

PRESS RELEASE

7th October 2014

BBC WORLDWIDE SIGNS WITH SOOTY IN AUSTRALIA & NEW ZEALAND



BBC Worldwide has signed on to become the official licensing and merchandise agent for the *Sooty* brand in Australia and New Zealand.

The deal with Redan Alchemy LLP will see BBC Worldwide ANZ represent *Sooty* across television, merchandise, theatrical and digital rights, including distribution of the modern series of one of the world's longest running children's TV shows, *The Sooty Show*.

The iconic yellow bear, who made his TV debut on the BBC show *Talent Night* in the 1950s, has recently been enjoying a revival with a new generation of fans in the UK, with *The Sooty Show* airing daily on CITV and a sell-out live tour.

Elie Mansour, Head of Consumer Products BBC Worldwide ANZ, said: "We're thrilled to represent *Sooty*. It is a quality, well-loved brand and we're looking forward to bringing it alive for young audiences in Australia and New Zealand. We see lots of potential to develop the *Sooty* brand in this market."

Richard Cadell, owner and presenter of *The Sooty Show* said "We are hugely excited to be partnering with BBC Worldwide in Australia and New Zealand. We know from our social media sites that there is huge affection for *Sooty* in Australia and we can't wait to bring the new series to our many fans down under."

-Ends-

For more information, please contact:

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 news site.

bbcworldwide.com

twitter.com/bbcwpress

About Redan Alchemy LLP: Redan Alchemy LLP has been created by Redan Publishing Ltd, the UK's leading independent publisher of children's magazines, to represent their IP rights, in-house characters and third party brands for licensing.