



BBC WORLDWIDE ANZ CONFIRMS BRAND PARTNERSHIPS & ADVERTISING TEAM

Sydney, 2 September 2014: Robert Milne and Jamie Chambers have been appointed as Sales Managers at BBC Worldwide, leading advertising sales for BBC.com and international sales for BBC World News in Australia.

They join Katrina Norton-Knight, Head of Channels' Advertising Solutions, as the new three-strong management team for BBC Worldwide Advertising Sales and Brand Partnerships.

The new leadership team will ensure a fully integrated cross-platform advertising offering for clients, delivering innovative partnership solutions across content, data and creative advertising. All three report to Alistair McEwan, Director of Advertising & Brand Partnerships for ANZ.

In his new role as Sales Manager for VIC, SA and WA, Robert Milne will be based in Melbourne. Robert joins BBC Worldwide from Fairfax Media's fx division, where he has been managing high value responses to briefs for key accounts out of the Melbourne market as a Client Strategy Manager. Robert joins the BBC with 13 years digital and cross platform sales experience with Fairfax, Sound Alliance and Nitro PDF. He starts at BBC Worldwide on 8th September and will be joined in the Melbourne office by Account Executive David Lee.

Jamie Chambers has been promoted to Sales Manager for NSW, QLD and ACT and now leads a four-strong sales team based in Sydney. Together Jamie and Robert will lead advertising solutions for BBC.com across all of Australia, as well as multi-platform international advertising opportunities for BBC World News and BBC digital platforms.

Katrina Norton-Knight is responsible for BBC Channels' Advertising Solutions and managing business activity together with MCN, who spearhead advertising and sponsorship sales for BBC Worldwide's channels on Foxtel. She has recently moved into Alistair's Brand Partnerships team to work alongside the Sales Managers, enabling a more cohesive strategic offering.

Alistair McEwan said: "Jamie, Katrina and Robert are first-class senior managers who will lead our strategic brief responses for both national and pan-regional multi-platform campaigns. It's a new and dynamic management team and I have every confidence that this new structure will optimise our growing audiences and the opportunities across our

television, digital and mobile platforms, whilst ensuring that the BBC is where quality brands want to be.”

Ends

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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. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC First, a new premium channel showcasing premiere drama and comedy on the Foxtel platform in Australia, launched on 3 August 2014 and immediately claimed the top three drama ratings across STV for the day. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, 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.