

BBC Worldwide Press Office

BBC Worldwide Australia

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TUESDAY MAY 22, 2012**BBC WORLDWIDE ANNOUNCE
NEW DANCING WITH THE STARS ONLINE GAME**

BBC Worldwide today announce a new free-to-play online game centred on the global juggernaut television show *Dancing with the Stars*.

Dancing with the Stars: Keep Dancing is now available for Australian fans to play at www.dwtskeepdancing.com.au. Fans of the show and social gamers will be able to take their moves to the dance floor, partnering with the show's professional dancers including Australia's Carmelo Pizzino and Kym Johnson, and competing against friends and fellow fans to take home the coveted Mirror Ball trophy.

Players can fully customise their personal avatar complete with DWTS' award-winning makeup, hair and fantastic costumes. Sequins, heels, hair, lipstick, nutrition, publicity and more, make the experience as authentic as the television show. Players will learn different dance routines including the Samba, Jive, Tango and specially created customised steps to complete their dance routine.

Robert Nashak, Head of Digital Entertainment & Games, BBC Worldwide commented, "*Dancing with the Stars* is a global pop culture phenomenon and developing this game has been a major initiative for BBC Worldwide. Gaming is a great extension of the on-screen brand, offering a new and dynamic way to engage with the show."

Helen Pendlebury, Head of Commercial, Entertainment and Children's Brands, BBC Worldwide Australia said, "***Dancing with the Stars: Keep Dancing*** is a fun and authentic behind the scenes experience for fans of the show and the expanding network of female social gamers.

"BBC Worldwide is always seeking new and original concepts to engage audiences with our brands off screen. *Keep Dancing* takes a global brand and creates a more local community experience for fans. I'm keen to talk to Australian games and app developers who have a passion for our television brands and a really exciting idea that can be developed for the local market," concluded Pendlebury.

Produced by BBC Worldwide Digital Entertainment & Games, ***Dancing with the Stars: Keep Dancing*** is developed to present a realistic reflection of the show with special 3D graphics that bring the glitz and glamour to life, giving an experience that's as sexy, sassy and dramatic as the real thing. Fans have embraced the recent launch in the US and the UK. Over time, BBC Worldwide will roll out *Dancing with the Stars: Keep Dancing* to the 75 plus territories where DWTS is broadcast. Unique local versions will let players participate with the famed professional dancers on their local DWTS production.

The *Dancing with the Stars* format has been licensed to more than 40 countries across six continents and has been broadcast in over 80 countries around the world. The Guinness Book of World Records announced in 2010 that *Dancing with the Stars/ Strictly Come Dancing* is officially the world's most successful reality TV format based on format sales, viewing figures and spin-off shows. Currently in season 12 on Channel Seven, *Dancing with the Stars* is hosted by Daniel MacPherson and Mel B.

For more information, please contact:

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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.

About BBC Worldwide Digital Entertainment & Games:

BBC Worldwide Digital Entertainment and Games is a core business within BBC Worldwide, the main commercial arm and wholly-owned subsidiary of British Broadcasting Corporation (BBC). Launched in 2010 and headquartered in Los Angeles and London, the business works with top BBC brands to develop new opportunities across a wide range of gaming platforms. The business is responsible for the company's first MMO, Doctor Who: Worlds in Time and the multi-year partnership with Top Gear and Forza Motorsport, amongst many others.