FROM THAT SMALL SILAND

THE STORY OF THE IRISH

An initiative of **Trinity College Dublin** and the **University of Notre Dame**



Trinity College Dublin Coláiste na Tríonóide, Baile Átha Cliath The University of Dublin



Supported by the Irish Government





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"[this] was the kind of thing that television was made to do: to inject fresh energy and drama into well-known stories and bring less well-known ones before the biggest possible audience; to restore and reanimate history as a shared public enthusiasm, something not remote from our contemporary lives but a part of it, especially at a moment when the whole issue of national allegiance and identity is once again a serious question rather than an easy assumption".

Simon Schama A History of Britain (BBC)

PROJECT SUMMARY

Who are the Irish? Where did they come from? Where did they go?

A little over 6 million people live on the island of Ireland, but over 80 million people worldwide say they are Irish. What does that mean? Is being 'Irish' an identity based on origins and genetics or on culture or a combination of different factors?

At a time when globalisation and migration are issues of serious contention in the world, what can we learn from the Irish experience? What does the story of a small island people in their comings and their goings tell us about identities and belonging in a constantly changing world?

From that Small Island – The Story of the Irish will explore these questions, and others, in a landmark public history television series, 6 x 1 hour episodes, for global broadcast together with a 90 - minute feature documentary for theatrical release and single screenings.

We believe that the intellectual property rights of this landmark public history project should be retained by Ireland rather than be exploited by any of the commercial platforms. To achieve this, we require an investment of $\[\in \] 2$ million from the Irish State. Total cost of the project is $\[\in \] 6.2$ million.

Watch the Teaser Trailer now >

AMBITION

In the run up to the centenary of the founding of an independent Irish State in 2022, our aim is to develop a unique and ambitious suite of programming for both Irish and worldwide audiences. Our ambition is to create a new paradigm for the way we and others perceive our history.

Drawing on the expertise of two world-leading universities, Trinity College Dublin and the University of Notre Dame, and combining that with a highly experienced multi-award winning creative team in COCO Television, *From that Small Island – The Story of the Irish* will retell, reframe and recast the discourse of Irish historical and cultural identity, while examining the global dimension of the Irish experience from its origins to the present day.

We know what happens when you arrive in a place as a fraught and fearful stranger and we know the huge contribution that we, the Irish, made throughout the world and that others who come to our country make to us.



Mary McAleese
Former President of Ireland, 1997 - 2011

RATIONALE

At a time when globalization and migration are issues of serious contention in the world, what can we learn from the Irish experience?

The series will locate the story of the Irish in the context of world history. In essence we will tell the history of the world through the prism of the Irish. We will trace the emergence of Ireland as a discrete island at the moment when the world took its current shape, as well as track the movements of people into and out of Ireland from the very earliest settlers over 12,000 years ago through the medieval and early modern world to the mass emigrations of the nineteenth and twentieth centuries to the New World and beyond to current patterns of inward and outward migration.

Since becoming an island 15,000 years ago, people have come from elsewhere. Ireland has continuously faced outwards and the history of the Irish has long been a global one, influenced and shaped by economic and political circumstances both at home and overseas. First came the earliest Palaeolithic peoples, then the Celts and the rise of an indigenous Gaelic speaking culture followed by the coming of Christianity. Then came the Vikings and the Normans, later the English and the Scots and smaller groups like the Huguenots. Although we often think of Ireland as traditionally a homogenous society, by the early eighteenth century, for example, society in Ireland was ethnically diverse with over a quarter of the population of immigrant stock.

Making Ireland is one of Tinity's core key interdisciplinary research themes. It brings together over 80 researchers in 15 disciplines across all our three faculties. Historians, sociologists, literary critics, archaeologists, art historians, geologists, geographers, geneticists—all of these contribute to elucidating this theme: what makes Ireland? Particularly because of this research focus, Trinity is delighted to partner with Notre Dame in creating the series From That Small Island—The Story of the Irish, which will allow us to make our research accessible to a wider audience in a vivid and dramatic way.



Patrick Prendergast
President and Provost, Trinity College Dublin

From that Small Island – The Story of the Irish will follow on from the success of 1916: The Irish Rebellion in bringing serious history to a worldwide audience and will further strengthen the deep historical links between the University of Notre Dame and Ireland. We are particularly pleased to partner with Trinity College Dublin in bringing the story of the irish to the world



Thomas Burish
Charles and Jill Fischer Provost, University of Notre Dame

The question of what it means to be Irish is and will be a crucial one as Ireland becomes a much more diverse society. The outward migration that led to the worldwide spread of the Irish has, in the last twenty years in particular, been mirrored by new arrivals into Ireland. How do these 'new Irish' see themselves? How does Ireland assimilate people from different religious and racial backgrounds?

