



AUDI DRIVES LAUNCH OF BBC FIRST

Sydney, 21 July 2014: BBC Worldwide has signed a multi-screen deal with Audi, who will be the official launch partner for premium drama channel BBC First.

The six month partnership will give Audi a prominent presence on screen and online from BBC First's launch night on Sunday 3 August, bringing the two brands seamlessly together on screen.

The package secured by MCN and Mediacom will include exclusive sponsorship of Sunday evenings on the channel, as well as shared sponsorship of Mondays and Thursdays, featuring programs including *The Musketeers*, *Peaky Blinders* and *The Honourable Woman*. Other bespoke channel assets include launch sponsorship idents and Audi on air branding created by DDB in association with BBC Worldwide ANZ's Creative Team and BBC.com/First premium partnership placements created by Holler.

In addition, for the month of November Audi will sponsor the premium drama programming from BBC First that airs on Foxtel Go.

BBC Worldwide ANZ's Creative Team has created the launch sponsorship idents working to the brief 'The Best Stories Come Down To The Details'. The idents will showcase the finer details in the manufacturing, testing and finish of Audi motor vehicles that make them a premium commodity.

Alistair McEwan, Director of Advertising Sales & Brand Partnerships, BBC Worldwide ANZ, said: "Audi is a quality high end brand and we're delighted to have them on board for our first-ever launch channel partnership. BBC First is a premium environment for quality brands to tell their story."

Kevin Goult, General Manager of Marketing at Audi Australia, said: "BBC First promises innovative, thought-provoking original content that challenges established perceptions."

“This kind of progressive thinking is also an Audi hallmark. And so this partnership is a natural fit for Audi and it’s a great way for us to reach an important audience.”

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 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 channel BBC First, 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 news site.