



Studio Entertainment & Constructed Reality

A Brief Through the Audience Lens

Coming Up...

The Opportunity

The Development Worlds

Why the BBC is the most attractive partner?



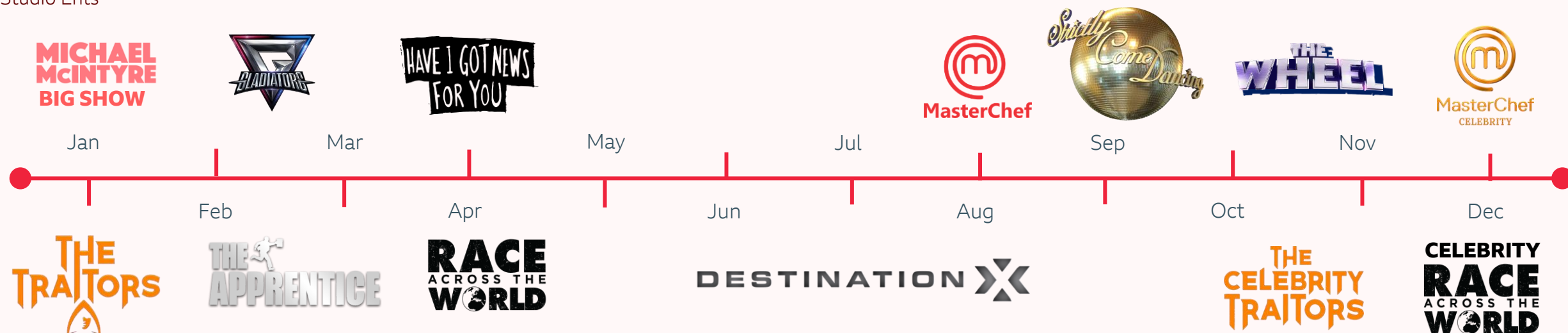
Studio Ents & Constructed Reality
What's the opportunity?

The Importance of iPlayer Cadence: We need content throughout the year

The brands below are the biggest Studio Ents and Constructed Reality shows which benefit from an elongated release pattern creating anticipation and driving talkability between series.

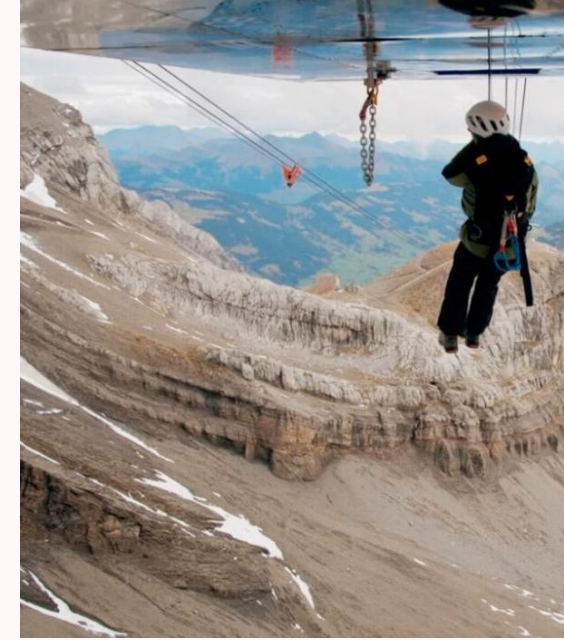
We need a year-round offering for our audiences that builds on this momentum and further drives this cadence, filling in any chronological or thematic gaps.

Studio Ents



Constructed Reality

Example visualised programme release timeline from 2025



B B C Summer is a huge opportunity

Summer remains a big opportunity to capture wider audiences who are lighter users of the BBC.

Our closest competitors see success in launching new shows across the summer, and titles that do well here tend to utilise the summer mindset: We've seen the BBC's second biggest Constructed Reality launch in the last few years for Destination X, which is only behind The Traitors brand in terms of new launches in this space. It is also an opportunity to capitalise on large sports audiences that often come to the BBC during this period of the year.

