

The Eras Podcast	
Commissioning Brief Number:	104029
Commissioner:	Will Wilkin
For enquiries please contact:	Ellie Buckland: Assistant Commissioner Ellie.buckland@bbc.co.uk Hannah Clapham: Commission Producer Hannah.clapham@bbc.co.uk
Guide price:	<i>£8,300 per audio episode, £10,000 for the visual episode (inc. iPlayer delivery); excluding presenter fees</i>
Anticipated duration/number of episodes/slots:	We are looking to commission 2 series of audio episodes – (30mins per episode) – 4 episodes per series, with an additional 5th episode to be visualised
Anticipated transmission period:	FY 27/28
Production location:	Production location is flexible, though must be accessible by presenter and contributors to the visual episode
Deadline	Short proposals and completed production eligibility questionnaires must be submitted via PiCoS by midday on 21/7/2026

Creative opportunity

THE ERAS PODCAST – BRAND OVERVIEW:

The BBC has always been at the centre of music culture. Not just documenting music history, but helping shape it, from breaking new artists to capturing defining cultural moments, the BBC has played a unique role in telling the stories behind the genres and artists and albums that have shaped our lives.

With ERAs we're looking to tell the stories of some of the most iconic artists in modern music by exploring the moments that defined them. The periods of reinvention, risk, breakthrough and cultural impact that didn't just reflect the times but helped shape them.

Every artist has their ERAs. Whether it's David Bowie reinventing himself in Berlin, George Michael stepping out alone, Elton John's imperial years or the cultural phenomenon of the Spice Girls, these are the moments that continue to shape how we remember artists and interact with their music today. ERAs goes beyond the hits to uncover the stories behind the music, the decisions, ambitions and creative leaps that changed everything.

As we look ahead to future commissions, our focus is on British artists and artists whose careers are closely connected to Britain's musical and cultural story. We're looking for artists whose significance can stand alongside those we've already featured: Kylie, The Beatles, ABBA, Sting, Bob Marley, Queen and Phil Collins, with The Spice Girls and Fleetwood Mac to come.

The success of ERAs: Phil Collins reinforced our belief that these stories can have an impact well beyond the podcast itself. The series significantly exceeded expectations, helping reconnect lapsed fans while introducing Phil Collins to a new generation. During the campaign we saw substantial growth in engagement across social platforms, hundreds of millions of views generated around Phil Collins content on organic clip accounts, and a significant uplift in streaming consumption of his catalogue. The campaign ultimately coincided with Phil Collins' successful induction into the Rock & Roll Hall of Fame, underlining the renewed attention surrounding his legacy.

That success reflects a broader shift in audience behaviour. While ERAs remains a podcast at its heart, audiences increasingly experience these stories across multiple platforms and formats. Some discover the series through social content and archive clips, some through the BBC Two visual episode, and others through the podcast itself. We no longer think of podcast audiences as following a single path back to the audio. ERAs

exists within an ecosystem where people move between platforms, formats and experiences, engaging with the story in different ways.

We're looking for suppliers with a music specialism and access to artists, estates, labels, management and archive. Just as importantly, we're looking for producers who understand the spirit of the ERAs brand: ambitious storytelling, cultural relevance, authoritative journalism and a genuine passion for music. We want compelling, narrative driven pitches that immerse audiences in a time, a place and a sound, while finding fresh perspectives, exclusive contributions and little heard archive.

The final visual episode remains a vital part of the series, providing a definitive reflection on an artist's career through the artist themselves or a major contributor.

Thank you for taking the time to bring your ideas and passion to this commissioning round.



Will Wilkin

Commissioner for Music Podcasts

THE COMMISSIONING OPPORTUNITY

ERAs is a premium music podcast series that explores the defining chapters in the careers of some of the world's most influential recording artists. Combining unparalleled access to the BBC Archive with original interviews from those closest to the story, this includes collaborators, contemporaries, friends, family, fans and artists inspired by their work.

The series is designed to celebrate artists with a strong affinity to Radio 2 audiences and to create a compelling On Demand proposition that can be championed organically across the network. Previous editions have aligned with major cultural and musical moments, including Eras: Sting and Eras: Kylie alongside their headline appearances at Radio 2 In The Park; Eras: The Beatles marking the release of 'Now and Then'; and Eras: ABBA commemorating the 50th anniversary of their Eurovision victory.