The Irish, those born in Ireland and those who claim Irish descent, are to be found on every continent on the planet, from Europe to Asia, from the Americas to Australasia. Nearest to home, however, the complex and highly intermeshed relationship between Ireland and Britain is fundamental to the history of these islands from the earliest days. Outside the US, Britain has the greatest number of people born in Ireland or of Irish descent. The 2001 UK Census, for example shows that 869,093 people living in Great Britain were born in Ireland and that roughly six million people living in the UK have an Irish-born grandparent (i.e. nearly 10% of the UK population). A new exploration of the shared and indeed contested nature of the relationship between the two islands and their peoples will be central to our story.

The story of the Irish often exemplifies loss and tragedy but also features resilience, triumph of the human spirit and remarkable cultural achievements. One of the hallmarks of the Irish, wherever they went in the world, was an ability to innovate and to be entrepreneurial. Irish identity, however, has long suffered stereotyping and over-simplification from both friend and foe: from the drunken brawling Irish paddy, the violent terrorist, the most oppressed little nation in the world to Irish eyes smiling, to top of the mornings and whimsical leprechauns. But the Irish have also been saints and scholars, missionaries and mercenaries, soldiers and sailors, pirates and pioneers, presidents, poets and philosophers, scientists, sportspeople and storytellers.

From that Small Island – The Story of the Irish will address gaps that have existed in previous retellings of the Irish experience in this landmark Public History series, exploring, in particular, the role played by women and other marginalised groups, restoring their voices and their stories to the centre of our narrative.

Tracing the story of the Irish in the US, for example, where almost 40 million people self-declare as Irish, takes us from the days when "No Irish need Apply" following the mass emigration from Ireland after the Great Famine to the huge contribution of the Irish, alongside other ethnic groups, in the building of the US in the following century, as exemplified by the election of JFK as the first Catholic Irish-American President of the US, and the Irish heritage of the first African-American President, Barack Obama. We believe that this story, tracing the movement from historic exclusion to inclusion, can be an inspirational and exemplary one in a world increasingly fearful of the Other.

We believe that this project can itself act as an exemplar exploring the possibility of both the local and global, like the Irish themselves - strong in their rootedness but at home in the world.

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Bríona Nic Dhiarmada Writer, Producer



Jane Ohlmeyer
Executive Producer,
Trinity College Dublin



Linda Cullen



Stuart Switzer
Producer

WHO ARE THE TEAM?

This project is an initiative of two leading world universities, Trinity College Dublin and the University of Notre Dame, in partnership with COCO Television and supported by RTÉ and the Irish Government. The project is being developed by the same team who were responsible for the multi-award winning *1916: The Irish Rebellion* which has now been viewed in over 60 countries and by circa 45 million people worldwide. We worked very successfully with PBS in the US, BBC in the UK and many other broadcasters around the world. The success of *1916*, winning many very prestigious awards worldwide, has given us invaluable experience and won us many new friends in many countries, which will be an important asset in the roll out of *From that Small Island – The Story of the Irish*. Like *1916*, *From that Small Island – The Story of the Irish* is a producer-led project. We are currently putting together our creative team of leading award-winning directors, cinematographers, editors and a musical curator to ensure the highest production values.

HOW DO WE TELL THE STORY?

This ambitious landmark documentary series and feature documentary, based on cutting edge scholarship and optimum production values, will be highly visual and will have an original newly commissioned score. Given the ambition and sweep of the storytelling, the series will be epic in tone and tenor and classic in style. We intend to shoot new footage worldwide as well as drawing upon archive footage and stills and will make extensive use of Computer Generated Imagery. We will also shoot both research and broadcast interviews with leading international scholars and commentators as well as members of the Irish diaspora and recent migrants to Ireland.

Simon Schama has said that history should be "not just instruction but pleasure". Our ambition is to create a highly visual, beautifully shot series and feature documentary, with engaging and cutting-edge content but also with personal and human stories at the core. People make history and history makes and breaks people: this belief is at the very heart of our storytelling.

THE MARKET

Documentaries have enjoyed an increase in popularity more substantial than any other genre, particularly over the past decade.

