

Press Release

3 August 2020

BBC FIRST SIGNS MEMORIES AS CHANNEL SPONSOR

Memories – the digital memories app and website – is the new channel sponsor for premium drama channel BBC First. The sponsorship will begin in August and will include the linear tv premieres of real-life crime drama *White House Farm* and the adaptation of **Malorie Blackman**'s acclaimed *Noughts + Crosses* which will screen on the channel from Wednesday August 12th and Thursday September 10th respectively.



The channel sponsorship encompasses on-screen and digital and will see BBC Studios create a range of assets for Memories across BBC First's TV and social platforms including integrated billboards, partnership spot and programme featurettes for the two titles.

White House Farm stars **Freddie Fox** (*King Arthur: Legend of the Sword*), **Mark Addy** (*Game of Thrones*), **Cressida Bonas** (*Tulip Fever*) and **Gemma Whelan** (*Game of Thrones*). The series revolves around one fateful night in August 1985 when five members of the same family were murdered at an Essex farmhouse - Sheila Caffell, her twin six-year sons Daniel and Nicholas, and her parents Nevill and June Bamber. Police initially believed a mentally unstable Sheila had murdered her own family before turning the gun on herself, but Detective Sergeant Stan Jones had doubts about the theory and about Sheila's brother Jeremy Bamber who first called the police to the farm. The series provides fresh insights into this notorious case which dominated the UK news for weeks.

Adapted from the first book in Malorie Blackman's bestselling series and with a guest appearance by **Stormzy**, *Noughts + Crosses* is a gripping story of first love set in a dangerous, alternate world where racism divides society. Separated by their colour but united by forbidden love and burning injustice, Sephy Hadley (**Masali Baduza**) and Callum McGregor (**Jack Rowan**) are fighting for more than simply the right to be together. Sephy is a 'Cross', a member of the black ruling class and daughter of a prominent politician. Callum is a 'Nought', a white member of the underclass. The two have been friends since childhood but their relationship grows ever more complicated as they come of age and, against a backdrop of prejudice, distrust and rebellion, the passionate romance that builds between them will lead them both into terrible danger.

Roberta Allan, Head of Advertising BBC Studios Australia and New Zealand said: "We're pleased to have Memories on board as a channel sponsor. BBC First and Memories are both about innovative story-telling so they are a perfect fit for our channel."



Memories CEO, Tom Ainsworth said: “Memories and BBC First share a commitment to great storytelling. Our visions converge through a love of sharing authentic human experience that represent the drama and complexity of human stories. We look forward to working with BBC First to enliven, inspire and connect with our users and audiences,” he said.

Sarah Lattouf, Foxtel Media’s Head of Global Partners, said: “With many people currently spending more time at home, it’s the perfect point to remind them of this fantastic way to capture the moments and milestones that shape their lives. We’re thrilled to see BBC First and Memories come together to showcase exactly that.”

-Ends-

For more information, please contact: Sue Affleck: 02 9744 4501 | sue.affleck@bbc.com

NOTES TO EDITORS

About BBC Studios

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Able to take an idea seamlessly from thought to screen, it spans content financing, development, production, sales, branded services, and ancillaries from both its own productions and programmes and formats made by high-quality UK independents. Award-winning British programmes made by the business are internationally recognised across a broad range of genres and specialisms, including factual, drama, entertainment and comedy. BBC Studios has offices in 22 markets globally, including six production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes around 2,500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK’s independent sector. Created in April 2018 by the merger of two existing commercial subsidiaries, BBC Worldwide and BBC Studios, the company has revenue of around £1.4bn. In the year to March 2019, it returned £243m to the BBC Group, complementing the BBC’s licence fee and enhancing programmes for UK audiences.

About BBC Studios APAC

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. BBC Studios APAC covers Australia, New Zealand and 23 countries across the Asia region. 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 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.

bbcstudios.com
twitter.com/bbcstudios
twitter.com/bbcstudiospress