Each commission should be anchored around a timely and meaningful milestone in an artist's story, whether that is a landmark anniversary, major live performance, reunion, significant new release, cultural reappraisal or notable birthday. The timing should provide a clear editorial rationale for why the story is being told now and create opportunities for audience engagement across BBC platforms.

Across the series, episodes follow a broadly chronological structure, charting the artist's development through key recordings, creative breakthroughs, personal milestones and defining moments in popular culture. Alongside expert analysis and rich archive material, the storytelling should be driven by distinctive and contemporary voices, offering fresh insight into the artist's legacy, influence, continuing relevance and future direction.

The series will be fronted by a presenter with a credible connection to the artist, genre or story being told, bringing passion, authority and accessibility to the narrative. Contributors should be high profile, diverse and editorially valuable, helping to illuminate different aspects of the artist's career through first-hand experience and informed reflection.

Proposals should demonstrate a clear pathway to securing exclusive access, whether through the artist, estate, management, label, collaborators or key contributors. The strongest ideas will be distinguished by the creativity of your narrative, your understanding of the tone and spirit of the brand, the exclusivity of your archive and the closeness of your access. You should also identify opportunities for original journalism, previously unheard archive, newsworthy revelations or unique storytelling assets that can elevate the series beyond a conventional retrospective and establish it as a definitive audio event.

Suppliers are welcome to submit proposals for up to 4 artists of their choosing, but please note this is not a requirement. If you have specialist interest or connection to an artist you can submit just one, or up to four submissions.

We would ask that individual proposals are submitted for each artist suggestion.

The commissioning team are interested in submissions for George Michael around 40 years of 'Faith' in 2027, although please note it is not a requirement to submit a proposal for this artist.

If your idea is based around an international artist who has a strong cultural connection to Britain's musical story, then we welcome production partnership proposals with companies from the home territory of the artist in question.

What are we trying to achieve:

- We want to further develop this storytelling brand into a must-listen, addictive and compelling format, celebrating music expertise in a way that only the BBC can.
- We want to diversify the voices in these titles with contributors who bring unique newsworthy perspectives.
- We want to create habit with the style and format that move fanbases series to series.
- We want to end with a high impact newsworthy final episode that is a visualised interview
- We want all new series to link back to, and amplify the existing catalogue in the ERAs feed
- We want to increase time spent with BBC Sounds by programming the content in line with national cultural moments in music and focus on themes that we know appeal to the target audience.

Who are we targeting?

Eras targets an audience that loves music, the best of pop culture, and seeks out bingeable series to inform and entertain. We're targeting a mainstream audience who engage with music through nostalgia (primarily from the 60s to the 00s) who may want to relive the scenes and learn more about the bands and artists they've been influenced by.

They enjoy the mainstream but want more than just the headline story.

Our target audience are:

- Primarily a Radio 2 Audience group
- Core target audience 35 – 65

They love music, the chosen artist and the nostalgia of reliving the eras of the artists they love.

They listen to a lot of live music radio, have a strong relationship with BBC Sounds for live listening but not necessarily for On Demand titles. The goal is to appeal to these audiences and use these titles to bring engagement to On Demand Sounds listening.

Presenters / Contributors:

Proposals should have a shortlist of at least three, well-considered relevant presenter suggestions for each series you are proposing. Each series presenter / presenters will have credibility, relevancy and interest relating to the subject and will draw a casual listener to the series.

Suggested hosts should be a good fit for the series and for Radio 2. The chosen hosts should be invested in and passionate about the project. They should be interested and willing to engage in promotion of the content, with a level of ownership and drive to make the podcast a success.

Series contributors should be well considered and bring a unique angle to the narrative with first-hand accounts. There must be clever use of archive and scripting to create strong storytelling that is both factual and journalistic.

Presenter Contracting:

Presenter fees will be set by the BBC and Presenters will be booked and contracted by either the BBC or via the successful supplier.

- Non-BBC hosts/presenters: will be approached and contracted directly by the chosen supplier. The Commissioning Team will work with the chosen supplier to agree the fee offered.

- BBC hosts* / presenter: will be approached and contracted directly through the BBC Commissioning Team. The chosen supplier will then be responsible for comms with the BBC Presenter.

*Suppliers are not permitted to contact any on-air BBC talent, without prior approval of the Commissioner. Any producer found to be in breach of this will be excluded from the commissioning process.

Format:

The artist and archive led format should work with the presenter to deliver never heard before music, moments and stories. This will tell the definitive story to date of the artist, with warmth and humour. The series should take the following shape:

Episodes 1-4:

Each episode will take a distinct era for the artist, using a range of audio, contributors, music and sound design to take the audience through the era. Each era and episode design will be unique to the series artist, from starting out, to topping the charts and cementing their legacy, the episodes will be a sequential exploration of their music and career.

Key elements

- Imaginative use of archive
- Access to contributors, high profile and close relationships to the artist.
- Exclusive / Never heard before audio
- Sound design to create a truly immersive listen.

Most importantly, the artist themselves will be weaved throughout the episodes (through archive and new interviews) to immerse and connect listeners to their journey, which will build to the final episode which will have a more in-depth interview with the artist.

Episode 5/Final Episode

The artist (or if not possible someone closely connected and associated with them) is interviewed in a long form, fully visualised episode, which will be available as audio on BBC Sounds/ RSS and visualised on BBC iPlayer, and with the potential to TX on BBC TV. We will therefore be looking for the supplier to demonstrate their experience in Visualised Podcast capture and delivery.

The artist reacts to stand out moments from across the Eras eps 1-4, with candid reflections as well as looking at what the future will hold for their next era. The Visualised Podcast episode will be approx. 90% straightforward interview in a fully lit and dressed Studio with some use of In Vision archive.

Marketing / promotional requirements:

Each title will be promoted through a bespoke campaign with internal and external marketing activations over an 8–12-week period across social media, Press, BBC Pop Networks, BBC Sounds Marketing and External Partnerships.

The chosen supplier will commit to supporting the marketing and promotional needs of the title from the start of the process. This includes the following stipulations that we need to happen during the production - rather than near, on or after the audio delivery:

• Hosts / Presenters:

- Guarantee time, with adequate notice, with the presenting talent of the title to film bespoke social media content.
- Coordinate with hosts/production teams to provide interviews and/or take part in press articles and other music promotion.

• Contributors:

- Film major contributor content with a consistent look and feel, delivered in time for it to be edited for social media and shared with contributors for promotional purposes.
- Liaise with contributors around imagery, social collaboration and other promotional opportunities.

- **BBC Archive:**

- Share list of BBC Archive being used within the title to inform social media plans.

- **Press:**

- Highlight newsworthy archive, exclusives or interview content at earliest possibility and at least 1 month prior to launch.

In addition to the above, we are keen to be collaborative in the promotional process and welcome any additional creative or partnership ideas to promote the title with impact, and at scale.

For the avoidance of doubt, the relevant BBC Social, Marketing and Communications teams would organise these above requests and liaise with the chosen supplier through your commissioning contact.

Social Media Assets

Eras aims to attract passionate music lovers and engage with online fan communities, so an understanding of maximising audience impact across digital channels is key to the success of the series.

The successful supplier will be commissioned to create and deliver social assets to support the title, in addition to delivering the audio and visual episodes.

Required content types:

- Archive – Use nostalgic video content from the BBC Archive that compliments the audio series to create promotional clips for social media. Example: <https://www.instagram.com/reel/C-sls6qonw2/>
- Contributor content – Work with presenters and contributors whilst recording the series to capture social media content and testimonials for the series for use online. Example: https://www.instagram.com/p/DFdGONMI_tu/
- Presenter formats – Contribute some out of the box ideas on ways we can use the main presenter of the program to promote the episodes on social media. Example: https://www.instagram.com/greg_james/reel/C7PX5rEo138/

Please see 'Key deliverables' for the social assets we'd be looking to commission for each series, and 'Proposal Requirements' section for an overview of how to include social media deliverables as part of your submission.

Distribution

Each series of Eras will be distributed as follows:

- 5 x audio episodes delivered and published to BBC Sounds
- 5 x audio episodes delivered and played out on Radio 2
- 5 x audio episodes delivered and published to RSS feeds
- 1 x visual episode delivered and published to iPlayer*
- Social assets will be distributed across BBC, artist, and relevant accounts across multiple channels inc. Instagram, Tik Tok, and YouTube

*The visual episode may also be requested to be delivered and played out on BBC Linear TV and other platforms. This will be confirmed upon commission, and additional budget would be provided to the supplier should this scenario occur in order to deliver to Linear TV tech specs.

Key deliverables

- **Audio**
 - Final Mix Audio wav file: PCM Wav - 48k - 16 bit – Stereo – full technical specs will be supplied at the point of commission
 - 4 x 30-minute episodes for BBC Sounds and RSS
 - 1 x audio episode to match the visual ep of the series (please see A/V deliverables below)

- 1 x Ep 00 – 90 seconds – 2-minute trail for the series
- WAVS of the series for overnight TX on Radio network (to be identical to the 4 x 30-minute Sounds / RSS versions)
- **Paperwork and other supporting material to be completed in Proteus for Audio episodes**
 - Episode titles and episode descriptions (i.e. show metadata) which follow the On Demand Music Metadata guidelines (will be provided to you)
 - Compliance form to be completed for all audio episodes supplied – confirming delivered material is compliant with BBC Editorial Guidelines - The commissioning team will advise of any specific compliance guidelines that should be followed at the point of show briefing
 - Music Reporting for each episode within VCS/BCR
 - Genealogy / track listing delivered as required
 - Confirmation that all copyright / archive material is cleared for intended usage
- **Audio/Visual Deliverables**
 - 1 x 30/40-minute visualised interview/episode for BBC Sounds / RSS and BBC iPlayer delivered either as a .mxf file or full AS-11
 - Postproduction paperwork for BBC iPlayer is completed in Silvermouse and BBC Comply. Guidance for delivering to BBC iPlayer and all accompanying deliverables can be found within this document: [Music On Demand iPlayer Delivery Guide. Sept '24 FINAL.pdf](#)
 - All visual archive content must be cleared for use by the production team
 - Confirmation that all visual copyright / archive material is cleared for intended usage
- **Music Rights**
 - All tracks used in the title (on BBC sounds and BBC iPlayer must be cleared for use via Music Box before the episode is delivered
 - Music Rights per episodes- Music 10 seconds clean / 20 seconds under speech, per commercial track (i.e. 30 seconds total per track) OR 30 seconds under speech, per commercial track
 - Episodes on Sounds must also adhere to the above timings AND have a linear TX in order to appear Globally and in perpetuity
- **Promotional & Social Assets**

Episodes 1-4 Deliverables

 - Archive – 3 x 9:16 subtitled clips with appropriate branding (to be supplied by the BBC).
 - Contributor content – 3 x 9:16 subtitled clips filmed with or by contributors to the series. Branding to be supplied by the BBC.
 - Presenter formats – 3 x 9:16 subtitled video with the main presenter of the podcast promoting the series creatively. Branding to be supplied by the BBC.
 - Confirmation that all copyright / archive material is cleared for intended usage
- **Episode 5 Deliverables**
 - 3 x 9:16 social media clips from full visualised interview.

Important Information:

- In order to pitch your company must be an approved supplier and be registered on PiCoS. You can find more information on how to do this on the [BBC Radio Commissioning website](#)
- This title will be commissioned under the Audio Terms of Trade, unless otherwise specified
- Music Policy Music rights details can be found in the 'Key Deliverables' section of this brief [Using Music in BBC audio programmes](#)
- **Music clearance:** This audio series has an agreed exemption to use clips of commercial music but must be pre-cleared in MusicBox. Please note that clearance for BBC iPlayer/TV is separate to the clearance for the audio only episodes and must also be checked and processed via MusicBox. Full guidance will be sent to the supplier on awarding commission.

- Your proposal should consider how the editorial and production methods contribute towards the BBC's [Sustainability strategy](#) and the BBC's [Diversity & Inclusion strategy](#).
- The [BBC Editorial Guidelines](#) set the editorial values and standards of the organisation. The guidelines apply to all BBC content wherever in the world it is broadcast or published.
- The BBC has issued [Information and Guiding Principles](#) to ensure the responsible use of Generative AI technology in BBC programmes. Note that if you intend to use Generative AI in the production and delivery of your programme, this will need to be discussed with the commissioner, who will consult Editorial Policy as appropriate.
- The BBC reserves the right, at any time prior to the award of a commission and without incurring any liability to affected producers to accept or reject any proposal or to cancel the commissioning process.
- **Partnerships:** if you plan to submit as part of a partnership, please include the following detail in the Production Eligibility section on PiCoS:
 - Responsibilities each partner will take
 - Personnel who will be responsible for the production and delivery of the programme
 - Lead company with whom the BBC will contract
- **IP Position:** The Producer will retain IP in the Programme, but the Brand IP associated with the "Eras" Umbrella Brand shall remain owned and controlled by the BBC and may not be used by the Producer except in relation to the Programmes developed under this Agreement.

