

## Press Release

16<sup>th</sup> April 2018

### TRAVEL ASSOCIATES SIGNS ON AS CHANNEL PARTNER FOR BBC FIRST



Travel Associates has signed on as a partner for premium British drama channel BBC First, BBC Studios Australia and New Zealand has announced.

The partnership, conceived and developed with Multi Channel Network, is set to run for three months, and will commence in April this year. The package will include sponsorship of some of the biggest shows on BBC First in the upcoming months. These include the premieres of thriller series *Tin Star*, starring **Tim Roth** and **Christina Hendricks**, *Kit Harington's Gunpowder*, acclaimed drama *Save Me*, written by and starring **Lennie James** (*The Walking Dead*, *Line of Duty*) and Scottish detective series *Shetland* based on the award-winning novels of **Ann Cleeves** together with *Maigret* starring **Rowan Atkinson**.

BBC Studio's in-house creative team has produced a series of bespoke on-air sponsorship assets to support the campaign, including integrated billboards, channel sponsor idents as well as exclusive behind the scenes previews. Additionally, the package will give Travel Associates an online presence through support across BBC First social extensions.

The sponsorship has come off the back of a significant increase in audiences for BBC First. The last two months alone has seen the channel increase its audience by 19% for Total People and 21% for People 25-54 year-on-year.<sup>1</sup> Audiences have been attracted by the mix of big, popular titles like *Death in Paradise* and *Call The Midwife* and high-end shows such as the adaptations of **Jessie Burton's** best-selling novel *The Miniaturist* and **Ian McEwan's** *The Child in Time* starring **Benedict Cumberbatch**.

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<sup>1</sup> Source: OzTam National Subscription Panel, February-March 2018 v February-March 2017, 0600-2359, Total People & P25-54, Live Projections



Katrina Norton-Knight, Head of Brand Partnerships & Channels Advertising, BBC Studios, Australia and New Zealand said: “BBC First offers sponsors the opportunity to connect with a premium audience through exclusive drama content, as well as a globally recognised brand. In this case, we’ve worked closely with Travel Associates to create a cross platform partnership that highlights the quality experience that both Travel Associates and BBC First offers their audiences.”

“Through the partnership Travel Associates will get to sponsor premium dramas *Gunpowder*, *Tin Star*, *Save Me*, *Shetland* and *Maigret*, as well as getting access to bespoke assets such as channel idents, partnership image spots and first look promos which integrate the two brands seamlessly together.”

Darren Wright, Travel Associates Global Manager of Marketing, said: “Travel Associates has identified BBC First as a fantastic opportunity to engage with our target consumers. We look forward to being able to communicate our point of difference as an experienced based luxury travel provider and introduce premium travel opportunities to this audience across the course of the BBC First sponsorship.”

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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. Formed in April 2018 by the merger of BBC Worldwide and BBC Studios, it spans content financing, development, production, sales, branded services and ancillaries. BBC Studios’ award-winning British programmes are internationally recognised across a broad range of genres and specialisms. It 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 2500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK’s independent sector. BBC Studios has revenue of £1.4bn, and returns around £200m to the BBC Group annually, complementing the BBC’s licence fee and enhancing programmes for UK audiences.

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