

British Broadcasting Corporation BBC Worldwide Press Office
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BBC Worldwide Australia appoints Helen Pendlebury as Head of Commercial, Entertainment & Children's Brands

BBC Worldwide Australia has appointed Helen Pendlebury in the new role of Head of Commercial, Entertainment & Children's Brands.

In this newly created role, Pendlebury will be responsible for the business development around some of BBC Worldwide's biggest global brands, including Doctor Who and Dancing with the Stars as well as a range of children's properties such as Charlie and Lola. Pendlebury will take up her new position in May and report directly to Amanda McGregor, Director of Brands, Consumer and New Ventures.

"Helen comes to us with a wealth of commercial experience and a strong track record in developing brands and fan enjoyment beyond the TV screen" said McGregor of the appointment, "We are thrilled to have someone of Helen's calibre join the team as we continue to build our rapidly expanding branded business in Australia and New Zealand."

Pendlebury joins BBC Worldwide Australia from ITV in the UK, where she is currently Controller of Multiplatform Solutions, Commercial & Online, responsible for the commercial strategy, vision and roadmap for ITV's program brands across digital platforms, including global formats such as the X Factor and Downton Abbey. Prior to this, she has held numerous positions in the digital strategy and business development sphere in both television and radio.

"This is an exciting opportunity and a great time to be joining BBC Worldwide Australia with the next series of Dancing with the Stars about to begin and the upcoming 50th Anniversary of Doctor Who in 2013," added Helen Pendlebury. "I'm really looking forward to working on such fantastic and iconic brands and applying my previous experience developing successful entertainment properties in a new market."

In this role, Pendlebury will work alongside Heather McIlfratrick, Head of Commercial, Factual Brands to further develop and drive growth for BBC Worldwide's brands in territory.

BBC Worldwide's Brands, Consumer and New Ventures business seeks to extend opportunities beyond television platforms through brand partnerships, Home Entertainment products and digital activities such as gaming, live events and exhibitions, consumer products, magazines and more.

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About BBC Worldwide

BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC's assets for the benefit of the licence fee payer and invest in public service programming in return for rights. The company has

five core businesses: Channels, Content & Production, Sales & Distribution, Consumer Products, Brands, Consumers & New Ventures, with digital ventures incorporated into each business area. In 2010/11, BBC Worldwide generated profits of £160 million on sales of £1158 million and returned £182m to the BBC. For more detailed performance information please see our Annual Review website:

www.bbcworldwide.com/annualreview

About BBC Worldwide Australia

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. Based in Macquarie Park, Sydney, the company's addressable market share has trebled in three years. BBC Worldwide Australia 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 Australia is a stakeholder in Australian production company Freehand and 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 Australia has recently launched the global BBC iPlayer in Australia.

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