Proposal Requirements

As outlined in the section 'Commission Opportunity'; Suppliers are welcome to submit proposals for up to 4 artists of their choosing, but please note this is not a requirement. If you have specialist interest or connection to an artist, you can select just one or up to four submissions. We would ask that individual proposals are submitted for each artist suggestion.

The commissioning team are interested in submissions for George Michael around 40 years of 'Faith' in 2027, although please note it is not a requirement to submit a proposal for this artist. If your idea is based around an international artist who has a strong cultural connection to Britain's musical story, then we welcome production partnership proposals with companies from the home territory of the artist in question.

Once the short proposal deadline has passed, no new ideas can be submitted at the full written proposal stage.

Short Proposal Stage

We are asking supplier to submit:

- A short-written Proposal on their editorial idea (Max 500)
- Up to four ideas per supplier all submitted separately.
- Answers to the Production Eligibility Questions in PiCos. See appendix below for detail re questions.

Within your Short Proposal please include:

- Editorial Idea: A summary of the editorial idea and artist Eras.
- Artist Access: What access do you have to the artist, label, team or contributors?
- Co-Host: A shortlist of three well-considered hosts for your proposed series keeping the Radio 2 network in mind.

- Contributors: Who would be the voices we would hear from?
- Archive: What archive would you have access to in order to tell this story? Does the supplier bring any exclusive archive to the project?
- Newsworthy: what is new or exclusive about your idea that will make it travel far on social through the press and word of mouth?
- Timeline: When and why is this the right time to tell the story?

Suppliers will be shortlisted and informed if they progress to the Full Written Proposal stage.

Full Written Proposal Stage

If shortlisted from short proposal stage, suppliers will be asked to submit a full written proposal for their Eras submission. You will have 1250 words to explain your series and develop your editorial idea within PiCos.

Areas of focus in Full Written Proposal Stage include:

- Editorial: Develop the narrative arc of your proposed subject area – what's the story? Give us an episode-by-episode breakdown of the series, considering what the major focus of each episode is, who would be the voices we'd hear from and how the story drives the narrative through.
- Episode 5 Editorial – What would be your vision for the visualised episode finale of the series? Who would be interviewed and what would the focus of the interview be?
- Launch: Consider why it is the right time to tell this story – is there a commemorative moment in the artists career? What is new/exclusive about it that will make it travel far on social, press and word of mouth?
- Hosts: We'd like to hear rationale of your 3 host suggestions and ideally an expression of interest from you lead suggestion. (please see note above about approaching BBC Talent)
- Contributors - Demonstrate how you are showcasing a broad, diverse and relevant list of contributors for the title that will feel like we tell the whole story and create newsworthy content.
- Promotion: Demonstrate your ability to work with the commissioning team on marketing and promotional ideas that will reach out into audiences who would love the title but don't currently engage with BBC Sounds.
- Production Team: Who are your creative/production teams and what relevant experience do they have? How are they connected to the subject matter? As outlined in the brief, diversity is a priority for us all – with this in mind please outline the team who would work on this show and their suitability for this project
- Production Capacity: How will you make all elements of the commission? Do you have the necessary equipment, spaces, and resources to deliver what you outline in your proposal? Can you provide a sustainable business continuity plan? Can you stick to the proposed timeline comfortably and demonstrate risk management?
- BBC standards and values – You'll need to demonstrate an understanding of our expectations at the BBC - including a thorough understanding of the BBC's editorial guidelines (inc. compliance), health and safety procedures and the BBC's diversity and inclusivity strategy.

Social Media Assets

- **Please outline in your submission:**
 - Your ability to produce creative ideas for cross platform promotion, targeting online fan communities.
 - Examples of working with visual archive materials to elevate an audio offer with a suite of supporting social assets.
 - Your capacity to visualise presenter and guest contributions for social platforms, giving a brief outline of the filming location and team you would utilise to provide this footage.
 - Your experience in producing, editing, and delivering end-to-end social assets, to be used by the BBC's social media teams.
 - Examples of effectively producing and working with talent to maximise reach across their channels.

