

BBC Worldwide Press Office
BBC Worldwide Australia
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London Calling season a ratings hit for BBC Worldwide channels across the globe

Season achieves impressive audience uplift and attracts new viewers to the BBC

3 September 2012: *London Calling*, the latest global television viewing event from BBC Worldwide Channels has proved to be a ratings hit for the network with an uplift in audience figures across key markets. In **Australia**, the London Calling season was successful in reaching over 3 million viewers during the two month period overall, **40% of these viewers were new to UKTV**.²

London Calling began with live coverage of the Queen's Diamond Jubilee celebrations and featured a fantastic line up of exclusive dramas including *Upstairs Downstairs S2*, *One Night & Going for Gold – The '48 Games*, comedies such as *Twenty Twelve* & *Bleak Old Shop of Stuff* and documentaries that celebrated the wonderful city that is London. The two-month season ran across BBC Worldwide channels' global network and the BBC Global iPlayer in selected markets.

Jana Bennett, President Worldwide Networks and Global BBC iPlayer said: "London has been at the centre for two of the biggest and most exciting spectacles of 2012 - the Queen's Diamond Jubilee Celebrations and the Olympic games. Our aim for the London Calling season was to unite our global audience so that they could feel close to the action and truly part of the celebrations. Close to 5 million people joined us for the live broadcasts of the Queen's Diamond Jubilee celebrations across our channels network at the start of the season and I am delighted that many of them stayed on to enjoy the range of comedies, dramas and documentaries that celebrated the diverse, eclectic and exciting city that is London."

Highlights include:

BBC Entertainment in India achieved an **audience ratings uplift of 71%** during the London Calling season (19 May- 29 July) in comparison to the previous six months average. The adventures of Baker Street's super sleuth *Sherlock*, East-End crime drama *Whitechapel*, and Olympic mockumentary series *Twenty Twelve* proved to be the biggest draw for Indian audiences outside of the live broadcast of the Queen's Diamond Jubilee celebrations.¹

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In **Mexico**, London-based crime drama's *Whitechapel* and *Sherlock* were a big hit with audiences, each ranking as the #2 pay TV programmes in their respective timeslots. Overall the London Calling season **increased the audience reach for BBC Entertainment by 44%** compared to the previous three month period.³

In **Singapore**, the popularity of the London Calling season pushed **BBC Knowledge** to the top of the rankings in its competitive set, making it the **#1 factual channel** during June 2012. Programmes from the season such as *The Diamond Queen*, *Britain's Royal Weddings* and live broadcasts of the Queen's Diamond Jubilee celebrations accounted for 9 of the top 10 programmes on **BBC Knowledge** for the month of June.⁴

Stand-up comedy was a popular choice with the **BBC Entertainment** audience in **South Africa** as programmes in the season such as *Michael McIntyre*, *Hello Wembley* and *Lee Evans: Live From the West End* contributed to a **+65% uplift in audience** in share compared to the previous 3 months.⁵

In **Poland** the popularity of the Queen's Diamond Jubilee celebrations along with shows in the season such as **Kate: Creating an Icon**, **Queen: Days of our Lives** and London-centric episodes of **Come Dine With Me** and **The Secret Millionaire** contributed to a fantastic summer for **BBC Entertainment**. July ranked as **2nd best month for the channel since its launch** in December 2007.⁶

London Calling is one of a number of global viewing events from BBC Worldwide channels for 2012. March saw the first broadcast of **Sport Relief** to a global audience and in May **Planet Earth Live** was broadcast to 140 countries.

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Notes to editors:

1. TAM, C&S 25 years+ SEC AB, 8 Metros
2. Compared to the previous month (May'12), OzTAM National STV Panel, Consolidated
3. Fridays 9pm-12am – March 30th – June 29th, 2012, IBOPE Mexico City
4. Kantar Media, A25+ and A4+, Cable
5. Tuesdays 2100-2200, DStv-i individuals 4+
6. Nielsen Audience Measurement, 16-49 / Cab Sat

London Calling aired on **BBC Entertainment** (Africa, Poland, the Nordic Region, Asia, India, Latin America and the channel's pan-European service³), **BBC Knowledge** (Africa, Poland, the Nordic Region, Italy, Asia and Australia), **BBC HD** (Latin America, Poland, The Nordic region and Turkey), **UKTV** (Australia and New Zealand) and **BBC World News** (global). The season was also available to users of BBC.com and to users of the **global BBC iPlayer** but varied from territory to territory

About BBC Worldwide Australasia

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. In 2011/12, BBC Worldwide Australasia increased revenue by 9% on the previous year, generating AUS\$140m. Based in Macquarie Park, Sydney, BBC Worldwide Australasia 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 Australasia 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 Australasia has recently launched the global BBC iPlayer in Australia.

About Channels

BBC Worldwide Channels is one of five BBC Worldwide businesses. Formed in 2005, the business' diverse portfolio of channel brands provides a global showcase for the best mix of British TV across factual, entertainment, children's and lifestyle programming. The company is the UK's leading international broadcaster, operating a network of localised channels that reach over 300 million homes in more than 100 countries around the world.

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