

Development Brief for a New Cyw App

S4C wishes to commission a new app for Cyw, one of the channel's most successful brands and services.

We are looking for an attractive and innovative app for iOS and Android that will amuse and entertain children of nursery age to 6 years old.

The app should fulfil some of the following aims:

- ▶ entertain through creative play;
- ▶ enable interaction with characters and storyworlds;
- ▶ delight children with innovative/varied use of mobile technology;
- ▶ provide a stimulating experience.

Play should be at the core of the proposal and the app should be produced so that it can be updated and refreshed over the next 2-3 years.

A budget of up to £40,000 is available to develop, build and maintain the app for a year.

We are holding an idea development and pitch day on 3 November 2016 at the Mudiad Meithrin Head Office in Aberystwyth. S4C commissioning and development staff, content producers, and early years experts will be available to discuss with companies during this session.

The successful pitch will be selected following the event and the company will be notified by 11 November.

This is a creative workshop, therefore if interesting and innovative ideas arise that are of interest beyond the core app development then we may be happy to develop these ideas further.

We intend for the app to be delivered by February 2017 ready for publishing and promotion in March 2017.



Timetable

10.30 - 11.00	Introduction and an opportunity to discuss the brief in more detail
11.00 - 1.00	Idea development
1.00 - 2.00	Lunch break
2.00 - 3.00	Pitch preparation
3.00 - 4.00	Each company will have 5 minutes to present their ideas to the panel. It will be a closed pitching session and ideas will not be discussed or shared with other companies.
4.30	End

Please contact
Non Lewis
(non.lewis@s4c.cymru)
to book your place,
indicating who will
be attending from
your company.



Our mission

To provide quality multi-platform pre-school content through the medium of Welsh which educates and entertains in a fun and friendly way.

Our core values

Entertaining, Stimulating, Trustworthy, Nurturing.

Our personality

Fun, Happy, Innocent.

Our motto

Our motto represents the experiences we hope our viewers enjoy whilst watching our programmes

Play, Laugh, Learn.