

THE BRIEF - Discovery Australia is looking to commission local real world entertainment content that engages and connects with young men.

- **SPACES TO EXPLORE** - Extreme Jobs, Adventure & Survival, Psychology, Achievers, Pop Science, Tech & Innovation and Turbo.
- **THE CURRENCY KINGS** – We want presenters who are influencers, crusaders, real dealers, dream chasers. Our latest audience research shows that a lively and credible presenter(s) or insider(s) who have authority and expertise are ideal to connect with our audience - think Anthony Bourdain, Jeremy Wade, Mike Rowe, Louis Theroux and yes of course, Bear Grylls. Age & gender don't matter.
- **WHAT YOUNG AUSTRALIAN MEN WANT FROM DISCOVERY**
 - Brain Snacks - Take-away facts from the real-world.
 - Active entertainment. Being involved & close to the subject. Nothing passive!
 - A strong dramatic narrative trajectory; a question to be answered, mission or challenge to completed, a problem to be solved.
 - Multi-faceted and suspenseful storytelling.
 - Australian stories.

- **WHAT DOES 'AUTHENTIC' MEAN? GETTING AS CLOSE TO THE SOURCE AS POSSIBLE!**

We want content that has the aesthetic of being raw, unguarded, embedded and as natural as possible. The content should dictate the form, rather than the reverse.

Some Examples

- Doing pushups with the every man as he tries to cut it as a French Foreign Legionnaire (*Todd Sampson's Body Hack*)
- Hanging with pimps & hookers (*60 Days In*)
- Getting the unfiltered POV from body cam footage of a soldier in Afghanistan (*Taking Fire*)
- Sitting shoulder-to-shoulder at the defense table with lawyers (*Making A Murderer*)
- Being knee deep in the water with the fisherman (*River Monsters*)
- Seeing celebrities scared senseless (*Running Wild with Bear Grylls*)
- Driving innovation – creating a business that will change the world (*Shark Tank*)
- **TRUST IS ABSOLUTELY CRITICAL**
Don't overproduce, don't sensationalise. Your submission should actively do things for the Discovery viewer, rather than 'sell' to them. Be upfront and clear about the question, mission, journey your character/presenter are on.
- **TIME MATTERS TO YOUNG AUSTRALIAN MEN**
Is your content best suited for short form (5 mins), mid form (15 mins) or long form (30 to 60 mins)? We will be commissioning specifically in the long form space but any project produced will also require different durations of content to sit across various Discovery platforms. These could be edited down versions, behind the scenes or a completely new piece of content to accompany the long form.
- **WHAT WE DON'T WANT**
 - Mindless entertainment that's passive.
 - Overly produced content.
 - Reality TV, scripted, staged formats, history, natural history, one off documentaries.
 - Refreshed Discovery Formats - We do not want a recreation of MythBusters.
- **REQUIRE FURTHER INFORMATION?**
Please contact Thierry Bled, Executive Producer at Thierry_Bled@discovery.com