



BBC.com and BBC World News to expand Australian offering ahead of the G20 Summit

Sydney, 02 October, 2014; BBC Global News Ltd, the world's most trusted international news brand, is extending their local coverage in Australia by launching a dedicated Australian news service on BBC.com from October 21 and producing a series of programs called *Australia Direct* to air on BBC World News throughout the period of the G20 Summit.

The homepages for BBC.com and BBC News, that have been redesigned to include a new layout and video player, will be specially curated for an Australian audience, ensuring the most relevant content is prioritised across the site.

The enhanced coverage will focus on news that affects Australia on a global scale, while offering in-depth features and reports on selected local news stories. Tapping into the BBC's extensive network of world correspondents, BBC.com will put national stories into an international context.

In addition to news, untold Australian stories on a range of topics will be commissioned for the BBC.com verticals: Future, Culture, Autos, Capital and Travel, as well as the newly launched BBC Earth.

Content from the Australian section will be accessible on BBC.com across desktop and mobile platforms, and via the BBC News app for iPhone and Android.

BBC News has appointed Wendy Frew as Australia Editor, Online. Wendy is a former SMH journalist and Chief of Staff and her remit will be to drive the news agenda of the day and work with our global correspondents and growing team of freelancers on news features and analysis. She will be joined by another journalist who together will work with the BBC's Sydney correspondent Jon Donnison, and regular contributors Phil Mercer and Katie Beck.

Chris Davies, Director of Sales and Marketing, BBC Global News Limited said: 'Australia is a priority market for us and with this local market investment together with our large network of international journalists, we are uniquely placed to offer readers stories they don't normally hear from local media, giving them the full picture on news that affects them.'

Alistair McEwan, Director of Advertising Sales and Brand Partnerships, BBC Worldwide ANZ said: 'Australia has never been more connected to global issues than now. These site-wide enhancements in local product and Australian content further strengthen the connection with our audience and amplify the unique role of the BBC as Australians seek out unbiased, accurate and globally connected news and analysis - this makes BBC.com an ever more important choice for advertisers and brand partners.'

Australia Direct, the special season of programming on BBC World News will look at what's driving Australia's economy, its technological innovation, thriving tourism sector, sporting life and much more.

Vignettes from *Australia Direct* and related articles will also run on [BBC.com](https://www.bbc.com), alongside partnered content, in a *Showcase Australia* hub, designed to profile key Australian growth sectors and leading Australian brands.

Sponsorship deals for *Australia Direct* have so far been secured with Brisbane Marketing and Trade & Investment Queensland.

Programs in *Australia Direct* include: *The Travel Show* uncovering what's behind the enduring appeal of tourism in Australia; *Click* discovers where Australia is leading the world in technological innovation; *Extra Time's* Rob Bonnet interviews some of Australia's biggest sporting names including James Magnussen, Adam Goodes and Merv Hughes; *Working Lives* profiles people working in Sydney at different levels of the economic ladder and *Talking Business with Linda Yueh* will report live from the G20 Summit.

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BBC World News and BBC.com, the BBC's commercially funded international 24-hour English news platforms, are owned and operated by BBC Global News Ltd. BBC World News television is available in more than 200 countries and territories worldwide, and over 380 million households and 1.8 million hotel rooms. The channel's content is also available on 178 cruise ships, 53 airlines and 23 mobile phone networks. BBC.com offers up-to-the minute international news and in-depth analysis for PCs, tablets and mobile devices to more than 76 million unique browsers each month.

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally.