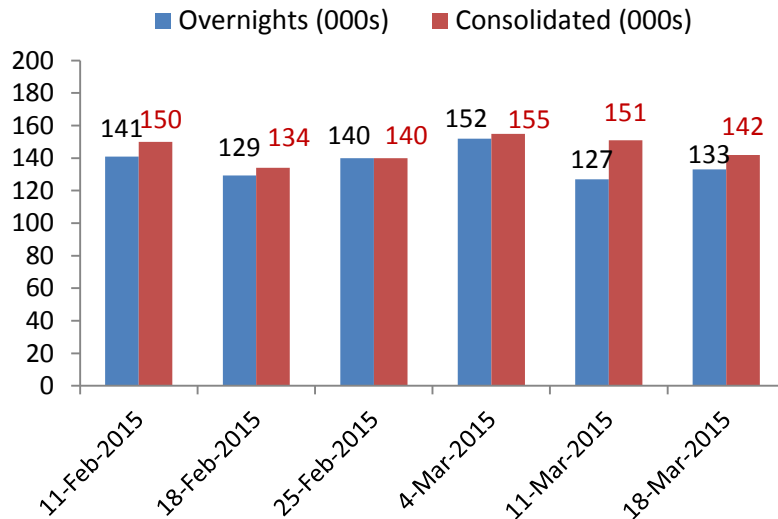
Nolan Live

Wednesdays BBC One Northern Ireland at 22:40/ 22:45 (1 hour duration)

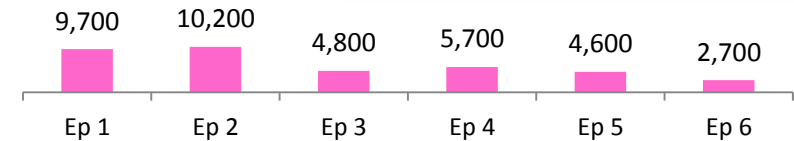
Replacing/Displacing: Regional News and Weather / Match of the Day/ A Question of Sport / Film 2015/Lewis Hamilton: Duel of the Silver Arrows 2014/ A Question of Sport: 6 Nations Special / Hollywood Homicide



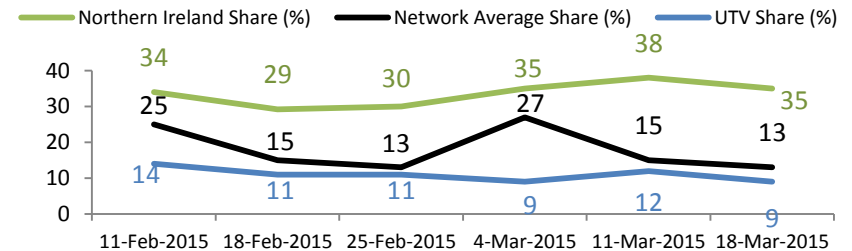
Average Audience (000s)



BBC iPlayer



Share (%)



Ep 1

- Northern Ireland benefit system
- Organ donation
- What do people think about the show
- Weight
- Boogaloo and Graham

Ep 2

- Irish Language debate
- Gay Rights versus Religious Objections
- Darcy Oake performs magic tricks in the studio
- Tim Rodgers and the cast of "Jesus Christ Superstar" performs

Ep 3

- Public sector workers across Northern Ireland are set to strike next month over job losses.
- Huge piles of tyres and pallets are already piling up on the New Mossley estate well in advance of the July bonfires.
- Spandau Ballet performs.

Ep 4

- A debate regarding the local play park named after IRA Hunger Striker Raymond McCreesh.
- A debate about the License Fee.
- Liz Cunningham talks about her Alzheimer's disease at just 47 years of age.
- The Overtones perform.

Ep 5

- A debate regarding welfare reform and a major distribution is on its way with a strike against cuts.
- A debate regarding tattoos. Katie Hopkins was on the show defending her views against a body art advocate.
- Patrick Kielty was in the studio.
- Mark McMullan and his family were in the studio talking about Mark's rendition of "Bring Him Home" which went viral.

Ep 6

- A debate regarding the pact between DUP and UUP for May's Westminster elections.
- A debate regarding Top Gear presenter Jeremy Clarkson and whether the BBC should let him go.
- Louis Walsh was in the studio.
- Hometown performed live in the studio.

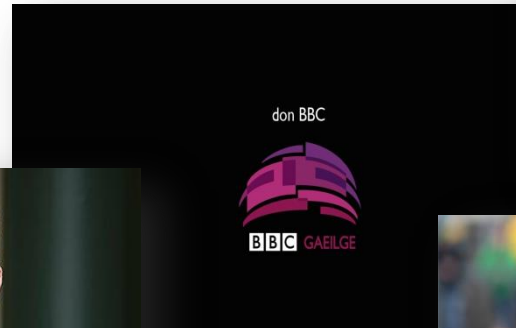


BBC Two NI

Communities of Interest

Shared experience

Celebration



BBC Two NI

Ulster-Scots related Documentaries and Films Likely to be co-funded with USBF

1-2 available, 2017/18

We look for credible, serious proposals, backed by rigorous academic research or informed by real debate. Ideas need thorough underpinning research and for Ulster-Scots themes to be a developed and credible feature of commissioning proposals. Online or multi-media content is commissionable as an accompaniment to landmark programmes or series – where it adds depth and value.

Long form Documentaries

We remain particularly interested in building our portfolio with programmes which mix different styles/approaches and subject matter and which are characterised by high production values, creativity and editorial ambition.

Recent successes like ***Brave New World: New Zealand*** have shown how popular and interesting journeys into history can become. *Brave new World* reached 117,000/7% of the NI population, with a series AI of 85.

A Deadly Mission, Belfast to Congo delivered substantial audience appreciation and approval. The story resonated in particular with audiences as it dealt with living history and protagonists who are alive and can tell their stories in the first person. We are interested in finding other characters and stories that connect in this way.

BBC Two NI

Short Factual Series

We remain interested in bringing the audience a full range of Ulster-Scots related programming across the year. Our wide-ranging portfolio now requires a lively and engaging factual series for 10.35pm or similar. We want to use a short series to explore up-to-date interests that have strong and genuine connections to Ulster-Scots history, language and culture. We want to take the best topics and characters and explore their interests and passions in more depth. Sporting and musical connections and the story of bandsmen journeying to NI each July are all areas that could be explored. Music sessions remain appealing. This is the opportunity to showcase presenter talent, and to bring high production values to topic areas that will intrigue and engage the audience.

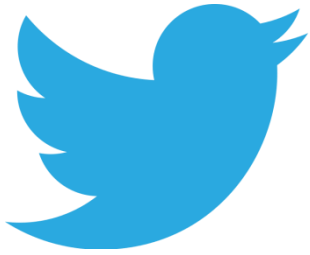
Groundbreakers for 16/17

We want to continue to add to our suite of strong Ulster-Scots related biographies. More modern characters and treatments as well as biographies of women are particularly welcome.

