

# PRESS RELEASE

14<sup>th</sup> July 2016

## BBC Worldwide ANZ Announces New Senior Sales Roles

BBC Worldwide Australia & New Zealand (ANZ) has announced two new roles within its Sales team, as it merges TV, digital and format sales under Director of Content Sales, Irene Read.

Deborah Tod will take up the newly created role of **Head of Content Sales, Australia**.

Overseeing all TV and digital sales, Deborah will be responsible for the licensing of BBC Worldwide ANZ's portfolio of content to broadcast and digital partners in Australia, delivering sales targets to drive revenue and profit for the business.

Deborah joined BBC Worldwide ANZ in July 2014 as Senior Sales Executive, becoming Sales Manager, New Zealand, in July 2014. Prior to this she was Sales Manager at MGM.

Reporting to Irene Read, Deborah will also be working closely with the **Format Sales Manager, ANZ**, a newly created role which has been taken up by Sam Stacey, to oversee the commercial activities of BBC Worldwide ANZ's locally produced TV formats.

In this role, Sam will work closely with Irene to manage the production partnership with FremantleMedia Australia, which has produced general entertainment formats for the Australian market including *The Great Australian Bake Off* for Lifestyle FOOD, *Dancing with the Stars* for Seven and *Rachel Khoo's Kitchen Notebook Melbourne* for SBS.

Sam will also work closely with format producers and networks in New Zealand, where recent format sales have included *Coast New Zealand* and *Mastermind*, produced for TVNZ.

Sam joined BBC Worldwide ANZ in June 2015 as Formats Development Producer and his new role reflects an expanded brief within the Content Sales team. Prior to this, he was Associate Director at ITV Studios Australia.

Irene Read said: "These new roles reflect the need for an integrated approach across our TV, digital and format sales to prepare for company growth in this territory.

"Deborah has a wealth of experience and has been instrumental in increasing our sales business in New Zealand over the past two years, and Sam has had great success getting a number of format sales off the ground.

"They're a great asset to our diverse and evolving media business and I'm delighted to have them on board in these new roles."



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For more information, please contact:

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#### **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. Relocated to McMahons Point in 2015, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; UKTV and BBC Knowledge on Sky TV in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC Worldwide ANZ distributes great British content from the BBC and other producers to free-to-air, subscription channels and SVOD platforms in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, consumer products, entertainment formats 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. In 2015/16, it generated headline sales of £79.1m - a 5.3% increase in local currency - and headline profit of £19.2m.

#### **About BBC Worldwide**

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally.

In 2015/16, BBC Worldwide generated headline profits of £133.8m and headline sales of £1,029.4m and returned £222.2m to the BBC. For more detailed performance information please see our Annual Review webpage: [www.bbcworldwide.com/annual-review](http://www.bbcworldwide.com/annual-review)

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