



## SECTION A: EDITORIAL OPPORTUNITY

**Commissioning Owner**

Ahmed Hussain (

## Asian Network

### About

recognised as the best Radio Station in the UK, with an ARIA award in 2024. We champion and celebrate young British Asians with a distinctive mix of music and speech, offering the best in new music, events, news, current affairs and everything that matters to our audience. With over two million followers across our social platforms, we are the leading voice in British-Asian culture.

Our teams reflect the lives and interests of British-Asians and we play the best in music from Bollywood to RnB, UK Asian Rap to Old Skool Bhangra, to name just a few. We provide support for British Asian and international artists via our extensive multi-platform approach.

### Network Editorial Strategy & Objectives

Asian Network is the leading brand in UK Asian music youth culture, producing great content for young people to listen, watch and share. It plays a key role in showcasing the wider BBC

Our primary focus is on growing overall awareness of Asian Network and driving reach to our linear and BBC Sounds output. We employ a team of leading DJs and presenters who are acknowledged leaders in their fields and are passionate about culture and new music.

On-air programming is complimented by a range of multi-platform visual and social content, designed to appeal to both existing audiences and new ones who happen to stumble across it; ultimately converting this latter group into regular consumers of our audio content both live and on demand.

Asian Network also works hard to remain a vital element of the UK Asian music & cultural scenes. In addition to regular outreach work, individual programmes and presenters are encouraged to build close relationships with relevant musical communities and act as ambassadors for the station.

Shortlisted







relevant Editorial meetings (either in person in London, or via video conferencing).

### **Compliance and BBC Editorial Guidelines**

and be able to adapt to the commission.



## SECTION B: PROCESS









## SECTION C: THE COMMISSIONING TIMETABLE

STAGE	TIMINGS (all Midday)	ACTIVITIES
Launch	Thursday 31 <sup>st</sup> October	Delivery of commissioning brief
1. 500 Word Proposal	Thursday 21 <sup>st</sup> November	Deadline for 500 word Proposal to be submitted via Proteus
2. Shortlist Decision	Tuesday 26 <sup>th</sup> November	
3. Interview/ Pitch	w/c 2 <sup>nd</sup> & 9 <sup>th</sup> December	Shortlisted producers will be invited to attend a Teams pitch. <b>PLEASE MAKE SURE YOU ARE AVAILABLE FOR PITCHING ON THESE DATES PITCHES WILL NOT TAKE PLACE AT ANY OTHER TIME.</b>
4. Commission decisions made and contracts signed	w/c 16 <sup>th</sup> December	





<b>Production Costs</b>	<b>Daily Rate</b>	<b>Days/Week</b>	<b>Total</b>
Executive Producer			£0.00
Producer			£0.00
Assistant Producer			£0.00
Production Manager			£0.00
<b>Total:</b>			<b>£0.00</b>
Overheads @			%
Production fees @			%
<b>Grand Total ex VAT</b>			<b>£0.00</b>



## APPENDIX 1: STRATEGIC PRIORITIES

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i.

ii.

iii.

For clarity, proposals will not be accepted or declined simply because they do or do not meet these diversity criteria. What you write in relation to them will be considered alongside all the other factors we evaluate when awarding commissions. diversity criteria may still be commissioned on the strength of meeting the other assessment criteria in this brief.