Evaluation Process

STAGE 1: Short Proposal and Production Eligibility Questions

Your Short Proposal must be submitted to the 'Eras Podcast 27/28' Brief in PiCoS under Sounds OD Network - Brief Number: 104029

Your written proposals will be evaluated against the Proposal Requirements outlined in this brief to determine the top scoring companies. The top scoring companies will be invited to submit a Full Written Proposal.

Your Short Proposal should be no more than 500 words and summarise your specific ideas.

Enter your proposal in the 'Short Proposal' section in PiCos before the deadline at noon midday on 21/07/2026

Production Eligibility & Experience Questionnaire

Complete the Production Eligibility Questions by 21/07/2026.

Please note the questions used in this brief may differ from those used in other briefs you may have received.

Note: your proposal may be declined at this stage if the information provided indicates you do not meet the criteria, so please answer these questions carefully. No feedback will be supplied for unsuccessful proposals at this stage.

STAGE 2: Full Written Proposal & Shortlisting

Suppliers who satisfy the needs of the commissioners on their Production Eligibility Questions and Short Proposal stage, will be asked to submit a full written proposal to be assessed.

Suppliers are estimated to be notified by 05/08/2026 if they are successful for Long Proposal Stage.

Your Full Written Proposal must be submitted against the same submission in PiCos as your first Short Proposal. the 'Eras Podcast 27/28' brief in PiCoS under OD Sounds Music Network - Brief Number 104029 "Eras Podcast"

Your written proposals will be evaluated against the Proposal Requirements may be invited for pitch/interview.

Your Written Proposal should be no more than 1250 words and summarise your specific ideas. It should demonstrate your ability to produce the programme and answer the editorial objectives and other requirements as set out in the Editorial Opportunity.

Please provide a draft budget to demonstrate how you would utilise the provided fee, this can be attached as an additional document to PiCos and does not count towards the above written proposal word count.

Enter your proposal in the 'Full Synopsis' section in PiCoS before the deadline at noon on 25/08/2026

STAGE 3: Pitch + Proposal discussion / Evaluation

Step 1: The top scoring companies may be invited to pitch.

We will notify you which members of the evaluation team will be attending this meeting. If there are any specific questions that the evaluation team have ahead of the pitch, you will be notified of these in reasonable time. If applicable, these pitches will take place in the w/c 2nd / 3rd September 2026.

Step 2: Following the pitches, the evaluation team will re-evaluate your Written Proposal against the Proposal Requirements outlined above, considering the responses given during the pitches, and any additional material requested.

Note: At any stage of the process, we may need to come back to you to seek clarification. Your answers will be factored into the evaluation process as appropriate.

TIMELINE OVERVIEW	
21/7/2026	Submit production experience (details in the table below) and short proposals (1 proposal per artist idea you are submitting) which is a brief outline of your idea - up to 500 words per proposal (max 4) - showing how your ideas clearly meet the editorial brief All submissions will be reviewed and the strongest proposals shortlisted. Producers will be notified whether or not they have been shortlisted. No feedback is provided at this stage.
25/8/2026	Full Proposal deadline: Producers will then be invited to submit a full proposal for each artist idea taken forward (up to 1,250 words per proposal). You may also be requested to provide further information (e.g. a sample running order; a proposed budget) Specific details of information requested for the full proposal will be provided by the commissioning team
2 / 3rd Sept 2026	Ideas may be commissioned directly from full proposal, or producers may be invited to a pitch. They may be asked to provide additional material (for example, an updated running order). Proposals are then reassessed and a preferred producer is selected. Feedback will be available on request to unsuccessful applicants who reached the pitching stage. Requests must be made within two weeks of receiving the outcome.
14/9/2026	Results will be communicated to suppliers

Production Eligibility
In the production experience section of the create proposal page in PiCoS, please outline your relevant production experience, using recent examples, in the following areas (maximum 250 words per question):
Relevant experience and staffing depth in music industry relationships and access to artists, archive, and estates
Relevant experience of producing a narrative music / documentary podcast or radio show using archive
Relevant experience of producing and delivering visual assets, including high quality visualised podcasts and social assets
An understanding of the importance of creating brand ecosystems (including visual and social output) as opposed to standalone audio

Assessment Criteria	
The BBC will assess the [pitch/full proposal] according to the criteria below.	
Editorial	70%
BBC's strategic priorities including Across the UK and Diversity & Inclusion	10%
Value for money	10%
Risk	10%
More details on how the BBC will make its assessment will be given to shortlisted producers.	

