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DRAMA SPECIAL

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BBC3 sets out plans for post-switch innovation

BY HANNAH GANNAGÉ-STEWART

The ex-Vice producer helping to oversee BBC3's digital switch has plans to experiment with innovative content around established brands as the youth channel finds its feet online.

BBC3 will launch online on 16 February. Content editor Max Gogarty said it will eventually create standalone "new-form" content, but will initially aim to provoke an online conversation around returning brands like *Life And Death Row*.

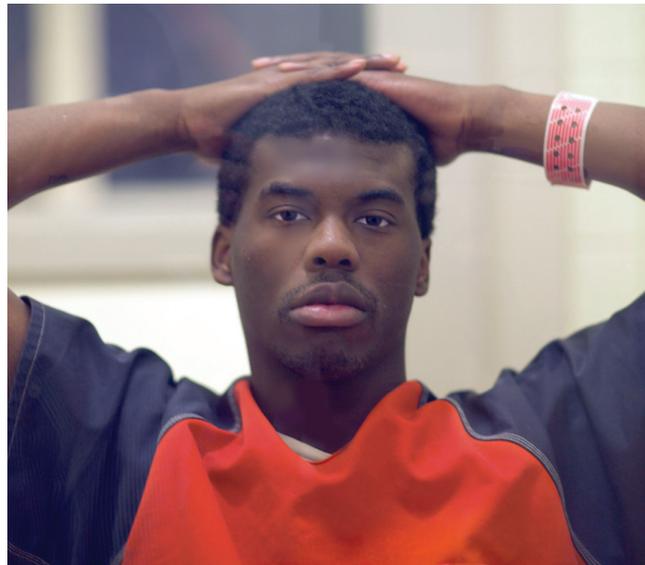
The second series of BBC in-house's prison doc will be one of the pillars of BBC3's launch night and is to benefit from a raft of new-form content, which encompasses everything from video and audio, to blogs and social media updates.

For *Life And Death Row*, this includes interviews with the producers about production challenges and a 3 x 5-minute series featuring Larry Fitzgerald, a former Huntsville information officer who oversaw 219 executions. A separate 8 x 8-minute series, titled *Love Triangle*, will follow a standalone story related to the main *Life And Death Row* doc.

Finally, BBC News is contributing content around the lethal injection, while in-house graphic designers are making death row meals for Instagram.

"*Life And Death Row* is a really good example of what we're doing," Gogarty said. "We're trying to create a really engaged conversation around capital punishment."

From next week, BBC3 will supercharge its presence across social media platforms, including



Life And Death Row: raft of additional content including social media

We're trying to create a really engaged conversation

Max Gogarty, BBC3

Instagram, Facebook and Snapchat, to guide viewers back to its online home. "You will find content in varying iterations but it will always be pointing back to the tent-pole piece," Gogarty said.

He added that BBC3 is forging closer ties with YouTube to get content under people's noses. "Obviously, YouTube is a massive priority and everything will be playlisted there," he said. "We're experimenting with scheduling, working really closely with them on our strategy moving forwards."

Both long- and short-form will continue to go through the BBC's genre commissioners, with BBC3 controller Damian Kavanagh and Gogarty providing a final tick.

"We want to encourage suppliers not just to come up with a long-form proposition but also with a deeper engaged conversation around new-form and short-form. In that respect, having that one point of contact absolutely makes sense," Gogarty said.

Kavanagh added that he is "really happy" with some of the slots being handed over for BBC3 content on BBC1 and BBC2.

Most long-form will have a digital-first airing on the BBC3 website and iPlayer, before a narrative repeat on BBC1 and BBC2 during the same week.

C4 triumphs at Broadcast Awards 2016

BY ROBIN PARKER

Channel 4 was named Channel of the Year at this year's *Broadcast Awards*, where it notched up seven prizes, including a clean sweep in the factual categories.

The judges said C4's output was "at its strongest since Jay Hunt took over in 2011". Its haul included Best Popular Factual Programme for RDF's *The Secret Life Of 4 Year Olds* (pictured) and Best Documentary Series for Keo's *The Romanians Are Coming*. *Dispatches* racked up a third consecutive win in News and Current Affairs for *Escape From Isis*.

The judges also noted C4's "scripted renaissance". While dramas *Humans* (Kudos) and *No Offence* (AbbottVision) were pipped to the post by Drama Republic's BBC1 hit *Doctor Foster*, C4 took home the Best Comedy award for Avalon/Merman Films' *Catastrophe*.

Tiger Aspect was named Best Indie at The Grosvenor Hotel event, fending off rivals Twofour, Kudos, ITN Productions, The Garden and

Endor. The Endemol Shine Group indie also won Best Single Drama for *Marvelous*, while *Fortitude* took home the International Programme Sales award.

► For the full list of winners, see supplement



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