

PRESS RELEASE

September 4, 2015

BBC WORLDWIDE AWARDS MEDIA ACCOUNT TO VIZEUM AUSTRALIA PTY LTD

BBC Worldwide Australia and New Zealand (ANZ) has appointed Vizeum Australia Pty Ltd to provide media strategy, planning and buying across the region.

The appointment will see Vizeum provide strategic support to grow the BBC Worldwide brand in this territory, working with genre and franchise brands and business areas including channels, live entertainment, e-commerce and retail. Vizeum will work closely with the BBC Worldwide team to deliver on the local ambition to build the reach, revenue and reputation of the BBC.

The tender process was run over a two month period, with Vizeum successfully winning the account from a competitive shortlist of agencies.

Linda Deubel, Director of Brands and Marketing for BBC Worldwide ANZ said “Vizeum delivered an impressive pitch. It was evident that passion, rigorous strategic planning and creative flair all intersected during the tender and presentation. It’s an exciting phase of growth for BBC Worldwide and I look forward to collaborating with Vizeum to unite the BBC brands and our premium content with audiences across all media platforms.”

Nick Behr, Managing Director, Vizeum Sydney said “Vizeum is thrilled and proud to take on the responsibility for such an iconic brand. We look forward to a true partnership, to grow the BBC business in Australia and NZ.”

Vizeum is a full service media agency, providing 360 degree media strategy and planning solutions across all media channels. Vizeum is part of the Dentsu Aegis Network, and Dentsu Aegis is wholly owned by Dentsu Inc., Asia’s largest advertising agency.

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For more information, please contact: Nicole Hurren nicole.hurren@bbc.com ph: 02 9744 4551

NOTES TO EDITORS

About BBC Worldwide Australia & New Zealand

Australia & New Zealand (ANZ) is a priority territory for BBC Worldwide, focusing on growth across all its core business areas. Recently relocated to McMahons Point, BBC Worldwide ANZ wholly owns

six channels: BBC First, UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; UKTV and BBC Knowledge on Sky TV in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC Worldwide ANZ distributes great British content from the BBC and other producers to free-to-air, subscription channels and SVOD platforms in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, consumer products, entertainment formats and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site. In 2014/15, it generated headline sales of £81.9m, up 7.8% year-on-year.

About BBC Worldwide

About BBC Worldwide 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.

In 2014/15, BBC Worldwide generated headline profits of £138.6m and headline sales of £1,001.8m and returned a record £226.5m to the BBC. For more detailed performance information please see our Annual Review website:

<http://www.bbcworldwide.com/annualreview>

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