A STUDY IN SOCIAL MEDIA

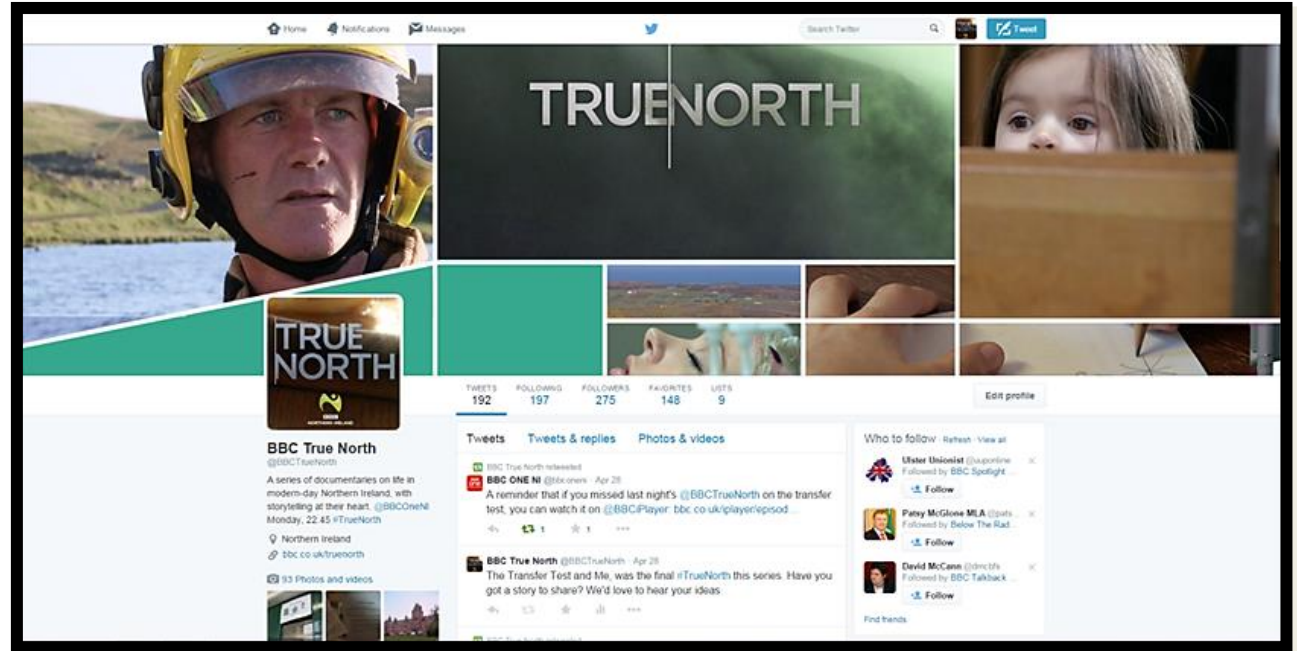


Generating Debate: True North Pilot



1

Twitter




- Account launched a week before True North: More Than a Flag
- Tweeted before, during and after each programme
- Additional content posted throughout the week (web links / iPlayer)

Examples of Twitter Engagement



 **Martin McGuinness** @M_McGuinness_SF ⚙️ Follow

"We have to accept the Irish tradition too"-
Admirable young Protestant Bandsman re
his culture on last night's bbcni
[#TrueNorth](#).[#otherness](#)

 **Jordan Brown** @jbrown_05 · 14m
This **more than a flag** is a great watch! Nails it on the head big time, to many
people judge a book by it's cover..

🔄 Dan Gordon and 2 others retweeted


 **Ruth** @rconn93 · 12h
Wish there was another episode. Was simply brilliant! Well done to all involved.
Absolutely gutted I missed the play itself [#MorethanAFlag](#)

↩️ 🔄 4 ★ 10 ⋮


🔄 Niamh O'Donnell retweeted

 **Lynette Fay** @LynetteFay · Apr 6
PHENOMENAL reaction to tonight's @BBCTrueNorth [#keepinercountry](#) -
Watch again soon on @BBCiPlayer bbc.co.uk/programmes/b05...

↩️ 🔄 5 ★ 15 ⋮ [View summary](#)

 **Derek Ryan** @derekryanmusic · Apr 6
I'll be featured on [#keepinercountry](#) tonight BBC1 NI at 10.30pm check it out!

↩️ 🔄 18 ★ 36 ⋮ [View photo](#)

 **James Mc Carney** @JamesMcCarney1 · Apr 20
Make sure to watch [#TrueNorth](#) tonight bbc1 at 10:45 to see all the happenings
at **clogher mart**, sure ta be a good watch!:

↩️ 🔄 1 ★ 7 ⋮

 **Ryan McAleer** @RyanMcAleerUH · Apr 20
Great look at **Clogher Mart** and farming life in general on BBC 1 now
[#TrueNorth](#)

↩️ 🔄 ★ 5 ⋮

Examples of Twitter Engagement



BBC True North @BBCTrueNorth · Apr 20
"25 years ago they were talking about the demise of the mart, but it's still here"
#TrueNorth #ClogherMart pic.twitter.com/GeQVgQ37i4

#JFT96 @randytownquigs
@BBCTrueNorth brilliant program once again, real insight into rural life and the trials and tribulations 🐔 🐷 🐑 #TrueNorth
Northern Ireland, United Kingdom

3:18 PM - 20 Apr 2015

Mark Thompson @MarkThompDesign
Enjoying #truenorth. Not my scene, but an insight into a side of NI life seldom explored. Not the usual urban/suburban superiority.