In order to drive cadence **iPlayer** is looking for...



Formats with real pull for U35: New voices (including creators), fast pace, modern tone. Stories that feel close to their lives – often playing on friendship dynamics, risk and achievement.



Shows that people return to over time: Evergreen formats with enduring appeal – and strong repeat value on the channels



Glossy Reality: Formats built around relationships, status and social intrigue, rooted in real UK worlds



Family Entertainment: Shared Ents formats that bring households together



The Next Summer Staple: A format that can deliver weekly episodes across June – August, to compliment our strong existing offering



Ambitious, high-impact formats that complement other tentpole brands – e.g. Traitors, The Apprentice, Strictly
...with **potential to grow** into spin offs or digital extensions

Borrowing from the tone and spirit of shows like Top Gear - **Playful, high energy, broad appeal, character driven**

All audiences are important to the BBC, but some groups represent a bigger opportunity – we need more content that speaks to these audiences

Young (16-34) and C2DE audiences are broad groups covering a wide proportion of the UK, but there are some common themes in terms of content that appeals to these groups

Worlds

Positivity, Humour and Escapism

- Content that helps them **relax and escape from the stresses of life** – Winding down, laughing, escaping or feeling better after a long day.
- **Getting lost in a new world** or taking a break from their own lives to watch others.
- Content that is **repeatable and bingeable**
- **Content to watch together** - Being brought together by content they can watch together – Family in the broadest sense (friends, neighbours)
- **Gaining knowledge, ideas, skills** for ‘getting ahead’ or coping with life and relationships.

Personalities

Down to Earth

- Our opportunity audience wants to see and hear **‘people like me’** and **‘the people I know’**
- **Relatable, authentic, often witty** characters
- This is about personality, values and tone, NOT literally matching in age, ethnicity, accent, etc. **It’s the character and culture that people relate to.**
- Approachable, opinionated, straight-talking, sharp, respected, often witty / humorous, often ‘big’ **strong personalities and with genuine chemistry** between them.
- **Authentic and positive representation** of the diversity of the UK, evidenced by things like getting the tone, humour and cultural references right.