The meteoric rise of streaming services like Netflix, Hulu and Amazon over the past few years owe a huge proportion of their success to their original documentaries, such as the Academy Award-winning *Icarus* and BAFTA-winning 13th. With more and more viewers getting hooked on documentaries in their varying forms, the global appetite for content of this kind has never been greater.

Aside from the notable exceptions, like *Planet Earth* and *Cosmos*, the most successful documentary series of late have focused on real people and their real lives. As social individuals, we relate to and engage with each other's stories way more than we could ever do to solely, say, an historical event or an object.

This is what will make *From that Small Island – The Story of the Irish* such a success – it will tell the stories of real people, for real people.

"A lavishly produced slab of prestige television...A

"The world could do with a good lesson in the

fundamentals of Irish History; 1916 does such an

exceptionally crisp, skilful job of condensing the

700 year run up to the Rising that no viewer from

India to Indiana will be left in any doubt as to why it

sturdy, stately, scrupulous documentary"

1916 AWARDS AND ACCOLADES



Indian World Film Festival 2017

Honourable Jury Mention - Feature Documentary



Irish Gala TV Awards (1FTA) 2016

Best Documentary series



American Public **Television** Excellence in Programming Award 2016



International Historical and Military Film Festival Warsaw Poland Silver Saber Award 2016

"While TV schedules are cluttered with commemorative programming, all you need to know about the Rising is here" "Succeeds superbly on two fronts: lucid accessible storytelling that creates a vivid and vibrant image of the time; and its editorial viewpoint, that the Rising must be seen in an international context, is a convincing and appealing one"

"A well- constructed, thoroughly researched project... skilfully condenses historical events without leaving the viewer feeling short changed or confused"

"It is that rare thing: a thoroughly engaging history lesson".

Bernice Harrison

The Irish Times, February 2016

Pat Stacev The Irish Independent, February 2016

happened".

"TV Pick of the Week"

"With archive footage, expert analysis and first-person testimony from those who participated, we learn the story of the Rising and the rebels who announced "We declare the right of the people of Ireland to the ownership of Ireland.""

"Perfect tone in re-telling Ireland's bid for freedom."

Julie McDowall

The National, March 2016

COMPARATORS

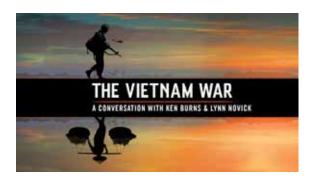
From that Small Island – The Story of the Irish will build upon our previous success with the multi-award-winning **1916: The Irish Rebellion**. The story of **1916** was a specialist docuseries recalling a specific event and its aftermath and achieved tremendous viewing numbers and interest. We are confident in our ability to build on that template to achieve even greater success with the much broader scope of **From that Small Island** – **The Story of the Irish** which tells a truly global story.



1916: The Irish Rebellion (2016)

- COCO Television and Notre Dame's very own docuseries, 1916: The Irish Rebellion, was a global success.
- The series was broadcast by RTÉ, BBC, PBS, France Histoire and on other public service broadcasters from Argentina to Vietnam.
- It was seen in 60 countries and by 45 million people on 5 continents.

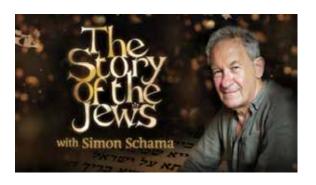
One of the exemplars for such a monumental public history undertaking is the work of Ken Burns, for example, in his in-depth probing of American history and culture in series such as *The Civil War, The War, The Vietnam War.*



The Vietnam War (2017)

- 11.9 million U.S. viewers tuned in to the opening episode of Ken Burns and Lynn Novick's series — the highest-streamed series opening in PBS history.
- Enjoyed an audience reach of just under 34 million unique viewers in America alone during its first run on PBS.
- Seen in 88 countries, viewed 1.9m times in Vietnam, streamed 1.5m times in Germany and over 1m times in France – the most streamed Ken Burns series ever.

Another exemplar of the genre is Simon Schama's *The Story of the Jews*, a five-part series for BBC and PBS, with accompanying volumes, that added immeasurably to the public profile of the Jewish diaspora as well as informing a broad swathe of public opinion about Jewish history and culture in a global context. The Jewish diaspora is now estimated at 13 million worldwide.

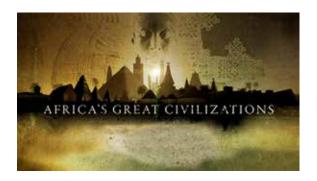


The Story of the Jews (2013)

- Simon Schama's series premiered on BBC in the UK to an audience of 3 million viewers – impressive figures for a country with a Jewish population of only 250,000.
- The series was then broadcast to great success on PBS in the U.S.

