

## Alistair McEwan appointed VP, Advertising Sales, Australia & New Zealand

[BBC Advertising](#), part of BBC Worldwide, the commercial arm of the BBC, has today announced the appointment of Alistair McEwan as Vice President, Advertising Sales, Australia & New Zealand (ANZ).

Alistair will be responsible for advertising sales for BBC Advertising's digital assets - [bbc.com](#) and sales representation of [lonelyplanet.com](#) –as well as international deals for global channel BBC World News. Alistair takes up his post on Monday, 22nd July 2013. He will be based in BBC Worldwide's Sydney office as part of Managing Director Jon Penn's senior management team and will report to Executive Vice President Advertising Sales Asia/ANZ, Sunita Rajan.

He will oversee the generation of new business, development of major accounts and expansion of existing business through the management of the in-house sales team based in Sydney and Melbourne, plus sales reps in New Zealand, across a number of digital platforms and custom solution opportunities. This includes growing the territory's national business, which has a multi-screen product offer and premium audiences consuming content across [BBC.com/News](#) and non-news Features.

Domestic sales of television airtime for BBC channels continue to be managed by MCN in Australia and SKY TV in New Zealand under the direction of Rob Leach, Director of Business Development & Digital, BBC Worldwide, ANZ and Head of BBC World News, ANZ.

Alistair joins BBC Advertising from multi-screen mobility specialist Modaliti, where he was Commercial and Strategy Director. Prior to that he was National Group Advertising Director at News Ltd and International Advertising Director at The New York Times. He has also held advertising posts around the world for the International Herald Tribune.

Sunita Rajan said: "Significant growth in the region over the last five years means that BBC Advertising can offer exciting opportunities for partners to connect with the world-renowned BBC brand and its audience. Building on this, there is an increasingly important national market, which ranks in BBC Worldwide's top three alongside the USA and Canada for digital consumers of News content. The growing role of Australia in the Asia regional growth market presents an opportunity for BBC Advertising to engage with Australian brands and companies who are looking to promote their message to international audiences in Asia and beyond - something which Alistair with his global sales experience is very well placed to lead for our business."

Jon Penn, Managing Director, BBC Worldwide ANZ, added: "Australia and New Zealand are hugely important markets for BBC Worldwide. [bbc.com](#) and BBC World News offer a significant opportunity for brands seeking to connect with a premium audience. Alistair is an exciting addition to the ANZ team and I am pleased to have someone of his calibre on board as we seek to further strengthen our ties with the key advertisers in our territory and develop our business in this area."

Alistair McEwan said: "I'm delighted to be joining BBC Worldwide at this exciting time for the ANZ business. The BBC is a global powerhouse brand with large, influential and engaged audiences both here and globally. Combined with the world-class premium content that the BBC is famous for across its

digital platforms and pan-regional products I can't wait to start working on a range of cross-platform offerings with new and existing partners."

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For more information, please contact Sue Affleck +61 2 9744 4501 or at [sue.affleck@bbc.com](mailto:sue.affleck@bbc.com)

## **Notes to Editors**

### **About BBC Advertising**

BBC Advertising sells advertising and sponsorship solutions on behalf of BBC Worldwide's commercial portfolio across broadcast, online and mobile platforms globally. <http://advertising.bbcworldwide.com>

### **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 five channels: 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. In August 2014 it will launch a new premium BBC channel showcasing premiere drama and comedy on the Foxtel platform in Australia. 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](http://bbc.com) news site and [lonelyplanet.com](http://lonelyplanet.com). Australia is the most successful territory for the global BBC iPlayer.

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