

## **EXCITING TELEVISION CORPORATION**

*Serial Television Drama commission, request for submissions.*

We here at **Exciting Television Corporation** (ETC.) are looking to commission a new serial television drama for a prime time domestic and possibly, international audience. We are working closely with all the major broadcasters and also the leading streaming services and the series may be pitched at any of these organisations. Most importantly, we are looking for a serial television drama, which will excite a wide audience and retain that audience across a full season.

If you are a new and innovative producer/writer/director or team we would like to hear from you with your ideas.

In your submission, you will be expected to explain to us how your serial television drama meets the needs of the audience. You will be expected to explain clearly the genre and narrative and how you see your show being marketed. It is important that you identify who your audience is and which channel or streaming service, you see as the best ‘home’ for your drama.

We are looking for highly developed ideas, which show multi-season potential, have well rounded and complex characters and challenging themes. We are looking for ideas, which ‘break the mould’ and take risks with genre and format. However, we are also looking for dramas, which can secure instant appeal from the audience through recognisable serial television drama conventions.

Here at ETC we know that creating something new and original is extremely difficult and requires an exhaustive knowledge and understanding of the forms and formats of what has gone before, so your pitch should be framed in such a way that we will know that you too understand this.

We are prepared to accept ideas in all genres though we are not looking for a children’s drama or one with an exclusively teenage audience. A wide audience appeal is preferred.

We look forward to hearing your ideas.

Yours sincerely

Abram J Johns

Executive Producer