

Press Release

20 September 2019

BBC FIRST SIGNS YALUMBA WINES AS CHANNEL SPONSOR AND ANNOUNCES PREMIERE DATE FOR EPIC DRAMA WORLD ON FIRE



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Yalumba Wines is the new channel sponsor for premium drama channel BBC First. The sponsorship will begin on Sunday, September 22nd and will encompass epic World War II drama *World on Fire* which will premiere on Sunday, October 13 at 8.30pm.

From multi-award winning Peter Bowker, *World On Fire* is a heart-stopping, multi-stranded drama telling the story of World War Two through the lives of ordinary people from all sides of this global conflict.

Featuring a stellar ensemble cast including Academy Award winner **Helen Hunt**, Emmy and BAFTA-winner **Sean Bean**, and Academy Award nominated and Olivier Award winner **Lesley Manville**, the first series draws viewers gradually into the creeping horror of the outbreak of the war during its first year. It traces the intertwining fates of relatable, vividly drawn characters from Britain, Poland, France, Germany and the United States as they grapple with the effect of the war on their everyday lives.

Delivering a never-before-seen perspective on the early days of war, this emotionally gripping drama explores the human stories hidden within one of the most pivotal and seismic moments in twentieth-century history.

Yalumba will be on air in two three-month blocks either side of Christmas. BBC Studios will produce a range of assets across BBC First's TV and social platforms including integrated billboards, partnership spots and behind-the-scenes footage from the premium dramas.

Kirsty Muir, Head of Brand Partnership & Channels Advertising, BBC Studios, Australia and New Zealand said: "We're delighted that Yalumba Wines has chosen to partner with BBC First and take advantage of the opportunity to have a range of bespoke assets created which will integrate them seamlessly into our premium brand environment."

The partnership was created in collaboration with Yalumba's media agency, Kaimera, with CEO Nick Behr calling it a 'natural pairing'.



“Yalumba and BBC First share an unwavering commitment to world-class quality in everything they create. We know BBC First’s premium content attracts a discerning audience with a flair for drama which is the perfect way to describe the next generation of Yalumba drinkers. We’re really looking forward to seeing the partnership come to life.”

Sarah Lattouf, Foxtel Media’s Head of Global Partners, said: “It’s a truly perfect partnership that demonstrates the power of two premium brands coming together to deliver great content! Excited to see Yalumba on the channel for the remainder of 2019 and into 2020.”

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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 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 produces BBC formats for the local market and creates new IP.

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