

# PRESS RELEASE

3<sup>rd</sup> December, 2014

## BBC Worldwide Appoints ad2one in New Zealand

BBC Worldwide has announced the appointment of ad2one as its digital sales house for New Zealand.

The New Zealand digital sales and marketing agency will focus on developing content partnerships and display advertising solutions across BBC digital platforms in New Zealand, including BBC.com, GoodFood.com and TopGear.com, as well as integrating digital campaigns across mobile sites and apps.

With over 10 million page impressions and 800,000 unique browsers in New Zealand per month, BBC.com is one of the country's leading websites for up-to-the minute News, Sport and Features content.

Alistair McEwan, Director of Advertising Sales & Brand Partnerships, BBC Worldwide ANZ said: "We're delighted to be partnering with ad2one. As a premium sales house, their expertise will help us to further strengthen our ties with the key advertisers in New Zealand, which is a hugely important market for us.

"Our digital platforms, including BBC.com, offer a significant opportunity for brands looking to connect with our premium audience and align with world-leading BBC content that resonates so well in New Zealand."

Lisa Ison, Managing Director, ad2one New Zealand, said "Brands come to ad2one for access to the most qualified and engaged audiences available in New Zealand. The addition of BBC Worldwide to our portfolio of premium publishers will further raise our game and consolidate our position as *the* go to premium sales house in the region."

-Ends-

For more information, please contact:

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### 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.

*BBC.com page impressions/unique browsers: Omniture, monthly average, June to November 2014.*

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