

RTÉ invites submissions for TG4 programming 2019-2021 under the category  
“Cláracha Gaeilge – Family Entertainment Series”

RTÉ is seeking proposals for a range of family entertainment series for TG4 to be broadcast throughout 2019 - 2021 on a Sunday evening. We are looking for new, original ideas or proven formats that will attract and entertain a broad family audience in this slot and can be pre-recorded in a studio or an alternative venue.

Transmission Slot: TG4, Sunday 20:30 (repeat Wednesday 19:30)

No. of Episodes: 2019: 35 hours (to begin TX June 2019)

2020: 45 hours (to begin TX Jan 2020)

2021: 45 hours (to begin TX Jan 2021)

Programme Duration: 50 minutes

Budget: €35k per hour

Tender: 3 years (2019/2020/2021)

Series proposed should be appointment to view TV for families on a Sunday night, engaging and entertaining grandparents, parents and children as they relax on a Sunday evening. What entertains a family audience in Ireland in 2019 and can deliver a strong, returnable show with a recognisable brand? It could be a reality, talent, panel, music or competition-based show and should incorporate a mix of elements such as humour, performance, competition, jeopardy, interactivity, tension and technology to ensure a high level of entertainment. It should be noted that quizzes or formats that are dialogue heavy do not tend to work well with subtitles so please consider the effect of language and subtitling on any idea submitted – think visual, think entertainment.

We would like to commission approximately 4 series each year for this slot that will appeal to both our core and national audiences - Entertainment with a distinctly Irish flavour and ‘súil eile’ to sit within the TG4 programme schedule. We are open to awarding the full complement of hours of this 3 year tender (subject to an annual performance review) completely to one production company or splitting it between two or more companies depending on the quality and range of ideas and production models proposed. We envisage the 45 hours per year being broken down into 4 series tentatively as follows:

Summer 2019: 10 x 50

Autumn 2019: 13 x 50

Winter 2019/20: 12 x 50

Spring 2020: 10 x 50

As well as detailed treatments, ideas for series and production model across the lifetime of this tender please note the following elements which should be incorporated into any proposal:

- \* Strong presenter/on-screen talent should be a key component of any ideas pitched.
- \* Please identify the target audience for each series idea submitted as per TG4's twin-pole strategy as well as how you would intend to develop and execute a digital/content marketing strategy to ensure audience engagement. Subtitling and social media content needs to be included in the production budget.
- \* Programmes must be shot and delivered in HD. Production companies may choose to use studios, venues or black box locations nationwide as befits the idea and production model proposed.
- \* Production companies must illustrate their capacity and track record in producing and delivering high quality Irish language programming and how they will build a strong Irish language production team to deliver this tender.
- \* Cost effective proposals will be a factor in final decisions.

**The closing date for receipt of submissions by RTÉ is 5.00 pm on Monday 11th February, 2019. (Strict Deadline)**

**We ask in the first instance that producers submit ideas into the e-commissioning system <http://e-commissioning.rte.ie/SWIFT.Web/skins/rte/login.aspx> under the programme category Claracha Gaeilge - TG4 programming 2019-2021**