

## BBC Worldwide Press Office

BBC Worldwide Australia

Level 5, 6 Eden Park Drive, Macquarie Park NSW 2113

### Official BBC Online Shop Launches in Australia and New Zealand

*Sydney, 5<sup>th</sup> September, 2014:* BBC Worldwide ANZ has today launched an official online shop in Australia and New Zealand.

A range of over 2,000 clothing, homeware, merchandise, toys and DVD products from a host of popular BBC brands including *Doctor Who*, *Sherlock*, *Top Gear*, *BBC Earth* and *CBeebies*, are now available to purchase, including:

- *Doctor Who* DVD's, clothing, homeware, toys and gadgets, from Sonic Screwdrivers and Vortex Manipulators to TARDIS iPhone 5 covers and Cyberman mugs
- The latest *Top Gear* DVD's, books, clothing, and gift products, including all things 'Stig'
- *Sherlock* products previously unavailable in Australia and New Zealand, including 'Highly Functioning Sociopath' mugs and t-shirts

New and exclusive products will continue to be added to the site as soon as they become available.

Other features of the site include free delivery on orders over \$100, recommendations based on browsing and the opportunity to sign up for alerts on the latest products and offers.

The launch follows on from the success of the dedicated *Doctor Who* e-commerce shop in Australia last year, which marked the 50<sup>th</sup> anniversary of the show.

*Doctor Who* and *Sherlock* fans in Sydney can also currently purchase a range of products at the *Doctor Who* pop-up shop, Shop 9.28A World Square Shopping Centre, 644 George St.

Elie Mansour, Head of Consumer Products, BBC Worldwide ANZ said: "As a company we are looking to get ever closer to our consumers, and this site provides us with an advanced platform to take our content and products directly to them.

"The BBC and its brands are hugely popular across Australia and New Zealand, so we're thrilled to be able to offer fans with the convenience of a dedicated online shop."

Visit: [www.bbcshop.com.au](http://www.bbcshop.com.au)

ENDS

**For more information, please contact:**

Sarah Tulley, Communications Executive, BBC Worldwide ANZ  
02 9744 4625 | 0477 349 947 | [sarah.tulley@bbc.com](mailto:sarah.tulley@bbc.com)

## NOTES TO EDITORS

### **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](http://bbc.com) news site.

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