

HEART OF POLAND

BBC WORLD NEWS



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INTRODUCING HEART OF POLAND

'The Heart of Poland' will be a series of short films about the contemporary arts and culture scene of Poland.

The series will seek to show what makes the cultural life of Poland unique.



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INTRODUCTION

Since 1989 the Poland has been transformed. Poland today is prosperous, fast-growing and confident. Visitors head to Poland now not just for the historic sites and scenery but for:

- Exhilarating mix of music
- Cutting-edge theatre, dance and fashion
- World-class cinema
- Buzzing contemporary art scene



INTRODUCING KASIA MADERA

In **The Heart of Poland**, top BBC World News presenter Kasia Madera reports on the vibrant arts and culture scene in one of Europe's most exciting and fast-changing countries.

- Regularly appears on the popular Polish news programme, Wiadomości TVP.
- A keen enthusiast for arts and culture.
- In 2015 Kasia won one of Poland's most prestigious journalism awards, the Maciej Płażyński Award.
- The Polish Embassy in London named Kasia as an Honorary Ambassador in the UK.
- Dziennik Polski, awarded Kasia for her work in promoting British Polish relations.
- Kasia is bilingual in Polish.



View the series promo and hear why Kasia is passionate about the series – click [here](#)





THE HEART OF POLAND POTENTIAL EPISODES

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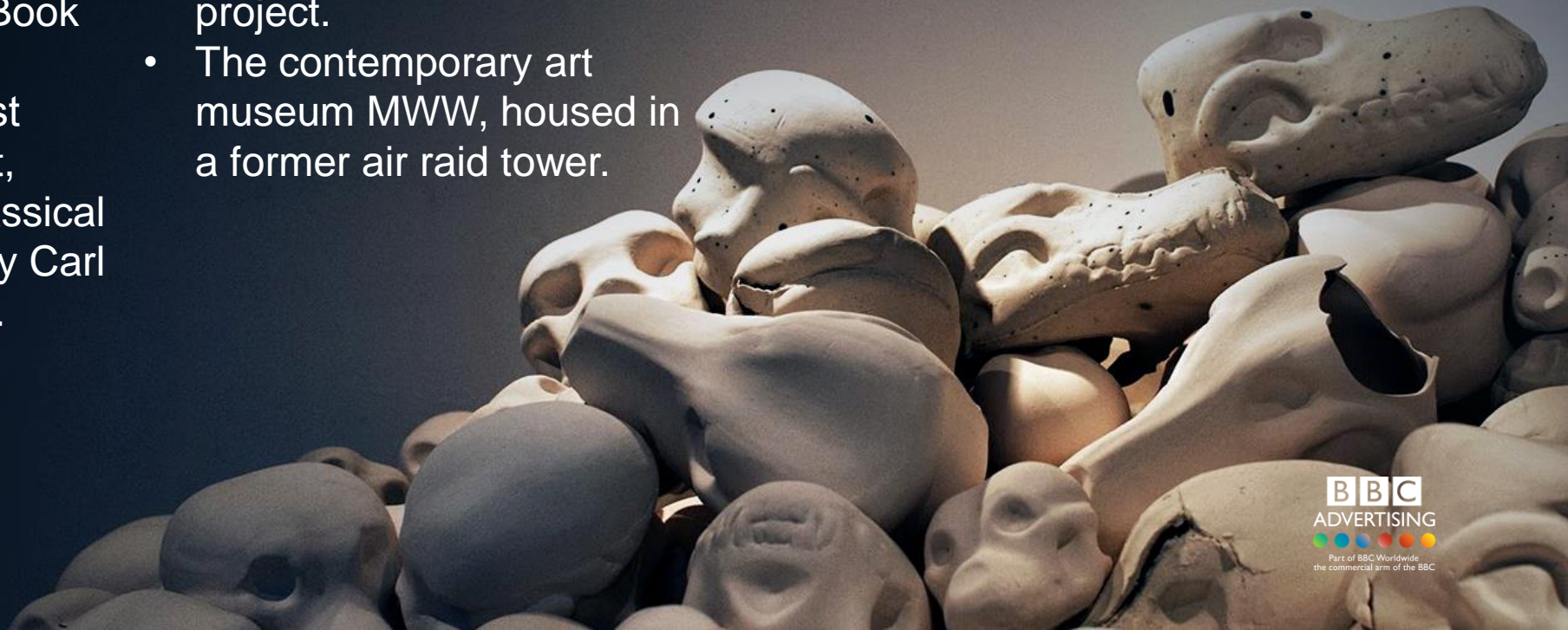
THE COOL GALLERIES OF WROCLAW

Wrocław has an extraordinary story of ruin and regeneration. It contains the soul of two cities, Breslau and Lwów (now L'viv). The city, which emerged from the war, is Wrocław. It's a cosmopolitan city, where a Medieval old town meets a thrilling art scene.

