

BBC **STUDIOS**

BIOGRAPHY: IRENE READ **DIRECTOR OF CONTENT SALES** **BBC STUDIOS IN AUSTRALIA & NEW ZEALAND**

Irene Read is Director of Content Sales for BBC Studios in Australia & New Zealand, responsible for the sales team who license all TV, including pre-sales and co-productions, digital and finished format sales in Australia and New Zealand.

The company was previously known as BBC Worldwide, until it merged with the BBC's commercial production arm in April 2018 and became known as BBC Studios globally.

Irene was appointed Director of TV Sales in May 2014 and this evolved into her current role as Director of Content Sales. Before this, she was Head of TV sales at BBC Worldwide ANZ. During her time at BBC Worldwide (now BBC Studios) Irene has negotiated several landmark deals including first and second-look agreements with the ABC, *Sherlock* to Channel Nine and Stan, *Top Gear* to Nine; also tent pole natural history packages to Nine Network Australia, Network Ten, TVNZ and Mediaworks in New Zealand.

Irene has over 40 years' experience in the television and film industry, working in Australia, New Zealand, Asia, the Middle East and Africa, across all genres and media. Irene started her career at BBC Scotland, and came to Australia in 1984 to handle distribution of the Thames TV catalogue which included *Rumpole of the Bailey*, *Minder*, *The Bill* and *Mr Bean*, before moving to Alliance Atlantis in 1994 as Managing Director where she was responsible for the top rating *CSI* franchise. Before joining BBC Worldwide Irene was VP of Sales and Distribution at Paramount Pictures.

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