



TV Program Selective – Assessment Criteria

Assessment Criteria	Score	Details
Team	15	<ul style="list-style-type: none">- Track record of applicant company and production team- Key personnel (screenwriter(s), director(s) etc.) (experience and achievements)
Creativity	35	<ul style="list-style-type: none">- Originality and quality of content- Audience appeal
Feasibility	25	<ul style="list-style-type: none">- Applicants financial stability in order to deliver the project- Budget analysis (appropriateness of budget to creative & production schedule)
Potential for success	25	<ul style="list-style-type: none">- Contribution and support of the broadcaster and any other partner(s)- Audience and success metrics (of any previous seasons)- Audience Reach/Marketing plan developed in partnership with broadcaster
TOTAL	100	