

destination europe tv



Playback

HD

B B C Prime

B B C AMERICA

THE CONCEPT



DestinationEurope.tv is a series of two minute shorts designed to celebrate EU enlargement. Filmed in some of the great tourist centres of Europe, it provides an abstract look at a city or region, enhanced by music, voice and text. The programmes are a visual and musical feast enabling the destinations to tell their own story.

The shorts are designed to be transmitted between mainstream entertainment programmes on BBC Prime and BBC America.



BBC Prime and BBC America broadcast great British entertainment to 45 million subscribers, 24 hours a day. International viewers can watch a diverse mix of the very best from the BBC - from award-winning comedy and drama to ground-breaking documentaries and BBC Learning, plus music, lifestyle and children's programmes, not forgetting the wealth of celebrity interviews.

BBC Prime is widely available throughout Europe, the Middle East and Africa through cable and satellite operators.

BBC America is available across the whole of the USA via cable and satellite.



DestinationEurope.tv will be supported by a specially dedicated website, www.destinationeurope.tv

The logo for the programme will appear on the home pages of BBC Prime and BBC America.

FUNDING/SPONSORSHIP OPPORTUNITY



DestinationEurope.tv is a collaborative project between BBC Worldwide and Playback HD.

The project is designed to be funded by tourist authorities and commercial sponsors.

The seed funding of €30,000 from the tourist authorities is matched by an equivalent level from a commercial sponsor.

In return for funding the shorts, the tourist authorities plus the sponsor have the opportunity to promote their destination to a worldwide audience, initially over a ten week period starting in 2004.

The programming will be as follows:

4 times per day x 10 weeks = 280 transmissions.

280 transmissions ÷ 10 destinations = 28 showings per destination

Therefore -

cost for each transmission for the tourist authority = €1071.42

cost for each transmission for the sponsor (discounted price*) = €1071.42



*The commercial sponsor can fund an individual destination for €50,000 or the whole series at a discounted price of €300,000. The promotion will take the form of idents at the beginning and end of each short.

There will be a link from the **DestinationEurope.tv** website to the sponsors and tourist authorities own websites.

THE COMPANY



Based in Edinburgh, PlaybackHD Ltd is an independent UK production company working closely with BBC Worldwide and BBC R&D in the development of high definition digital programming. Formed in 1993 they have had a strong alliance with Europe. Programme sales worldwide include countries such as Japan, Australia and the United States.

This first series of **DestinationEurope.tv** to be produced by PlaybackHD will be shown in 2004 on BBC Prime and BBC America. It is part of a joint initiative to celebrate the entry of new member states to the European Union.

Short extracts will be available for viewing on www.destinationeurope.tv



To discuss this proposal further please contact:

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