Relatability

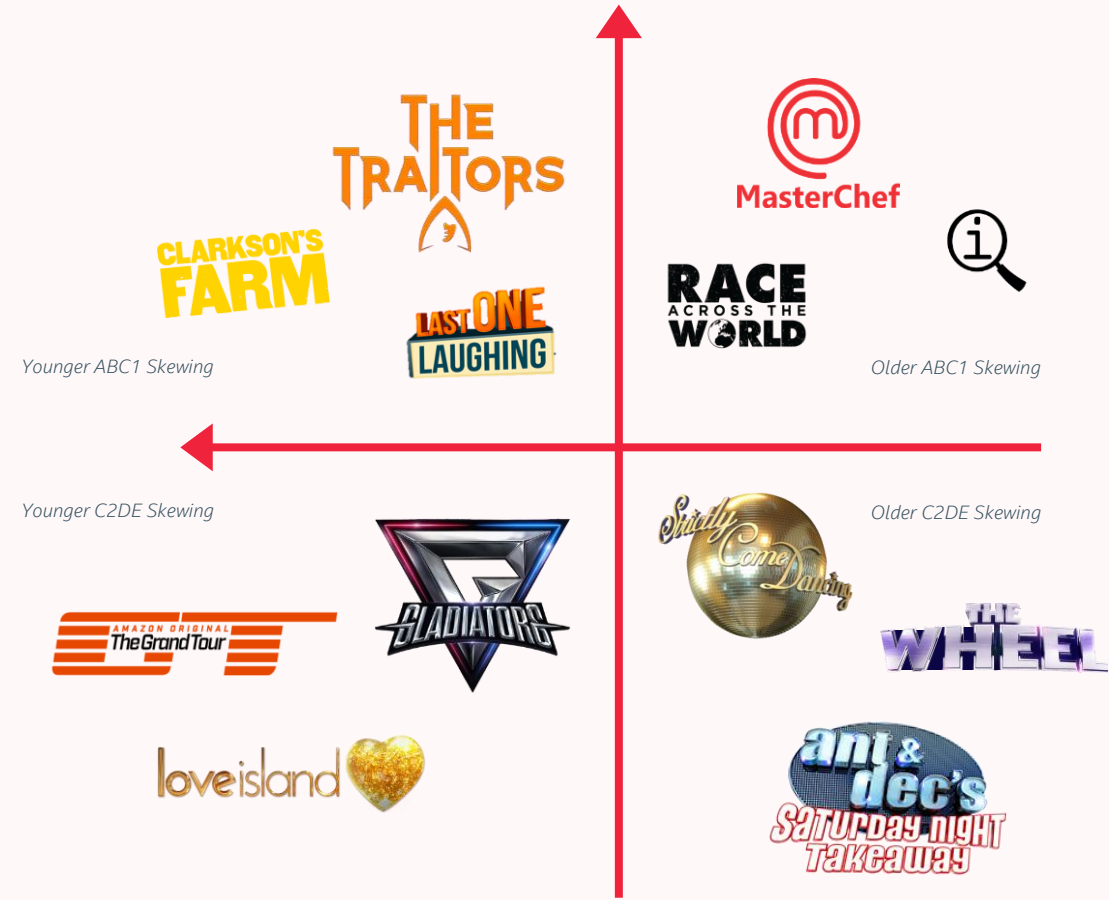
Visibility and Representation

- This audience tends to be less financially secure due to socio-economic background and/or age.
- **A culture of self-reliance** and feeling they have to work harder and use their wits – savvy in today’s world.
- Value seeing people being challenged, **striving for success**, sometimes against the odds. **Rooting for an underdog** and seeing accountability.
- A clear element of **learning from the experiences of others.**
- Very often told through the **insider view**; often feeling raw, unmediated and honest.
- Representation across the UK



Studio Ents & Constructed Reality
Development Worlds

We use thematic mapping to outline genre opportunities



We look at the performance of all our own and competitor content against key demographic groups such as age, social-grade, gender and across the UK appeal, to identify what content works across audiences. This allows us to see content opportunities and potential growth areas for the BBC...

Using this mapping, we have identified thematic worlds within the content, looking at Studio Ents and Constructed Reality

These are large genres with a lot of crossover (middle categories), and where content can fit in a couple of categories

Pure Escapism

Underpinned by Meaning



**These areas highlight
where the BBC has
previously seen success,
and where there is further
areas of opportunity...**



Timeless Laughs: Opportunity in Studio Ents to show more playful humour and light-hearted formats

Topical
Laughs

**Timeless
Laughs**

Head
Scratcher

Mind Mischief

Friends &
Family

Relationships

Signature
Worlds

Shared Worlds

Pushing Limits

Formats in this space are built around strong personalities, chemistry and highly repeatable format mechanics. Whether through games, challenges, conversation or shared experiences, the entertainment comes from authentic reactions, playful rivalry and spontaneous moments rather than scripted comedy. Combining familiar premises in new scenarios and unpredictable outcomes.

Key Identifiers:

- Personality-led entertainment driven by chemistry and interaction
- Silly, spontaneous and self-deprecating humour
- Playful competition resulting in authentic reactions and unscripted moments
- Strong, repeatable format mechanics, re-watchability and long-running potential
- Familiar setups that generate fresh outcomes each episode
- Group dynamics and relationships at the heart
- Broad, accessible appeal and feel-good viewing
- Memorable moments that drive conversation and sharing

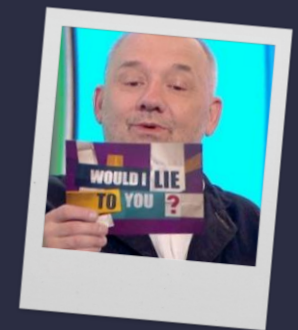
Entertainment Opportunity: Young 16-34 Audiences, Male Audiences - Growing area and big opportunity for the BBC