2:51 PM - 6 Apr 2015

Belfast Trends
#YourNextMP Promoted by Democracy Club Nigel Farage East Belfast #IVoted Fermanagh Ed Balls #VEDay70 #FridayFeeling #IrevEng #RobThisEngland Another 5

Rowan Gibney @rowangibney
#TrueNorth very insightful, always great to see different perspectives.

4:07 PM - 23 Mar 2015

Belfast Trends
#YourNextMP Promoted by Democracy Club Nigel Farage East Belfast #IVoted Ed Balls #VEDay70 #FridayFeeling #IrevEng #RobThisEngland Another 5 John Reid

© 2015 Twitter About Help Ads info

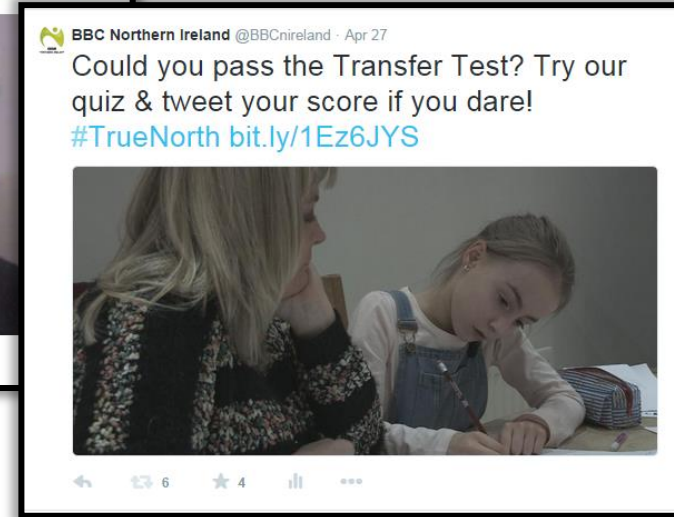
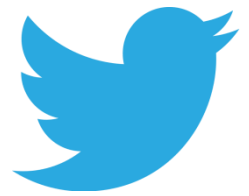
David Doherty @davydoc1971
Love programmes like #TrueNorth, good to hear a perspective I wouldn't normally hear - they sound like decent young lads too.