Almost 40 million Americans self-identified as Irish in the most recent census. This figure doubles to 80 million when looked at worldwide. Like the history of the Jewish people, the history of the Irish has long been a global one, and one which exemplifies loss and tragedy as well as resilience, triumph of the human spirit and remarkable cultural achievements.

Other exemplars in the genre are Harvard professor, historian and film-maker Henry Louis Gates Jr.'s explorations of Black history. His landmark documentary series such as *Finding your Roots* and *Africa's Great Civilisations* (PBS, BBC) have been inspirational for us as we develop our own contribution to a conversation on inclusion and diversity, in our case taking the global story of the Irish as our premise.



Africa's Great Civilizations (2017)

- Was broadcast on PBS to rave reviews and engaged with millions of viewers.
- Based on its success was broadcast across the globe, including on BBC in the UK.

OUTCOMES - ADDED VALUES

From That Small Island - The Story of the Irish has enormous potential for added value in many areas including:

- Helping to communicate Irish Government global policy (see Appendix 2)
- Bridging the gap between the Irish at home and the Irish diaspora worldwide
- Bringing the culture and heritage of Ireland to a worldwide audience
- Promoting education and social cohesion through essay/video competitions for primary and secondary students to engage with the question of what it means to be Irish in the 21st century
- Helping to promote tourism and trade

DISTRIBUTION PLAN

AMBITION

Using our success with **1916: The Irish Rebellion** as a stepping stone for growth, we are aiming to produce the biggest documentary series ever to come out of Ireland.

- Through our excellent distribution network, our target audience reach is in excess of 100 million.
- With 6 million people living on the island of Ireland, 80 million people
 worldwide claiming Irish ancestry, and the countless millions of other
 people simply inspired and engaged by human-interest stories and
 high-quality landmark documentaries identified in our comparators,
 the potential audience is immense.

OBJECTIVES

Our distribution strategy is based on two main objectives:

- Maximising the viewing numbers worldwide.
- Retaining the intellectual property rights for Ireland.

In a partnership with direct support from the Irish Government, we would seek a contribution of $\[mathbb{e}\]2$ million of the $\[mathbb{e}\]6.2$ million production costs. **From that Small Island - The Story of the Irish** will support the Global Ireland initiative in promoting our History, Heritage, Culture and Identity to the World. As such, we have the ambition to make it the most viewed documentary about Ireland ever produced.

It is essential that the Irish State retains the intellectual property rights as we foresee many ancillary projects and uses — repackaging content/production for use by Irish Embassies and Missions globally, as well as relationship building by Team Ireland etc. There will also be a number of educational add-ons.

To achieve the above requires a strategy that retains control of all the key distribution decisions including platforms, territories, broadcasters, first and second windows, catch up rights etc.

STRATEGY

To achieve this ambition, we have appointed Irish national broadcaster RTÉ as our Worldwide Distribution Partner. RTÉ Distribution will deal directly with main markets in the UK, France, USA, Canada and Australia (see below). They will appoint a specialist agent with region specific knowledge on territory by territory basis (see indicative map below).

Our preference is to offer shorter, non-exclusive platform specific contracts which will create second windows opportunities.

The series will be completed by the 31st July 2022 and it is our intention to organise a major prelaunch in MIPTV in April 2022 with our nominated sub distributors in place.

We are also currently in talks with Altitude, a leading international film distribution and sales house who have been responsible for distributing a number of Oscar-Winning documentaries around the globe. We hope to partner with Altitude for the theatrical release of the 90 minute version of *From that Small Island - The Story of the Irish*, reaching an even wider audience than the docuseries alone.

KEY BROADCASTERS



RTÉ - Ireland

- In any given week, 91% of people living in Ireland access RTÉ's channels or services.
- The Top 20 most watched programmes in Ireland are consistently contributed to by RTÉ.



PBS - U.S

- Each month, PBS reaches nearly 100 million people through television and nearly 28 million people online.
- Over the course of a year, 80% of all U.S. television households – nearly 200 million people – watch PBS.



The ABC - Australia

- The ABC has Australia's largest broadcast footprint and can reach 99.58% of Australians.
- 71% of Australians watch, read or listen to the ABC each week.
- **7.6 million** Australians use ABC digital services each month.



BBC - UK

- The BBC's global weekly reach measure is, as of 2018, 376 million.
- **68.9%** of the UK population use BBC One each week.
- BBC iPlayer reaches 6 million adults in the UK each week, and the iPlayer figures average 272 million streaming requests a month.



TF1 - France

- TF1 average 20% of the national market share, and are the leading television channel in France in terms of audience distribution.
- 91 of the top 100 most watched French Shows are broadcast on TF1, including all of the top 16.



CBC - Canada

- CBC's digital offerings obtain a unique visitor monthly average of 16.9 million.
- The network consistently broadcasts some of Canada's most watched programmes.

GLOBAL DISTRIBUTION AGENTS/ SUB-DISTRIBUTORS





1. American Public Television USA

The leading syndication of high-quality, top-rated content to U.S. public television stations.



2. Indigenius SPAIN

With extensive knowledge in the market, Indigenius guarantee the programme will be seen by the right people.



3. OHM:TV **GERMANY**

An experienced international distributor offering fresh and exciting TV content.



4. Wild Media ITALY

A media production company with the marketing of foreign programmes with shared cultural visions with Italy at its core.



5. David Albareda LATIN AMERICA

The company's aim in the region is to bring the highest quality content to broadcasters and digital operators.



6. Seed Entertainment AFRICA

A distribution company dealing mainly with broadcasters across the African Continent, airlines and companies.



7. Looking Glass International ASIA

A boutique television and distribution company specialising in factual programming for the international market.



8. InterVision International Inc JAPAN

An internationally successful content company, and a trusted partner.

SCHEDULE/TIMELINE 3 YEARS



APPENDICES

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APPENDIX 1 RTÉ DISTRIBUTION

RTÉ PROGRAMME SALES

- Distribution arm offering distinctive, high quality content for broadcast on linear and non-linear platforms of all types worldwide.
- We are fortunate to represent many talented Irish producers both in-house and independent who create quality content that strikes a chord with global audiences.
- Focused on both mature and emerging markets.
- Access to agents and sub-distributors with complex local knowledge.
- Proven track record with 1916 which has been viewed in over 60 countries and by circa 45 million people worldwide.

DISTRIBUTION STRATEGY

RTÉ launches new programmes to the international market at MIPTV and MIPCOM (each market is attended by over 10,000 international programme buyers from around the world).

2020 / 2021 INDUSTRY CONFERENCES -

- Realscreen, London, September
- Mipcom, Cannes, October
- Realscreen, Washington, January
- Natpe, Miami, January
- MipDoc, Cannes, April
- MipTV, Cannes, April

PROMOTIONAL ACTIVITY

- Press and Marketing.
- Entry into International Documentary Festivals.
- Profile at key TV markets and summits including MIPTV, MIPCOM.
- Catalogue listing (print and online) and promo for website, app and sales pitches.
- Advertising (magazine/online).
- Press and PR Product news, press releases and editorial with all the key trade magazines and websites.
- Entry into the MIP-Doc screening festival and MIP-Doc programme guide, April 2021.

APPENDIX 2 MAPPING ON TO GLOBAL IRELAND

From That Small Island – The Story of the Irish can play an important and significant role to support the Government of Ireland's policy Global Ireland – Ireland's Global Footprint to 2025.



Global Ireland, Ireland's Global Footprint to 2025

FROM THAT SMALL ISLAND'S CONTRIBUTION TO GLOBAL IRELAND

Bringing our Culture & Heritage to the wider World

- Chart Irish links between specific places around the world.
- Offer a global platform to celebrate and promote the culture and heritage of Ireland.
- Help develop Ireland's profile by showcasing Irish arts, sport and the Irish language to a global audience.

Communications

- Harness stories from across the globe offering ways to visualise and promote Ireland's identity at home and abroad.
- Explore age-old links between Britain, Continental Europe and the US showcasing the influence of the Irish through the ages.
- Reveal less well-known connections, for instance, in Latin America and Asia-Pacific.

Education

- Educate communities at home and abroad about Ireland's impact on the world.
- Contribute to a dialogue on Ireland's place in the world.
- Attract students to Irish Studies across the globe.
- Strengthen connections to experts with an interest in Irish studies and migration studies.
- Revitalise links with educational institutions, universities, cultural organisations, foundations, business organisations and the diaspora.

Team Ireland – Supporting Trade, Tourism & Investment

- Showcase Ireland.
- Reconnect and help harness the potential and energy of its diaspora.
- Reveal an unknown world for a new audience.

Connectivity

- Strengthen cultural links between various locations.
- Facilitate an educational programme to help attract and retain visitors for business and tourism.

