

PRESS RELEASE

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BBC EARTH OFF TO A FLYING START ON FOXTEL



Ratings for the first week of BBC Earth show the new channel is off to a flying start on Foxtel. Replacing BBC Knowledge, figures show BBC Earth has increased audience share and brought in new audiences who are watching the channel for longer when measured against the performance of its predecessor.

In launch week, primetime share was up 67% on the previous three months for BBC Knowledge. The advertising demo of Live P25-54 also saw a significant increase, with primetime share up 60% on the previous three months, and primetime average audience increasing by 42%. Primetime average time spent viewing was up 34% and 35% of the audience reached were new viewers.*

BBC Earth showcases a broad range of world-class factual programmes including the best of Sir David Attenborough from BBC Studios acclaimed Natural History Unit, alongside adventurous travels, human stories and science programmes from passionate experts such as **Michael Mosley, Louis Theroux, Kate Humble, Professor Brian Cox** and **Ben Fogle**.

Tim Christlieb, Director of Branded Services, Australia and New Zealand said: “We are thrilled with the performance of BBC Earth on Foxtel. In its first week we have seen bigger audiences with a stronger engagement compared to BBC Knowledge. The strength of the global brand and the mix of natural history, science, travel and human stories are resonating with traditional BBC Knowledge viewers who are still able to see many of their favourite shows and presenters on the channel, as well as attracting new audiences to the channel.”



Upcoming shows on BBC Earth in November include the Australian premiere of *Earth's Natural Wonders*, exploring some of the planet's most breathtaking places and the extraordinary challenges they pose to the people that call them home. David Attenborough explores intriguing stories of animal peculiarities in *Attenborough's Natural Curiosities*, charismatic wildlife cameraman Gordon Buchanan spends time with the bear cubs of the Bubonisty Orphan Bear Rescue Centre in Russia in *Grizzly Bear Cubs and Me* and Sam Neill takes viewers on a journey through *Wild New Zealand*.

BBC Earth is sponsored by Tourism and Events Queensland.

***Source;**

Ozdam data National TV panel; 01/07/19-16/10/19, Overnights & Live

New viewers defined by people who have not watched 5 mins cons on BBC Knowledge in past 3 months

Past 3 months covers 01/07/19-05/10/19

BBC Earth Launch week covers 10/10/19-16/10/19

Ends-

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NOTES TO EDITORS:

About BBC Earth

BBC Earth is a global portfolio brand that invites audiences everywhere to engage with the wonders of our universe. We bring amazing premium content, television and experiences to the world, across multiple platforms including branded channels, live events, digital & social media, AR/VR, theatrical releases for cinema & giant screen films, and consumer products.

We believe that celebrating and connecting with our world is more important than ever, across nature, science, space and the human race. Along with our partners we are continually innovating to find new stories and experiences to bring insight, enlightenment and fresh perspectives to inspire us to think and feel differently about our world. From the epic to the everyday, BBC Earth brings you face to face with heart-pounding action, mind-blowing ideas and the sheer wonder of being part of this amazing planet we call home.

BBC Earth is a commercial and global consumer brand managed by BBC Studios outside of the UK.

About BBC Studios APAC

Covering Australia, New Zealand and 23 countries across the Asia region, BBC Studios APAC is overseen by EVP Jon Penn. Operating from eight offices, with its main bases in Sydney, Beijing and Singapore, BBC Studios APAC comprises of Content Sales and Co-productions, Branded Services, Production, Format Sales, Consumer Products and Live Events.

The BBC Studios business in Australia and New Zealand wholly owns seven channels: BBC First, BBC UKTV, BBC Earth and CBeebies on Foxtel and Fetch TV in Australia; BBC Living (shortly to be replaced by BBC Brit) on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It distributes great British content from the BBC and other British producers to free-to-air, subscription channels and SVOD platforms and works with partners to bring BBC Studios DVDs, consumer products and live events to the local market. The production arm in Sydney produces BBC formats for the local market and creates new IP.

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