4:04 PM - 23 Mar 2015



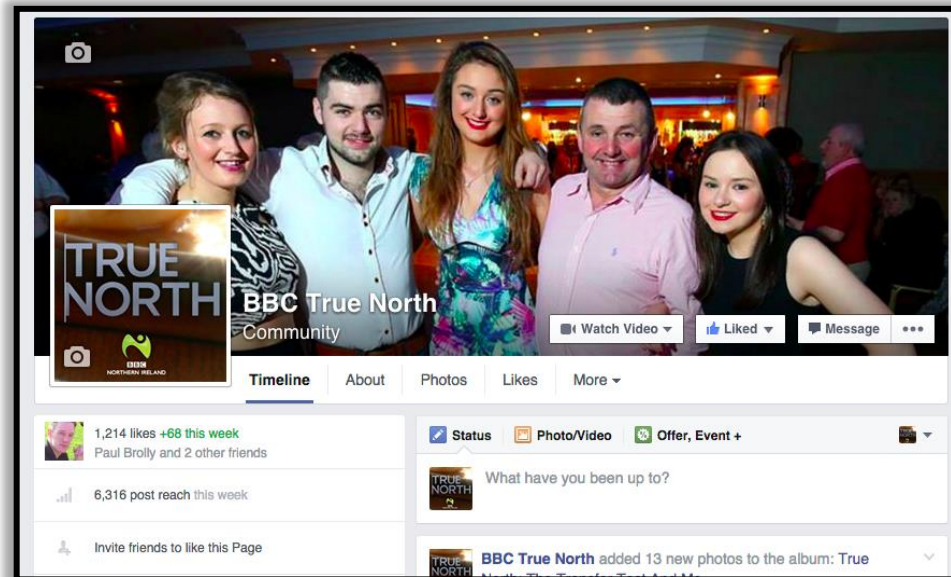
2

@BBCnireland



3

True North
Facebook





BBC

NORTHERN IRELAND



4

**BBC NI
Facebook**

BBC NI
Posted by Jessica Yanti Hardjowirogo Dunleavy [?] · 5 April at 12:00 · Edited [?] · 📍

Two dancers in demand on the country scene are getting ready for a weekend of jiving. Appearance is everything!
Don't miss Keepin 'Er Country. A #TrueNorth film.
Monday 10.45pm BBC One NI.



8,164 people reached Boost Post

3,623 Views
Like · Comment · Share

👍 Brendan Mc Entee, Clare Cunningham, Katerina Gillen and 40 others like this. Most Relevant ▾

↪ 16 shares

Write a comment...

Doimnic Mac Giolla Mhaoil Culchies!
Like · Reply · 👍 1 · 5 April at 12:03
↳ 2 Replies

Padraig Slane Brian Maguire hit the diff
Like · Reply · 👍 2 · 8 April at 13:06

🗨️ View 12 more comments

BBC NI
Posted by Jessica Yanti Hardjowirogo Dunleavy [?] · 26 April at 12:00 · 📍

Could you pass today's transfer test? Go on, give it a try...
Don't miss True North: The Transfer Test and Me, Monday 27 April 2015, 10.45pm.



True North - Could you pass the GL transfer test? - BBC One
We have put together a sample of questions to put you to the test.
BBC.CO.UK

4,338 people reached Boosted

Like · Comment · Share

👍 Frances Macdonald, Stacy Braniff, Kathleen Byrne and 8 others like this. Most Relevant ▾

↪ 12 shares

Write a comment...

BBC NI Well done - any other scores? We're not telling you ours!
Like · Reply · Commented on by Mary Mone [?] · 26 April at 18:00

Victoria Williams 😄😄😄 I got 8!! Fail. Lol
Unlike · Reply · 👍 2 · 26 April at 17:35

🗨️ View 5 more comments

We also posted content on BBC NI's Facebook account with great success.

Findings



The image shows a Facebook post from Maeve Walker on the BBC True North page. The post is dated 16 April at 23:44 and is from Muckamore. The text of the post reads: "Teresa Murray. You're a star. Had to watch you on Catch Up. Missed the first show. Let's meet up soon!!!xxxx". Below the text are the options "Like · Comment · Share". The background of the slide is a blurred image of a cattle mart, with a hand raised in the foreground.

11,500 9%

REACH & ENGAGEMENT, "THE CATTLE MART"

- A 'Word of Mouth' feel to True North organically growing on Facebook
- A 'Community feel' to the page began to develop with friends messaging each other
- Top show was *The Cattle Mart*, reaching 11.5k people with a 9% engagement rate
- An average benchmark is 2-3%, therefore this Facebook page is performing well above expectations





Kerrie Brown This is pure quality! Carlyn Tosh Esther Weatherup

Like · Reply · 2 · 23 April at 01:16



Carlyn Tosh I am looking forward to watching this sometime to see what it is about lol

Like · 23 April at 01:19



Kerrie Brown Aw you will love it! and some great Fermanagh people in there too 😊

Like · 23 April at 01:20



Esther Weatherup are you in it Kerrie?

Like · 23 April at 08:21



Kerrie Brown Haha naw im not but its wile funny!

Like · 23 April at 12:38

Black, Sharon Domer and 2 others like this.



Deborah Johnston Black Who is it?? Lol and the Mart coat!!

