

PRESS RELEASE

BBC WORLDWIDE APPOINTS RED LIVE EXEC AS NEW COMMERCIAL DIRECTOR

Sydney, 18 August: Dustin Lockett, the commercial executive who launched Seven West Media's live events division, is to join BBC Worldwide ANZ as its Commercial Director.

Working with BBC Worldwide's global brands, including *Doctor Who*, *Sherlock* and *BBC Earth*, Dustin will oversee live events and entertainment, consumer products and home entertainment, and the development of all ancillary brand licensing revenue streams. Leading and building on the work of the team that has produced the *Doctor Who Festival*, the News Corp *BBC Earth* DVD promotion and the forthcoming *Louis Theroux Live On Stage* tour, the new Commercial Director role will grow the potential of BBC Worldwide's brands off screen, increasing consumer engagement and revenue.

Working closely with BBC Worldwide ANZ Managing Director Jon Penn and the executive leadership team, Dustin will also help to drive the business strategy in Australia and New Zealand.

Jon Penn said: "Dustin has the experience and entrepreneurial flair to build our new areas of business and maximise the commercial value of our brands. He has worked on some of the biggest events in Australia, across the spectrum of commercial development, and I am delighted that he will be joining us to help deliver this strategic priority."

Dustin Lockett said: "I'm extremely excited to be joining the team at BBC Worldwide, which has some of the best-loved brands in the world and I am looking forward to realising their commercial potential in Australia and New Zealand."

Dustin is currently the Director of the Live Events division (RED Live) at Seven West Media, which he joined to set up in 2014. During this time he has co-produced and promoted a wide range of shows, including *Ghost The Musical*, *Better Homes & Gardens Live* and *The Royal Edinburgh Military Tattoo* spectacular, which played to over 150,000 people in three days at the Etihad Stadium in February this year.

As the VP of Live Events at FremantleMedia from 2010-13, Dustin was responsible for launching *MasterChef* and *Grand Designs Live* shows along with *QI Live* theatre tour with Stephen Fry and *The X Factor* Australian tours.

Dustin's other commercial roles include Director of Sales & Marketing at Wonderland Sydney for five years, Director of Business Development at NIDA (National Institute of Dramatic Art) and QLD Sales & Marketing Manager for IMG (International Management Group). He has worked on many major sporting events, including the Gold Coast Indy 300, The Australian Golf Open, Sydney Tennis International, The Crusty Demons FMX show and Super X Motor Cross Series.



For more information, please contact: Laura Dumbrell, Head of Communications BBC Worldwide ANZ, on 02 9744 4502.

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. Relocated to McMahons Point in 2015, 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 2015/16, it generated headline sales of £79.1m - a 5.3% increase in local currency - and headline profit of £19.2m.