



NORTH ONE TELEVISION PROPOSAL DES CAMPAIGN GROUP



INTRODUCTION

North One are keen to open a conversation with the DES Campaign Group about the development of a documentary series focused on the DES Silent Scandal. This document outlines our aims for the project, our credentials and how we might work together toward a common goal.



BRITAIN'S SILENT DRUG SCANDAL

The largest NHS Scandal that no one knows about.

This documentary uncovers the hidden legacy of Diethylstilbestrol (DES), once promoted as a miracle drug for pregnancy in the 1940's and beyond - it is now known as one of the UK's worst pharmaceutical scandals. Through powerful first-hand accounts from some of the families of the initial 300,000 women prescribed DES, we follow their ongoing fight for recognition, justice, education and proactive screenings - not just for themselves, but for future generations.

Unlike other drug scandals DES is far from an historic issue and continues to affect millions today; as well as their future descendants. Outside of the UK women have successfully sued pharmaceutical companies that prescribed them DES; however, due to poor NHS record keeping and the casual way the drug was distributed many Brits still don't know if they were given it. This film unravels DES's devastating consequences of regulatory failure, cover-ups, and medical misogyny; which has left in its wake rare cancers, generational trauma and premature deaths.

For the first time we reveal not just the story of a silent scandal but give a voice to their rallying cry for change. As their fight for justice tips over into decades, more and more families join their chorus for a government enquiry, answers and for mandatory NHS screenings that could save lives. This is not a story of the past—it's a cautionary tale about the cost of ignoring women's health and the long shadow of medical negligence.

WHO ARE NORTH ONE?

For the past three decades, North One has been a globally recognised producer of world class factual entertainment, premium documentary, engineering, sports and live TV programming. Part of the global powerhouse All3Media, North One content is shown in over 100 countries worldwide and its productions are multiple award winners – 3 BAFTAs and over 20 RTS awards (so far).

North One is known for making premium content for a global audience and started its empire producing sports content for Super Bowl, MotoGP, Isle of Man TT and NFL highlights for Channel 4, ITV, and TNT SPORTS. We are also known for our returnable consumer series' Fifth Gear, The Gadget Show and Shop Smart, Save Money that we have made hundreds of hours of programming for UK broadcasters. Our shows are made for broadcasters across the UK including the ever-popular Travel Man for C4, Vicky McClure: My Grandad's War for ITV, Joe Lycett's United States of Birmingham for Sky, Paul Hollywood's Bakes for C4 and Proper Jobs for U&Dave that we have just announced a second season of.

As a production company we are revered for our factual and specialist factual programming and have produced 60+ hours of content fronted by TV daredevil Guy Martin for Channel 4 alone. Due to our history North One has been allowed privileged access inside the RAF, Army, National Grid, Rolls Royce, Ministry of Defence, multiple emergency services across the world and more.

Recently, North One won an international Emmy for Brawn: The Impossible Formula One Story. This four-part documentary series fronted and narrated by Keanu Reeves detailed a unique legacy in Formula 1 history for Disney+. We are pleased to announce a follow up docuseries with Keanu Reeves as he follows Cadillac's journey to become Formula 1's 11th team.

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HOW WE WORK WITH YOU

North One work transparently and openly to establish a collaborative working relationship built on trust and a set of pre-planned and agreed upon protocols, ensuring the very best practice and highest of standards on and off camera – from pre-production right through to the editing process.

North One understand it is a privilege and great responsibility to capture these firsthand accounts and will therefore work sensitively with individual contributors to ensure they are comfortable at every stage of their participation – be it an openly filmed interview, anonymous appearance or having their words voiced by an actor.



KEY BROADCASTERS WE COULD APPROACH

A series that would examine not just the story of a scandal, but also the toll that it has taken on generations of British families to hold the UK government accountable would be of interest to many broadcasters. North One has well established connections to broadcasters both in the UK and internationally through the All3Media group.

North One would propose to reach out to:

- **ITV:** The biggest commercial factual programme audience of 2024 was to the ITV documentary Mr Bates vs the Post Office: The Real Story, watched by 5.1 million viewers. ITV is the UK's largest commercial broadcaster and broadcaster video-on-demand service streamer that in 2023 garnered 1,686 million total streaming hours from its 14.3 million monthly active users.
- **BBC:** In 2024/25, on average 84% of adults used the BBC each week – more than any other brand for media – and 94% per month. The BBC is a universal media provider used by 63% of UK adults (35 million) and BBC One was the most watched individual media brand in 2024.
- **Channel 4:** In 2024, C4 reported record-breaking 1.8 billion streaming views, while linear viewing increased to 9.9% of the market. C4 continues to maintain the youngest audience profile for a UK broadcaster video-on-demand service, with 16-34-year-olds representing 24% of its total viewing.
- **Channel 5:** Channel 5 saw significant growth in My5's streaming viewership during 2024, up 53% year-on-year, making it the fastest-growing public service streaming service and outpacing competitors like BBC iPlayer, ITVX, and Channel 4.



STRATEGIC BENEFITS OF MAKING A DOCUMENTARY

North One has a long and proud history of working collaboratively with individuals, companies and brands – with the common goal of giving an insight into secret worlds that give us a greater understanding of the world and our place in it.

We have worked closely with exclusive specialist factual worlds, major corporations, talent and prestigious engineering projects across the globe, who have experienced positive impacts from partnering with us:



- **Ministry of Defence:** Following a documentary showcasing the Defence School of Training's move to solar energy, a Royal Navy evaluation report revealed significant web traffic increase and engagement.
- **Rolls Royce:** Have been happy to accommodate North One on numerous occasions, including providing us with exclusive access to their new Ultrafan Engine.
- **JCB:** North One have worked with the brand across several series that highlighted their skillset, knowledge and reputation as a world leading brand.
- **Ford:** Have worked with North One across several series which have had a positive impact on Transit series sales. After the success of featuring in one of our Guy Martin Series Ford released a limited run of "Proper Editions" Transit Vans, which were well reviewed and resulted in more customers for Ford.
- **EDF Energy:** Allowed North One to document the build of Nuclear Power Station Hinkley Point C through hands-on work with the company's experts and highlighted their critical role in the UK's power infrastructure.
- **Emergency Services:** North One series based within Emergency Services have seen increased recruitment, a better understanding of the difficulties police, hospitals and paramedics face each day. Additionally, it gave a deeper insight into the specialist skills emergency service staff have and how they keep the public safe.
- **Brand Recognition:** Many brands participating in our long running consumer shows reported increased sales of products after being featured on the shows and sent us personal 'thank you' messages afterwards.

