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BBC EARTH LANDS ON BBC.com

BBC Earth's new digital home brings something amazing every day to global audiences

BBC Earth – the BBC Worldwide factual brand behind global blockbusters such as *Planet Earth*, *Walking with Dinosaurs* and *Blue Planet* – today launches its new digital home on BBC.com. The stunning site captures **BBC Earth's** passion for adventure and exploration bringing visitors a visual feast of incredible imagery, world class videos and stories that will offer fans a new perspective on the world.



The **BBC Earth** site will launch in Australia with a six week sponsorship deal with Sony Australia to promote its Alpha Camera range in the run-up to Christmas, in a deal negotiated with OMD.

From the depths of the ocean to the outer reaches of the universe visitors to the new section will be able to explore ten content strands including a mix of newly commissioned content as well as awe inspiring moments from the BBC's Natural History Unit archives, which will be housed in the **Amazing Moments** section and will offer hundreds of clips, launching with 25, including [Attack Of The Praying Mantis](#) with new clips to be published daily. Other key strands include: **Discoveries** a section dedicated to uncovering fascinating stories such as [Are Dolphins Cleverer Dogs](#), to **Strange & Beautiful**, which explores topics including [The Corals That Came Back From the Dead](#) and [The Twisted World of Sexual Organs](#) to **A Colourful Life**, home to specially commissioned short films exploring the beauty of nature through colour. First to launch will be [Life in White](#) dedicated to the beauty of nature's polar ice caps and nature's use of the colour.

Matt Walker, former news editor at New Scientist and editor of **BBC Food** and **BBC Nature**, has taken up the reins as Editor working alongside a number of **BBC Earth's** network of experts in science and nature.

Matt Walker, Editor for **BBC Earth** on BBC.com said: "**BBC Earth** offers a different perspective on the world and we want to celebrate all the wonders of the natural world from your back garden to the farthest star. We share a never ending curiosity with our audience and being digital allows us to interact more closely with them. We want people to share their own content with us and their network through social media and show us what inspires them. Our mission is to bring visitors to **BBC Earth** something amazing every single day and we have an incredible wealth of content to offer from mind bending stories to stunning photography and film that will change the way you think about our universe."

Matt added: "Like our other non-news sections **BBC Earth** hopes to attract new visitors to BBC.com which is increasingly becoming the go to site for a wealth of new and topic led content."

Alistair McEwan, Director Advertising, Sales and Brand Partnerships, BBC Worldwide Australia and New Zealand, said: "The BBC Earth site is a stunning new addition to BBC.com that will resonate with a diverse range of audiences who love the BBC's natural history output. It offers an amazing feel-good factor and we are confident that it will introduce new users to BBC.com, offering a little bit of inspiration in a visually beautiful environment that BBC.com/earth delivers."

BBC Earth builds on the existing portfolio of specialist sections **BBC Autos**, **BBC Capital**, **BBC Culture**, **BBC Future** and **BBC Travel**, commissioned for BBC.com. Each of these bespoke sections seeks to offer visitors to BBC.com a deeper understanding of the story behind the headlines, across a plethora of topics and from a wealth of specialists. To date the non-news sections have attracted an average of 6.8 million unique users contributing to the 76 million unique users BBC.com attracts on a monthly basis across mobile and desktop.

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NOTES TO EDITORS

Fans can also follow all the latest news and share their content via the BBC Earth [Facebook](#) and [Twitter](#) feed.

About BBC Earth

BBC Earth is global factual brand which seeks to inspire audiences in the UK and worldwide with the most incredible sights, stories and characters from the natural world. Commercially and internationally the brand is managed by BBC Worldwide, the commercial arm of the BBC. Since launching in 2009 the brand has grown across multiple platforms including branded blocks on television, live events, social media, visitor attractions, theatrical releases for cinema and giant screen films and online on BBC.com. From 2015 the BBC Earth brand will launch new channels internationally that will be dedicated to bringing audiences premium factual content.

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.

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