ITV Format Canvas

Audience

Describe the needs and interests of your audience!

We need to know you understand whom you are creating this format for. As an initial exercise, try to create a format for a person that you closely know, rather than for an abstract target group. Describe the needs and interests of that particular person here (you can give him/her a name, but don't use actual names). Then, once you have an idea, take another person that is supposedly from a similar target group, but individually totally different. What would this person love/hate about the format? How would a format look like that fits both of them? You can also try really contrasting personas.
At some point, compare your findings to actual target groups described by market research. But don't go for mere demographics. It's interests and needs that unite a community, not age and gender.

How can the user/the audience interact and participate?

Describe the interface and the options it offers. This is not about how much interaction or participation you offer. Very limited interaction can be the basis of great formats as well as hyper-participative concepts. Just try to be precise here and describe also the usage context (i.e. on the move, at home, socially)

Which difference does the interaction make?

Feedback is the main driver of interaction. Interaction that does not make a difference is pointless and will be abandoned by the users soon. How can the user make a difference in the experience - for herself or for others?

Format

Describe your format idea in one sentence!
You need a precise logline as an opener and frame for your presentation.

Describe the "USP" of your format!

The unique selling proposition (USP) is what sets your format apart from other formats. In established genres, this might come down to an important detail. Then again, if your whole format is groundbreaking, it might be wise to give a familiar anchor to cling to.

Describe what your format is explicitly not!

Sometimes, especially if you touch established formats or genres, this may create also undesirable associations. You might want to state clearly what your format is explicitly NOT about, to wipe out cliché and stereotypes from the minds of the pitch audience.

What is the distribution mode of your format?

How will your format be delivered and consumed by your audience? Will it use broadcast, on-demand, app, etc.? What devices will be targeted? How will people find your format?

What are risks? What are you unsure about?

Be honest, think about what you still need to know to realize this format. Where will you be taking risks? Where will you be able to gain more certainty? Also, think retrospectively: What could have made this format fail spectacularly in hindsight?

Dramaturgy

Cast/Characters/Protagonists:

What are the faces of the format? Depending on whether this is factual or fiction, this can refer to a cast of protagonists or characters, hosts, etc.
In some cases, the protagonist may not be a person, but a place or a thing.
Maybe the main question here is, how does the audience connect emotionally?

Episode / issue: How is it structured?

Give an overview over what happens in an issues or episode. If it is a one-off, e.g. an event, you can likewise give a timeline. If the concept is rather non-linear, give an impression of "user journey" through the content, some kind of storified flow.

What happens between the episodes / issues?

There might be social media activities or just-in-time productions. Use the time between the episodes to keep awareness, tension and community engagement high.