Types of Formats in this Space:

Would I Lie To You, BBC

Last One Laughing, Prime

Taskmaster, Channel 4



Mind Mischief: Where we've seen big success with titles like Traitors and Destination X

Topical
Laughs

Timeless
Laughs

Head
Scratcher

Mind Mischief

Friends &
Family

Relationships

Signature
Worlds

Shared Worlds

Pushing Limits

Formats in this space combine mystery, psychological gameplay and social strategy to create active viewing. They invite audiences to participate intellectually - observing, deducing, speculating and reassessing as new information emerges - while delivering surprising, conversation-driving entertainment.

Key Identifiers:

- Game-Driven Storytelling
- Driven by psychological gameplay
- Active viewing - speculate, theorise and second-guess
- Fuelled by curiosity and creativity over correctness
- Blending intellectual challenge with broad, playful entertainment.
- Unfolding narratives, suspense through uncertainty / changing perspectives
- Shared viewing moments that drive conversation, debate and participation

Constructed Reality Opportunity: A stretchy territory that BBC can own

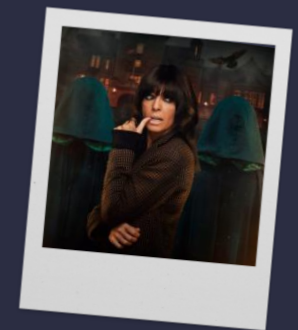
Entertainment Opportunity: Broader Family, C2DE Audiences - Opportunities for exciting new, big moment commissions

Types of Formats in this Space:

The Traitors, BBC

Destination X, BBC

The 1% Club, ITV



Friends & Family: Formats featuring relatable friendships and family relationships

Topical
Laughs

Timeless
Laughs

Head
Scratcher

Mind Mischief

Friends &
Family

Relationships

Signature
Worlds

Shared Worlds

Pushing Limits

These celebrate the relationships that shape our lives, from family bonds and parenting journeys to lifelong friendships and unlikely pairings. Rooted in warmth, humour and genuine connection, exploring the realities of everyday life, and enduring companionship. Through everyday moments and shared experiences, they offer relatable, emotionally engaging viewing that highlights the importance of connection and belonging.

Key Identifiers:

- Relationship-led storytelling rooted in authentic connection
- Relatable families, stories and growth – Everyday living, problems, happiness
- Lifelong relationships with shared histories, chemistry and affection
- Humour, banter and emotional openness at the heart of the narrative
- Shared adventures, experiences or passions that deepen relationships
- Feel-good, uplifting viewing driven by warmth and relatability
- The best formats often have a clear proposition and purpose

Constructed Reality Opportunity: Young 16-34 Audiences, C2DE

Types of Formats in this Space:

Stacey & Joe, BBC

Mortimer & Whitehouse, BBC

Clarkson's Farm, Amazon Prime



Signature Worlds: One of the biggest areas, and one with long running brands, spans across Constructed Reality and Studio Ents

Topical
Laughs

Timeless
Laughs

Head
Scratcher

Mind Mischief

Friends &
Family

Relationships

Signature
Worlds

Shared Worlds

Pushing Limits

These formats create distinctive, recognisable worlds where audiences can quickly learn the rules, develop expertise and emotionally invest in contestants. They combine personal journeys, competition and mastery, enabling viewers to root for favourites, form strong opinions and experience big event moments and finales.

Key Identifiers:

- Big Event Moment programmes – Made for broad audiences
- Clearly defined worlds (iconography), own rules, language, rituals and stakes
- Allowing viewers to rapidly become knowledgeable and a sense of expertise
- Allowing audiences to judge outcomes, compare performances and form opinions
- Creating clear heroes, rivalries, journeys and personal growth
- Rooting for favourites and become emotionally invested in contestants
- Combining competition with mastery – watching people excel in a discipline

Constructed Reality Opportunity: A new unique signature world

Entertainment Opportunity: Young Under 35 Audiences - The next generation of Signature Worlds by identifying emerging communities that audiences want to understand, participate in and belong to. The strongest worlds aren't always competitions, they're gateways into a new world.