Like · Reply · 1 · 29 April at 22:24



Janice Greaves Know that head anyway lol

Like · Reply · 1 · 29 April at 21:34



Vicki Johnston William Johnston Janice Greaves Deborah Johnston Black Glenda Eagleson recognise that head anyone? Lol

Like · Reply · 3 · 29 April at 21:33



Glenda Eagleson dealing outside the ring ...who could it be

Like · 3 · 29 April at 21:34



Janice Greaves We had to have a movie night so he could see himself lol

Like · 2 · 29 April at 21:42



Write a reply...



TRUENORTH



Mairead Murray ▶ **BBC True North**

25 April at 13:02 ·

I'm loving these documentaries on iplayer (when I get a chance), Watched 3 of them last night 😊 Caoimhin(6) enjoyed watching the Clougher Mart one!

Unlike · Comment · Share · 1



Carol Keaney Just brilliant

Like · Reply · 20 April at 20:40



Florence Lawder Wilson Fabulous

Like · Reply · 30 April at 22:26



Joanne McDonald Great show

Like · Reply · 20 April at 12:50



Sean Mc Garry A brilliant show

Like · Reply · 20 April at 12:56

Write a comment...

AND FINALLY...



Independent Commissions

Suppliers and smaller companies

- From 2014, we have commissioned 38 companies, across all genres.

Commissions	Number of Companies
10+ Commissions	2
6-10 Commissions	7
2-5 Commissions	12
Single Commission	17

- In this period, we commissioned 3 local entry-level companies and 3 co-productions involving micro companies

Commissioned

February – September 2015

LANDMARK & FEATURE DOCS

- **Ireland's Treasures** (360 Productions)
- **Roads on Trial** (In House Productions)
- **66 Days** (Fine Point Films)
- **A Real British Gangster** (Fine Point Films)

FACTUAL

- **Project Children** (Alleycats TV)
- **Basil Blackshaw** (Clean Slate & EMM Productions)
- **The Wake** (Erica Starling Productions)
- **Docklands: Executing Peace** (Fine Point Films)

Commissioned

February – September 2015

SERIES

- **Rehab** (Third Street Studios)
- **Chicken People** (Tern TV)
- **Keeping 'er Country** (Alleycats TV)
- **Getaways, series 8** (Waddell Media)
- **The Commute** (Waddell Media)
- **5 Star Belfast: The Merchant Hotel** (Waddell Media)
- **Pet Island** (Ronin Films)
- **A Week in the World Pilot** (Third Street Studios)
- **Radio Face** (Third Street Studios)
- **Lay of the Land** (Below the Radar TV)
- **Dick Strawbridge's Flying Challenge** (In House Production)
- **Walk the Line, Series 2** (In House Production)
- **The Weather** (In House Production)

Commissioned

February – September 2015

TRUE NORTH

- **A Place to Call Home** (Below the Radar TV)
- **Altar Boys** (In House Production)
- **Everything Must Go** (In House Production)
- **The Wake** (Erica Starling Productions)

COMEDY

- **Blame Game, series 10** (Moondog Productions)
- **Late Licence** (Moondog Productions)
- **Bad Language** (Green Inc TV)

ANIMATION

- **Blow Ins – pilot** (Flickerpix)

Commissioned

February – September 2015

ULSTER-SCOTS

- **Wayfaring Strangers** (Below the Radar TV)
- **Brave New World, USA** (DoubleBand Films)
- **Groundbreakers: A Woman Called Nesca** (DoubleBand Films)
- **Groundbreakers: In the Shadow of the Shipyards** (DoubleBand Films)
- **Shaping the Coast** (Indee Productions)

IRISH LANGUAGE

- **I Lar an Aonaigh, Series 3** (Below the Radar TV)
- **Opry an Iúir, Series 3** (Big Mountain Productions)
- **Ar Scáth na Sléibhte, Series 2** (DoubleBand Films)
- **Ar Bhealach na Gaeltachta - Sraith a Dó** (Imagine Media)
- **Múinteoirí** (Big Mountain Productions)
- **Píobairí Ard Mhacha** (Clean Slate Productions)
- **Ar Mo Bhealach Féin** (Macha Media)
- **Múinteoirí** (Big Mountain)
- **Saol Eoin Mhic Néill** (DoubleBand Films)
- **Faoi Gheall ag Éirinn** (Imagine Media)

