



PRESS RELEASE

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AUDI AND MLC RENEW PARTNERSHIPS WITH BBC FIRST

Audi and MLC have renewed their partnerships with premium drama channel BBC First, BBC Worldwide Australia & New Zealand has announced.

Audi, which was BBC First's official launch partner, has signed on to continue its sponsorship for a further 6 months, creating a long-term relationship with the channel.

The package, developed by MCN and Mediacom, gives Audi a prominent presence on screen and online, with exclusive sponsorship of Thursday evenings, featuring programmes including *The Driver* and upcoming *Banished*, as well as shared sponsorship of Monday and Saturday evenings. For the first time, the sponsorship is also being extended to BBC.com.

To support the campaign, BBC Worldwide ANZ's creative team has produced a series of bespoke sponsorship assets including programme and channel sponsor idents and programme featurettes, continuing with the theme 'Every Detail Tells a Story'.

MLC renewed its sponsorship on BBC First for a further three months. Created by MCN and Mindshare, the package includes sponsorship of Tuesday and Wednesday evenings, featuring programs such as *Frankie* and *Call the Midwife*, the channel's highest rating premiere to-date.

The package also includes bespoke programme idents working to the brief 'Success is all in the Planning'.

Alistair McEwan, BBC Worldwide ANZ Director of Advertising Sales & Brand Partnerships, said: "BBC First is going from strength to strength and we're delighted to be continuing our partnerships with Audi and MLC. These renewed sponsorships are testament to the value of BBC First as a premium environment for brands to tell their stories, associate with world-class British content and reach a highly engaged audience."

Elizabeth Minogue, MCN National Director – Multiply Integration and Content Partnerships, said: "MCN is thrilled that Audi and MLC have renewed their partnerships with BBC First. All three brands share the same premium DNA and these partnerships engage consumers with contextually relevant content, whilst creating an ongoing connection with their consumers. BBC First delivers the right audience and the right environment for Audi and MLC."

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NOTES TO EDITORS:

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 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.