- In 2016 Wrocław will be European Capital of Culture and World Book Capital City.
- BWA is Poland's first institute of street art, housed in a neo-classical building designed by Carl Gotthard Langhans.

Other Galleries:

- The Survival Street Art project.
- The contemporary art museum MWW, housed in a former air raid tower.



ŁÓDŹ CITY OF FILM

Dubbed 'Holly Łódź'. It's the home of Polish cinematography and the National Film School where rising stars get inspiration from Oscar winning alumni like Krzysztof Kieślowski, Wojciech Smarzowski and Andrzej Wajda. The best time to be there is during Łódź Film Festival.



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SOPOT MUSIC FESTIVAL

Sopot is Poland's top sea resort and mecca for music lovers. The annual international music festival in the unique forest setting of the Opera Leśna is an integral part of Polish culture that spans both Communist and present days. Electronic, rap, folk, heavy metal, all musical life is to be found in Sopot.

Good places to go: Unique Club & Lounge, 3 Siostry, Zła Kobieta, Ego, Spatiff, Czekolada, Papryka, Atelier, Zatoka Sztuki, Bar Max.

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GROUND BREAKING THEATRE

Poland has a thrilling, experimental, independent theatre scene. Companies like the Song of the Goat Theatre company in Wrocław. The New Theatre in Warsaw, created by Krzysztof Warlikowski. The Kochanowski Theatre in Opole, famous for hosting the annual Opole Theatre Festival. Our guide will be artistic Director Tomasz Konin who is a graduate of Warsaw's National Theatre School. He is a prolific director of theatre and opera. He was appointed Artistic Director of the Kochanowski in 2007.





WORLD CLASS ARTISTS

Poland is home to some of the most young exciting artists in Europe, like Wilhelm Sasnal, based in the beautiful southern city of Kraków. Sasnal works fast, finishing his works in a single day. He has shown his paintings and 16mm films in museums across the world. His works are collected by MOMA, Pompidou and Tate. Photographer Piotr Uklański makes eye-popping collages, which explore clichés of popular photography and kitsch subjects. Paulina Olowska, works in Gdańsk, in various media, including painting, performance, installation, collage, textiles.

ALTERNATIVE ART SCENE

Street artist Mariusz Waras, aka M-City will give us a tour of street art in Wrocław, starting with the Centrum Reanimacji Kultury (CRK) post-punk commune epitomising the spirit of resistance in Wrocław. CRK's courtyard is covered in street art, including work by M-City himself. We'll go to Poznań too, home to the booming Container Art scene, a world of bars, clubs and a shipping containers bristling with eye-popping art of every kind.



LITERATURE: NEW GENERATION OF TABOO BUSTERS

Poland has a new generation of hard-hitting novelists and playwrights, who've grown up post 1989 in a society which has changed at breakneck speed. Like young playwright and novelists Dorota Masłowska, Manuela Gretkowska and Marcin Szczygielski. Olga Tokarczuk is one of the most acclaimed and commercially successful writers of her generation, particularly noted for the hallmark mythical tone of her writing. She lives in Wrocław. Her *Primeval and Other Times* is a portrait of a village at once fantastical and intensely real.



CUTTING EDGE FASHION

Maciej Zień is a brilliant Polish designer, known for haute-couture perfection. He is one of the most exciting designers in Europe today, born in Lublin in 1979. Other top designers; Gosia Baczyńska; Dawid Woliński; Robert Kupisz; Paprocki & Brzozowski.



MALTA ART FESTIVAL, POZNAŃ

Every year, Malta Festival in Poznań is created by over a thousand artists from Poland. For three weeks, they stage hundreds of events at locations across the city. The festival presents internationally acclaimed and emerging artists, as well as initiating unique projects in the fields of theatre, dance, music and visual art. By merging high and popular culture at its best, Malta Festival has one of the major performing arts festivals in Europe.



FOUR CULTURES FESTIVAL, ŁÓDŹ

Łódź hosts the 4 Cultures Festival - where Polish, Jewish, Russian and German cultures are celebrated, to honour the multicultural history and traditions of Łódź.

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CONTENT HUB MOCK-UP

View the Heart of Turkey summary video [here](#).

