

Press Release

Wednesday, 30 January 2019

BBC FIRST SIGNS CUNARD AS CHANNEL SPONSOR AND ANNOUNCES PREMIERE DATES FOR LATEST SERIES OF *TIN STAR* AND *VICTORIA*



[View Tin Star Series 2 trailer here](#)

Premium drama channel BBC First has announced Cunard as its new channel sponsor with premiere dates revealed for returning series *Tin Star Series 2* starring Tim Roth (*Pulp Fiction*), Christina Hendricks (*Mad Men*) and Genevieve O'Reilly (*Glitch*) and *Victoria Series 3* starring Jenna Coleman (*Doctor Who*).

Cunard will become the channel sponsor for BBC First from Sunday, February 3. The sponsorship comes as BBC First continues to grow its audiences across the key ad sales demo of People 25-54, with live audiences up 46% across the day and 27% across primetime over the month of December *. The deal includes sponsorship of a string of highly anticipated returning dramas: *Tin Star Series 2*, *Victoria Series 3*, *Death in Paradise Series 8* and *Shetland Series 4*.

Tin Star Series 2 begins Tuesday, February 19 at 8.30pm. This new series picks up where we left our unlikely hero, cut off in the remote Rockies wilderness with his grieving and shell-shocked family struggling to come to terms with their ordeal. Seeking refuge from her parents, Anna is taken in by the God-fearing Nickel family, members of the Ammonites - a strict religious community. However, the peaceful prairie family are harbouring secrets of their own and it's not long before Anna is forced to seek her father's help, as an altogether more hellish threat emerges.

Beginning Thursday, March 14 at 8.30pm the third series of the lavish drama ***Victoria*** starts in 1848 and depicts a turbulent and uncertain time for both Europe and the monarchy. With revolutions on the continent and the Chartist movement reaching its peak in London, Victoria is under pressure from the government to leave London for her own safety.

The eighth series of the much loved ***Death in Paradise*** continues to air on Fridays at 8.30pm and stars Ardal O'Hanlon as Detective Jack Mooney who is back to solve some fiendishly clever murders on the tropical island of Saint Marie.

BBC STUDIOS

Acclaimed murder-mystery *Shetland* returns soon for a new thrilling fourth series with DI Jimmy Perez (Douglas Henshall) and his team back to investigate crimes within the close-knit island community of Shetland.

The four-month package, developed by Multi Channel Network, will see BBC Studios' produce a suite of assets that will give Cunard the ability to align their brand seamlessly into premium environments across BBC First's TV, and Social platforms. These include integrated billboards, partnership spots and behind-the-scenes footage giving viewers extra insight into these much-loved returning dramas.

Kirsty Muir, Head of Brand Partnership & Channels Advertising, BBC Studios, Australia and New Zealand said: 'With our live audience continuing to grow, we are delighted that Cunard has come on-board as our new channel sponsor for BBC First. The luxury brand is the perfect fit for our impressive slate of hugely popular returning dramas that, like Cunard, boast a strong heritage and take people on an exciting and unforgettable journey.'

Sarah Lattouf, Head of Global Partners, MCN stated: 'We're thrilled to have connected a first class broadcaster with a luxury brand like Cunard to provide audiences with relevant, engaging content. This partnership perfectly demonstrates the power of two brands coming together to deliver strategic outcomes.'

Nicole Tomasella, Marketing Manager, Cunard, Australia and New Zealand said: 'Cunard is proud to work with BBC First in 2019, and views the sponsorship as strategically key to our continuing growth in the Australian market. With Queen Elizabeth arriving in less than a week for our inaugural homeport season, February is the perfect time to begin speaking to the BBC First audience.'

-Ends-

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NOTES TO EDITORS

*Source: National Subscription Panel, BBC First, P25-54, Dec 18 v Dec 17, 0600-2400, Projection, Live

About BBC Studios in Australia & New Zealand

The BBC Studios business in Australia and New Zealand is primarily content sales and branded services, with a newly established production arm. It wholly owns seven channels: BBC First, BBC UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; BBC Living 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 new production arm in Sydney will produce BBC formats for the local market and create new IP.

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