



## BBC FIRST LAUNCHES TWITTER DRAMA WITH GRACIE OTTO

### **#Whatsnext calls on Australian public to pen five-part collaborative story**

**Monday, 25<sup>th</sup> August** – New premium British drama channel BBC First today invites the public to pen their own Twitter drama alongside critically acclaimed writer and director, Gracie Otto.

For the next five days (Monday – Friday), starting from 6pm AEST tonight, Gracie Otto will be guest tweeting from @BBCFirstAus to inspire a crowdsourced narrative of intrigue. Using the hashtag #Whatsnext, the Twittersphere will actively craft the twists and unexpected turns of an evolving story, written 140 characters at a time.

In real-time response to user-generated suggestions, Otto will introduce props and thematic inspiration over the course of the week, helping to shape a coherent story.

Each following day, the latest co-authored installment will be released at lunchtime via [bbcaustralia.com/whatsnext](http://bbcaustralia.com/whatsnext) where credited contributors can see how their tweets have been weaved into a narrative curated by Otto.

To kick things off, Otto has developed a narrative framework with five characters. Over five days, the audience will decide their fate.

- The Heiress: mid 20s, blonde, naïve. Recently inherited an international chain of hotels after the mysterious death of her father
- The Politician: mid 40s, conservative, good-looking, ambitious but with a tragic flaw
- The Actress: late 30s, glamorous brunette. Alluring, seductive and motivated by greed
- The Russian Oligarch: Early 50s, mega wealthy, questionable morals. Seemingly respected in society but hides a dark secret
- The Concierge: 60s, has taken on a father-figure role to The Heiress. Friend and confidante to The Actress and The Politician

See [here](#) for a video about the campaign.

Lead curator of #Whatsnext, Gracie Otto, commented, “#Whatsnext is completely out of my comfort zone of writing, which is what makes this such a thrilling project to work on. By using Twitter to harness Australia’s collective imagination, I’m looking forward to creating something really unexpected and powerfully entertaining.”

Linda Deubel, Head of Marketing: Channel Brands, BBC Worldwide Australia and New Zealand, said: ‘#Whatsnext’ is a fun way to create a story with many twists and turns. By

handing over the creative reins to the public, navigated by the talented Gracie Otto, this Twitter drama is guaranteed to have a surprising ending .”

The complete BBC First Twitter drama will be released in its entirety online at [bbcaustralia.com/whatsnext](http://bbcaustralia.com/whatsnext) and via social media next week.

Follow the drama at @BBCFirstAUS and get involved by tweeting using hashtag #Whatsnext.

BBC First is a new channel from BBC Worldwide that showcases the very best new British dramas and comedies in one place for the first time, it launched on Foxtel on August 3.

- Ends -

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**NOTES TO EDITORS**

To embed the campaign video, please use the following embed link or view it [here](#):

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<iframe width="560" height="315" src="//www.youtube.com/embed/2biEKhRQ9Dg"
frameborder="0" allowfullscreen></iframe>
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**About Gracie Otto**

Gracie graduated from Sydney Film School with an Advanced Diploma in Film in 2007. Her five short films – *Seamstress*, *La Meme Nuit*, *Tango Trois*, *Broken Beat* and *Kill Blondes* - have screened successfully internationally at many local and international film festivals.

Gracie’s debut feature documentary *The Last Impresario* about British producer and playboy Michael ‘Chalky’ White had its world premiere at the 2013 London Film Festival and received glowing reviews from *Variety* and *The Hollywood Reporter*.

Gracie is also an accomplished actor with leading roles in three Australian feature films – *Three Blind Mice*, *LBF*, *Living Between F\*\*cks*, and recently the role of Warhol muse Edie Sedgwick in *Poor Little Rich Girls*. *Three Blind Mice* also marked her debut as a feature film editor.

<http://www.ralffilms.com/>  
[Twitter.com/gracieotto](https://twitter.com/gracieotto)

**About BBC Worldwide Australia & New Zealand**

Australia & New Zealand (ANZ) is a priority territory for BBC Worldwide, focusing on growth across all its core business areas. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC First, a new premium channel showcasing premiere drama and comedy on the Foxtel platform in Australia, launched on 3 August 2014 and immediately claimed the top three drama ratings across STV for the day. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned [bbc.com news](http://bbc.com/news) site.

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