

Overview

BBC Earth Asia, part of BBC Studios' Global Media and Streaming services, is a subscription-based TV channel offering premium documentary and factual programming to a worldwide audience. We invite viewers to explore the wonders of the universe through powerful unscripted content, bringing them face-to-face with thrilling action, fascinating ideas, and the breath-taking beauty of our planet.

Our mission is to inform, educate, and entertain across multiple platforms, delivering stories that combine wonder, emotion, humour, and fresh perspectives on the natural world and humanity's place within it. We are passionate about discovering distinct, innovative ideas that resonate with global audiences, including younger and underserved viewers.

At BBC Earth Asia, we are excited to broaden our editorial focus. We are actively seeking compelling Asian and Korean content that deepens our audience's understanding of the world.

In our new partnership with KOCCA, we aim to co-produce an original project or series consisting of at least four episodes, created by talented Korean producers. This series will offer memorable, impactful experiences for our audience which will shine on BBC Earth Asia's linear channels, as well as OTT platforms like BBC Player, with the potential for global reach.

1. Key Genres

a) Travel, Adventure and Food

Travel, Adventure and Food are core focuses for us, especially formats that combine humour, adventure, and authenticity. We are interested in character-driven series and talent-led formats that feel inviting and accessible to a wide audience, whether in the form of classic travel documentaries or factual entertainment.

Core Elements:

- Hosts with strong expertise or well-known figures offering unique viewpoints
- Diverse stories reflecting a range of perspectives
- Clear, purposeful journeys with structured narratives
- Visually compelling, measurable objectives
- High stakes that capture attention
- Adventures aligned with our brand, providing deeper understanding of the world

When it comes to celebrity-led quests and adventures, we seek talent-driven stories featuring down-to-earth personalities, from comedians to sports figures, who bring humour and warmth to the narrative. Unexpected talent pairings or fresh takes on well-known faces are highly encouraged.

As for reality shows, we want them to have a genuine purpose. The series must mix entertainment with substance, offering challenges, adventures, or quests that keep audiences engaged across multiple episodes.

We encourage more in-depth travelogues, such as those presented by Sue Perkins, Joanna Lumley, and Stanley Tucci, offering warmth and humour.

b) Natural History & Environment

We're especially interested in stories that connect audiences to the natural world by highlighting the positive relationships between people and animals or ecosystems.

Series like *Snow Dogs: Into the Wild* or *The Cheetah Family and Me* offer a rawer, more authentic take on the natural world, and we are looking for projects that blend high-stakes survival with cutting-edge technology.

c) Accessible Science & Innovation

Ground-breaking Science with a Human Touch: We are passionate about offering our audiences privileged access to the world's most exciting and pioneering science stories. From medical breakthroughs to space exploration, these stories should combine expertise with accessibility, inspiring viewers of all ages.

Exclusive Access and Unique Perspectives: We seek projects with access to ground-breaking science and research. Whether it's the next major space mission or a revolutionary medical trial, these stories should have the power to make headlines.

Bold, Playful Science: We are open to bold ideas that present science in unexpected and entertaining ways, incorporating humour, experiments, and hands-on experiences.

Examples: Inside the Factory, Secret Genius of Science.

2. Tone and approach

BBC Earth Asia content should be uplifting, authentic, and accessible. Whether showcasing the wonders of nature, exploring cutting-edge science, or presenting factual entertainment, the tone should strike a balance between being a pleasure to watch and having substance.

Innovation in Familiar Spaces: We value fresh twists on traditional formats, whether through pairing unexpected talent with familiar topics or offering new perspectives on wildlife or science.

3. Key Storytelling Attributes

- a) *Broad Appeal, Strong Narrative, Emotional Connection:* At BBC Earth Asia, we prioritise strong narratives and emotional engagement. Whether focusing on the natural world, scientific breakthroughs, or factual entertainment, the stakes must feel high, with stories that resonate emotionally and keep audiences watching. We seek content that speaks to both the head and the heart.
- b) *Joy, Humour, and Escapism with Depth set in a distinctive world:* Audiences appreciate humour and feel-good content, but we also welcome ideas that balance joy with emotional depth or a sense of adventure.

4. Talent

Many of our most successful shows feature celebrities or prominent personalities at the core. Our viewers are drawn to talent that is relatable, intelligent, and direct, while also bringing humour and warmth. The key is that they must be engaging and genuine, so the audience can connect with them in their roles.

Familiar A-list faces will always attract attention, but the real triumph comes from showcasing them in surprising, unconventional ways. We enjoy giving talent a challenge, adventure, or mission that adds depth to the content and keeps viewers invested.

5. Target Audiences

a) Primary: Working Professionals (Affluent, educated, connected)

- Parents, 35-45 years old, high education from middle to high-income households
- Likes to keep up with the latest trends and always wants to be the first to try new products and services
- Considers themselves opinion leaders, and they are more likely to share their experiences on social media and convince others to try new things as well
- Career and family-oriented, they want to be the best they can be for both themselves and their family
- Turns to nature, natural history and travel programs for moments of escape
- More willing to pay for premium content and are always on the lookout for quality and enriching content (for themselves and the family)

b) Secondary: Millennials (Heavy OTT users)

- 28-34 years old; students, young working adults, or young parents
- Innovative and driven, they consider themselves to be open-minded, curious, and tech-savvy
- Turn to different content/programmes to fuel their sense of exploration by allowing them to discover new perspectives and cultures; see content as an extension of their personality and identity
- Seek original/exclusive content that can value-add to their lives and is not only enriching but also entertaining

c) Secondary: Early/Pre-retirees (Light OTT users)

- 45+ years old, empty nesters who are most likely to have already checked off many of life's important milestones
- Watch content to unwind, escape and indulge themselves during their newfound free time
- As late-adopters to OTT platforms, most still have a cable subscription and prefer to watch in the living room
- Seek enriching educational experiences that will make them feel alive and connected to the world around them.

6. Other Key Information

- *Languages:* We prefer English-speaking content to reach a global audience. This can be presented by a Korean or Asian English-speaking talent, or it could be a presenter-less format with English subtitles. For truly exceptional concepts, we may consider content in Korean.
- *Locations:* We're open to various locations in the world including Korea, but they must be editorially strong, well-justified, and realistic within the budget. We'd prefer proposals that feature multiple countries, either across Asia or globally.
- *Budget:* The total budget for the series must be reasonable, and our investment will depend on our assessment of project requirements.
- *BBCS Policies:* As part of the BBC Group, we have various policies, guidelines and standards to uphold, and we will require co-producers to adhere to the same. Ultimately, we must be satisfied

that the selected project can meet these requirements, and that the project will be an editorial fit for BBC Earth Asia.

- *Commercial Terms*: Our investment will only be finalised once we've agreed all commercial terms and signed a production agreement with the selected project.

7. What We're Not Looking For

- Overly niche or inaccessible content
- Traditional travelogues or item-based shows without a strong narrative hook
- Inauthentic or forced talent pairings.

We acknowledge the value of the following genres, but for now, they aren't our focus for Asian original stories or the best fit for our channel:

- Landmark blue-chip natural history programming
- Crime
- Current affairs
- Investigative journalism
- Religious cults
- Comedy
- History
- Studio-based game or chat shows
- Dating formats
- Cooking show/competition
- Singing competitions
- K-pop content

8. Independent Material Policy

Due to the nature of our business, we may have already acquired, or may in the future independently acquire, develop or receive a pitch or other material which contains similar ideas or is competitive with your submission. We reserve the right to develop/pursue such independent material and cannot offer compensation or credit or be liable to you in any way if we choose to develop/pursue such independent material instead.