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Moira Hogan appointed BritBox Country Manager

With Richard Hill to lead Marketing and PR

As BritBox escalates its plans to launch in Australia later this year, joint venture partners BBC Studios and ITV announce the appointment of **Moira Hogan** as Country Manager.

Tasked with leading the BritBox Australia strategy and team, Moira joins from Network 10, where she was Head of Content and Commercial Partnerships for Digital Media. She has proven experience in launching digital products to market, as well as leading content, product and commercial strategy for leading Australian digital platforms.

In addition, **Richard Hill** has been appointed Head of Launch Marketing and PR, joining BritBox from his position as Digital Strategy Lead for SBS.

BritBox is an ad-free subscription video-on-demand (SVOD) service that will bring Australians the ultimate collection of beloved British content from across the decades, including classic and contemporary box sets, delivered via a wide range of mobile and connected home devices.

As BritBox Country Manager, Moira will work closely with the BritBox North America team, where the service has already successfully launched in 2017, followed by Canada in 2018 and the UK in 2019.

Fiona Lang, General Manager for BBC Studios ANZ, said: 'Moira has an impressive background in launching and growing digital products, with experience across content, commercial and strategy. She has the ambition and vision to lead this exciting new offering for Australian audiences. With Richard's industry-leading skills in digital marketing also on board, we are putting in place a formidable team to enable us to take the next step in BritBox's launch plans.'

Martin Goswami, Group Strategic Partnership and Distribution Director, ITV, said: 'Both Moira and Richard's skill sets and digital expertise perfectly complement our requirements for BritBox Australia, as we look towards establishing the brand as one of Australia's premium SVOD platforms. We are delighted to welcome both to the team.'

Moira Hogan said: 'ITV and BBC Studios have created a premium SVOD product in BritBox and I'm excited to lead its launch in Australia. The partners have an unrivalled catalogue of British programmes, with some of the world's best-known acting and presenting talent, which we'll be able to offer local audiences, curated and all in one place.'

Richard Hill said: 'I have a long-held passion for British content and am incredibly excited to be given the opportunity to launch, and grow, a SVOD service from these two iconic broadcasters.'

Moira Hogan biography

Moira was recently the Head of Content and Commercial Partnerships for Digital Media at Network 10, where she was responsible for the delivery of digital content, editorial and commercial partnership strategy for 10 Play.

Prior to this she was the General Manager of Content Partnerships at Telstra Media leading the overall content partnerships strategy for Telstra TV and Big Pond Movies services, including the launch of Telstra TV, achieving commercial and audience growth.

Moira has over 20 years' experience within the Australian media, entertainment and telecommunications industries and has held roles at Fetchtv, Foxsports and the ABC.

Richard Hill biography

Richard was recently Digital Strategy Lead for SBS, devising digital marketing strategies to grow audience consumption, across the suite of digital products and including SBS on Demand.

Richard joined SBS from Lego ANZ, where he was the Digital Marketing Manager overseeing the digital strategy to acquire and retain consumers. Prior to this, Richard was the Senior Customer Growth Marketing Manager at eBay ANZ.

He has also worked as the Head of Digital Marketing and the Digital & Communities Manager at BBC Worldwide ANZ (now BBC Studios).

To keep up-to-date on BritBox news, please sign up to www.britbox.com.

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About BritBox:

BritBox is a digital video subscription service created by the BBC and ITV, which has launched in the US, Canada and the UK. The service brings the very best in past, present and future British programming and award-winning content to viewers all in one place. On the services that have already launched, BritBox features the biggest collection of British content available on any streaming service, and brand new commissions from British production companies specifically created for BritBox. BritBox also offers expert curation and playlists that will enable viewers to easily find programmes they know and discover new favourites via web, mobile, tablet, connected TVs and Chromecast.