Commissioned

February – September 2015

EVENTS

- **BBC Music Day** (In House Production)
- **The Twelfth** (In House Production)
- **Tall Ships** (In House Production)
- **Van Morrison: Up On Cyprus Avenue** (In House Production)
- **The Proms 2015** (In House Production)
- **BBC Children in Need** (In House Production)

Greenlit Projects

LANDMARK

- **Kick Me** (DoubleBand Films)
- **The Enemy Files** (Midas Productions)
- **Geldof on Yates** (Circle Films)
- **Voices 16** (In-House Production)

SERIES

- **Part-time Bands** (Wall to Wall Production)

EVENTS

- **SPOTY Preview and Red Carpet Show** (In House Production)

In Active Development

LANDMARK

- **The Irish Rebellion** (Coco Television)
- **Isle of the Dead** (Brian McGilloway)

ULSTER-SCOTS

- **Languages of Ulster** (tbc)

Next Steps

How To Contact Us

Any queries should be directed in the first instance to *Justin Binding, Commissioning Executive at BBC Northern Ireland.*

For Irish Language proposals, you should contact *Karen Kirby, Editor, Irish Language.*

BBC Pitch

Please submit your ideas on BBC Pitch.

The final deadline is Monday 2 November.

We also operate a rolling system and we can read and provide feedback on your proposals at any other time.

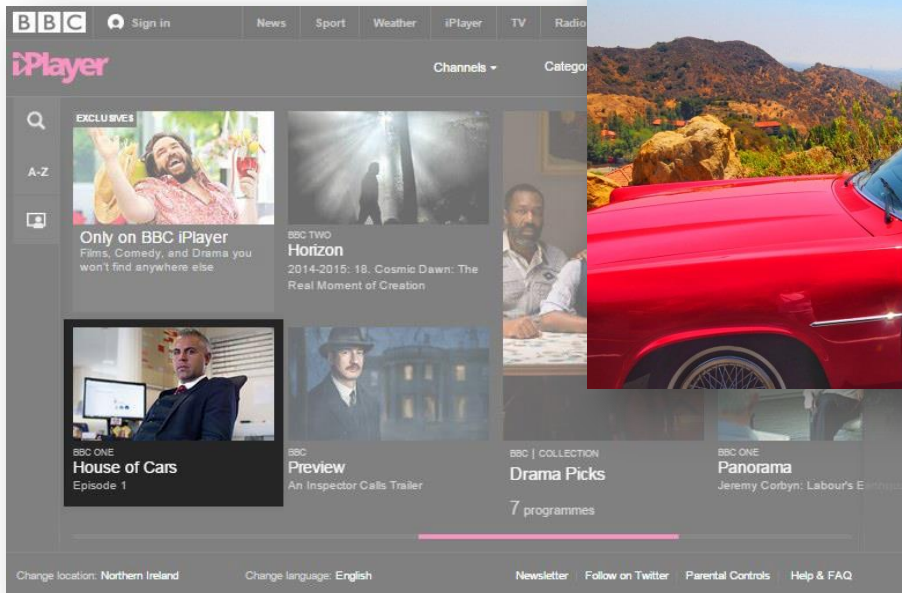


Tariffs

We attribute set tariffs to each genre and slot. We develop, shortlist and conditionally commission content within tariffs and in the expectation that companies can deliver their proposals within a tariff range. Please do not offer ideas that cannot be realised within range.

Deliverables: Photography and Footage

Photography, clips and unique footage and are now important and essential parts of the delivery package. We expect these to be delivered to a high standard – and our promotional messages depend on them being available to us in good time.



JEFF MAGILL
PRESS & PUBLICITY MANAGER

AOIFE MCKEVITT
EXECUTIVE PRODUCER CONTENT DISCOVERY

LISA DI LUCIA
MULTI-PLATFORM DEVELOPMENT PRODUCER



Thank you for your interest and we wish you luck with your ideas.

<http://www.bbc.co.uk/aboutthebbc/northernireland/commissioning/>