Future Signature Worlds:

Audiences can participate in, not just watch: with strong social and digital discussion hooks

More porous worlds that extend off-screen

New forms of expertise beyond traditional talent (social, psychological, strategic, entrepreneurial, cultural)

Types of Formats in this Space:

Strictly Come Dancing, BBC

The Apprentice, BBC

Gladiators, BBC



Eventised Programming: The unifying aim of all opportunities is to bring the nation together around tentpole Entertainment content

**Big Bold Sat Night
Studio Entertainment**

**The Next Big
Constructed Reality**



Why work with the **BBC**?

BBC offers favourable rights to production companies vs. some of our closest competitors...



Production company retains ownership of the underlying format/IP

The format is free to be sold internationally to anyone outside of the UK

We build brands on the BBC and back returning series and brand extensions

We have an exceptionally strong portfolio of programmes to help launch your series

We back British IP that can travel to global markets

Global Platforms

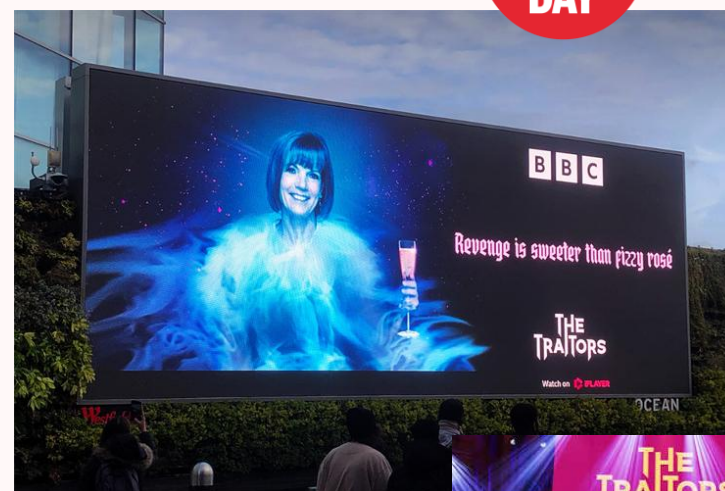
Competitors acquire exclusive worldwide rights, often for a long period or in perpetuity – and solely own the format IP.

International versions will only be allowed on the same platform and there are few examples of these

Few titles go beyond one or two series

When the **BBC** gets behind a title, it reaches across the UK

The BBC reaches 94% of UK Adults every month and 81% per week



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Culture

Star-studded line-up announced for Celebrity Traitors series two



BBC
NEWS

BBC
SOUNDS



BBC
Proms



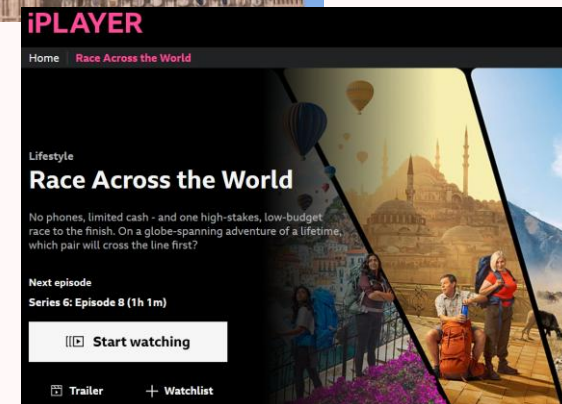
and we have the breadth of platforms to bring programme launches to life for audiences...

Radio

TV / iPlayer

Online

Live



The **BBC** has the biggest scale: We are the biggest UK content provider, and we're bigger than all the SVODs combined in the UK



Time Spent: **BARB Market Viewer Hours, All Audiences 4+ FY 25/26**

THANK YOU