Development assistance & Multilateral Engagement

 Contribute to Ireland's reputation for working towards a more equal, peaceful and sustainable world by telling the story of those who left this island to help transform the most vulnerable societies.

Irish Diaspora & Irish Citizens Abroad

- Reconnect with the evolving circa 80 million Irish diaspora community.
- Foster a new generation's sense of what it means to be Irish.
- Demonstrate how the Irish have played and continue to play important roles on the worldwide stage.

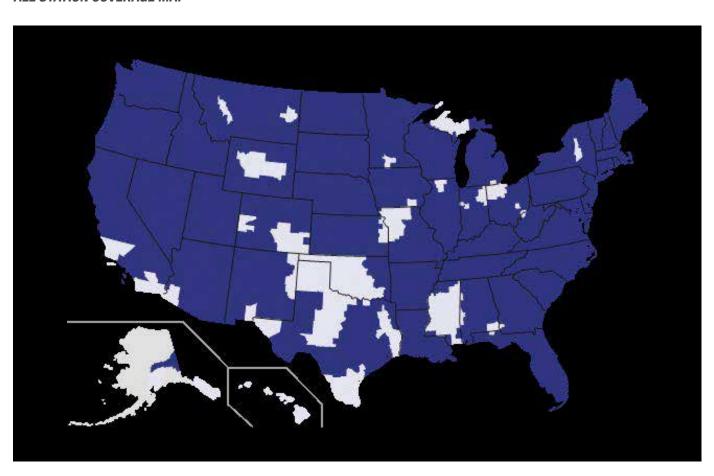
Security & Defence

- Articulate and promote the values Ireland cherishes.
- Identify the impact of Irish peacekeepers and individuals and organisations from this island who have worked toward achieving justice and tolerance around the world.

APPENDIX 3 1916: THE IRISH REBELLION US DISTRIBUTION

- 1916: The Irish Rebellion was distributed by American Public Television (APT)
- 1916 was broadcast on over 453 Public TV channels, covering 92% of US TV households
- 1916: The Irish Rebellion's ratings out-performed other documentaries that have been on air in the past two years
- Broadcast in 47 states
- 100% of the top 25 Designated Market Areas (DMAs)
- 88% of the top 50 DMAs
- 88% of the top 100 DMAs

STATION RELATIONS/US COVERAGE ALL STATION COVERAGE MAP



PROGRAMME COMPARISON

1916: The Irish Rebellion outperformed the following Public TV documentaries that aired in the past couple of years with Households and Adults 35-64

HOUSEHOLD

| Programme | Market | Station | Date | Impressions |
|--|---------------|---------|----------|-------------|
| 1916: The Irish Rebellion | New York | WNET | 4/7/2016 | 39,380 |
| Independent Lens | New York | WNET | 5/2/2016 | 35,838 |
| Power to the People | Chicago | WTTW | 4/9/2015 | 10,389 |
| Jerzy Popieluszko: Messenger of the Truth | Boston | EGBH | 6/2/2014 | 9,744 |
| India Awakes | San Francisco | KCSM | 9/2/2015 | 8,253 |

ADULT 35-64

| Programme | Market | Station | Date | Impressions |
|--|-----------|---------|-----------|-------------|
| 1916: The Irish Rebellion | Boston | WGBH | 3/31/2016 | 25,707 |
| Independent Lens | New York | WNET | 5/2/2016 | 23,773 |
| India Awakes | Baltimore | WMPT+ | 10/7/2015 | 7,044 |
| Power to the People | Chicago | WTTW | 4/9/2015 | 6,977 |
| Jerzy Popieluszko: Messenger of the Truth | Boston | EGBH | 6/2/2014 | 5,666 |

 $Source: \textit{Neilsen} - \textit{Top Rated Adults 35-64 Ranked by Impressions 3/14/2016-7/3/2016; Demographic Data is only available in Local People Metered Markets; Independent Lens Film Episode 1715: \textit{My Nazi Legacy Neilsen-People Metered Markets} and \textit{Neilsen-People Metered Markets}. The \textit{Neilsen-People Metered Markets} is a possible for the \textit{Neilsen-People Metered Markets} and \textit{Neilsen-People Metered Markets}. The \textit{Neilsen-People Metered Markets} are \textit{Neilsen-People Metered Markets} are \textit{Neilsen-People Metered Markets}. The \textit{Neilsen-People Metered Markets} are \textit{Neilsen-People Metered Markets} are \textit{Neilsen-People Metered Markets}. The \textit{Neilsen-People Metered Markets} are \textit{Neilsen-People$

