

BBC Worldwide Press Office

BBC Worldwide Australia

Level 5, 6 Eden Park Drive, Macquarie Park NSW 2113

BBC Worldwide Advertising appoints Sales Manager and expands team

Scott Couper has been appointed NSW and Queensland Sales Manager for BBC Worldwide Australasia Advertising, reporting to Scott Hamilton, Regional Director of Advertising.

Scott Couper joins BBC Worldwide from Pacific Publications where he was Agency Sales Manager for Ikon Media and the Aegis Group and before that, National Advertising Manager for that's life! magazine. He has also launched Men's Fitness magazine and worked at ACP magazines and Fairfax Publications in senior sales positions. Scott has managed many integrated campaigns across magazine and website.

His role will involve leading a team of six, tasked with maximising revenues across BBC.com (fixed, mobile and VOD) and Lonelyplanet.com.

Scott Couper replaces Andrew Knowles and will start at BBC Worldwide, the commercial arm of the BBC, at the beginning of November.

Says Scott Hamilton: 'Scott has worked with a lot of strong magazine brands and has been at the forefront of their move into the digital space. He understands the value of brands in a device agnostic landscape which complements the offer we are taking to market. He's a proven leader who I am sure will help the team to deliver more innovative advertising solutions to our clients.'

In addition, Scott Hamilton will also be taking three Lonely Planet roles in to the BBC Worldwide Advertising team from 1 October.

Two roles will remain based in Melbourne - Jonathan Ryan the Manager, Partnerships and Integration, and Sophie Ward, The Client Solutions Manager - reporting to Hamilton. A new role will be created in Sydney for a Manager, Partnerships and Integration, which is currently being recruited. This will bring the total in the Australasia Advertising team to 15.

The Client Solutions Manager will work with the delivery team at Lonely Planet in Melbourne in a pre-sales capacity to create ideas and opportunities ready for market. The two partnership and integration roles will then work with the sales teams to deliver the client and agency focused opportunities.

Says Scott Hamilton: 'Bringing the Lonely Planet solutions team into the BBC Worldwide Advertising team means that we will be able to offer Lonely Planet content ideas that work across all of our BBC platforms, as well as Lonelyplanet.com. As a single team it will enable us to have direct client conversations and direct agency conversations, aligning audiences with brands and brands with brands, which will strengthen our offering in the market.'

These changes are part of an integration of the Client Solutions sales team with BBC Worldwide Advertising team that is occurring in EMEA, Asia and Australia and will take operational effect on the 1 October.

Press contact: Laura Dumbrell, Head of Communications BBC Worldwide Australasia, on 02 9744 4502

NOTES TO EDITORS

About BBC Advertising

BBC Advertising sells advertising and sponsorship solutions on behalf of BBC Worldwide's commercial portfolio across broadcast, online and mobile platforms globally.

<http://advertising.bbcworldwide.com>

About BBC Worldwide Australasia

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. In 2011/12, BBC Worldwide Australasia increased revenue by 9% on the previous year, generating AUS\$140m. Based in Macquarie Park, Sydney, BBC Worldwide Australasia wholly owns five channels; UKTV, BBC Knowledge and CBeebies in Australia; UKTV NZ and BBC Knowledge NZ in New Zealand; and is responsible for the sales, promotion and distribution of World News which transmits in both countries. It distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. BBC Worldwide Australasia has a joint venture company with ACP, Park Publishing, which publishes BBC-branded magazines in the territory. It works with partners to bring BBC Worldwide DVDs, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site and lonelyplanet.com. BBC Worldwide Australasia has recently launched the global BBC iPlayer in Australia.

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