HEART OF POLAND

Platform:	BBC World News , BBC.com/Culture
BBC World News Format:	8 x 4 minute modules airing across BBC World News
BBC.com Format:	8 x 4 minute modules sitting on BBC.com/Culture
Timings:	12 week lead time
Weekly promotion of the series on the following areas:	BBC Culture homepage BBC.com homepage BBC.com/news BBC Culture's social media feeds
Duration:	8 weeks
Total media value:	\$2,069,884
Discounted cost:	\$1,400,000



HEART OF POLAND – TV PLAN

Day Part	Times	Europe 30" spots	Europe 10" BBs	Asia Pacific 30" spots	Asia Pacific 10" BBs	South Asia 30" spots	South Asia 10" BBs	Middle East 30" spots	Middle East 10" BBs	Latin America 30" spots	Latin America 10" BBs	North America 30" spots	North America 10" BBs	Africa 30" spots	Africa 10" BBs
Weekday - Breakfast Peak	0600 – 0930	26	16	18	0	18	0	18	0	18	0	18	0	26	16
Weekday – Daytime	0930 - 1700	34	32	34	32	34	32	34	32	42	48	42	48	34	32
Weekday – Early Peak	1700 – 1900	26	16	18	0	18	0	26	16	18	0	18	0	26	16
Weekday – Peak Time	1900 - 2400	26	16	34	32	34	32	34	32	18	0	18	0	26	16
Weekday – Late Evening	2400 – 0200	18	0	18	0	26	16	18	0	18	0	18	0	18	0
Weekday – Night Time	0200 - 0600	18	0	26	8	18	0	18	0	34	32	34	32	18	0
Weekend - Breakfast Peak	0600 – 0930	17		17		9		17		9		17		9	
Weekend – Daytime	0930 - 1700	17		17		9		17		9		17		9	
Weekend - Early Peak	1700 – 1900	17		17		9		17		9		17		9	
Weekend – Peak Time	1900 - 2400	17		17		9		17		9		17		9	
Weekend – Late Evening	2400 – 0200	17		17		9		17		9		17		9	
Weekend – Night Time	0200 - 0600	17		17		9		17		9		17		9	
Total number of spots	1,606	250		250		202		250		202		250		202	
Total number of BBs	520		64		72		80		80		80		80		64



HEART OF POLAND – DIGI PLAN

Placement	Markets	Start Date	End Date	Creative Units	Booked Impressions	Rate Card	Rate Card	Disc	Discounted Campaign	Discounted Value
						CPM US\$	Value US\$	%	CPM US\$	Value US\$
BBC.com/Earth ROS	Global	8 weeks TBC	Pre Roll 512x288 w/Companion MPU 300X250	5,000	\$90	\$450	30%	\$63	\$315	
BBC.com/Culture ROS				7,637	\$90	\$687	30%	\$63	\$481	
BBC.com/Travel ROS				1,110	\$90	\$100	30%	\$63	\$70	
BBC.com/News				300,000	\$90	\$27,000	30%	\$63	\$18,900	
BBC.com/Earth ROS			Parallax 976x400	350,000	\$110	\$38,500	30%	\$77	\$26,950	
			Wide Leaderboard 970x90	350,000	\$60	\$21,000	30%	\$42	\$14,700	
			MPU 300x250	650,000	\$85	\$55,250	30%	\$60	\$38,675	
BBC.com/Culture ROS			Parallax 976x400	230,000	\$110	\$25,300	30%	\$77	\$17,710	
			Wide Leaderboard 970x90	465,932	\$60	\$27,956	30%	\$42	\$19,569	
			MPU 300x250	650,000	\$85	\$55,250	30%	\$60	\$38,675	
BBC.com/Travel ROS			Parallax 976x400	378,168	\$110	\$41,598	30%	\$77	\$29,119	
			Wide Leaderboard 970x90	400,000	\$60	\$24,000	30%	\$42	\$16,800	
			MPU 300x250	640,000	\$85	\$54,400	30%	\$60	\$38,080	
BBC.com/News			Wide Leaderboard 970x90	1,700,000	\$40	\$68,000	30%	\$28	\$47,600	
			MPU 300x250	1,720,648	\$55	\$94,636	30%	\$39	\$66,245	
BBC.com/Culture The Heart of Poland SPONSORSHIP			Parallax 976x400	289,887	\$143	\$41,454	0%	\$143	\$41,454	
			Wide Leaderboard 970x90	1,159,543	\$91	\$105,519	0%	\$91	\$105,519	
			MPU 300x250	289,887	\$130	\$37,685	0%	\$130	\$37,685	
			Pre Roll 512x288 w/Companion MPU 300X250	289,887	\$117	\$33,917	0%	\$117	\$33,917	
			Sponsorship Logo 88x31	1,159,543	\$6	\$7,537	0%	\$6	\$7,537	
TOTAL				11,037,242		\$760,238			\$600,000	



Please note number of impressions are not guaranteed on sponsorship lines. Number of guaranteed impressions is **7,848,495**.



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