

## Media Release



27th June 2019

# CUNARD EXTENDS CHANNEL SPONSORSHIP OF BBC FIRST



Following a successful initial partnership, BBC First has announced that Cunard is to renew its relationship as channel sponsor of the premium drama channel.

Over the period of the original sponsorship, BBC First has continued to go from strength to strength with commercial audiences up 11% year on year\*. The new deal includes sponsorship of a number of highly anticipated drama premieres including *World on Fire*, starring Academy Award-winner **Helen Hunt** (*As Good as it Gets*) and **Sean Bean** (*Game of Thrones*), *The Victim* starring **Kelly Macdonald** (*Boardwalk Empire*) and the latest series of *Shetland* with **Douglas Henshall**.

*World On Fire* is an epic, heart-stopping, multi-stranded drama following the first year of World War II through the intertwining fates of ordinary people from Britain, Poland, France, Germany and the United States as they grapple with the effects of war on their everyday lives. Award-winning writer Peter Bowker tells the hidden stories within the big historical events that we think we know, the stories of loyalty and brutality, courage and fear, love and loss and hopes and dreams forged in extraordinary times.

In *The Victim*, Kelly Macdonald plays Anna Dean whose son was murdered 15 years ago. Now she is accused of revealing his killer's new identity online and conspiring to have him murdered. Family man Craig Myers is viciously attacked after being identified online as a notorious child murderer. Is he a convicted killer or simply the tragic victim of mistaken identity? Who is really the victim?

The sponsorship will also cover curated programming stunts with some of the channel's biggest shows including every series of the perennially popular *Death in Paradise* and literary adaptations encompassing *War and Peace*, *Les Misérables*, *The Miniaturist*, *Patrick Melrose*, *The Night Manager* and *The Little Drummer Girl*. The renewal will continue to see BBC Studios' produce a suite of assets that will give Cunard the ability to align their brand seamlessly into premium environments across



BBC First's TV and social platforms. These include integrated billboards, partnership spots and behind-the-scenes footage.

Kirsty Muir, Head of Brand Partnership and Channels Advertising, BBC Studios Australia and New Zealand said: "We're delighted that Cunard has decided to renew its channel sponsorship of BBC First, demonstrating the success of the initial agreement. Cunard is a luxury travel brand which fits perfectly with the premium offering of the channel."

Sarah Lattouf, Head of Global Partners, MCN, said: "The Cunard brand aligns seamlessly with BBC First's premium content, allowing it to connect with the right audiences through powerful and emotive content executions. The partnership has delivered outstanding results to date, and we look forward to seeing this continue into the back half of 2019."

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## NOTES TO EDITORS:

Source: OzTam National STV Panel, BBC First, Projections, 1800-2230, Feb – May 18 vs Feb – May 19, P25-54, Consolidated 7

### About BBC Studios

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. Formed in April 2018 by the merger of BBC Worldwide and BBC Studios, it spans content financing, development, production, sales, branded services and ancillaries. BBC Studios' award-winning British programmes are internationally recognised across a broad range of genres and specialisms. It has offices in 22 markets globally, including six production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes 2500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. BBC Studios has revenue of £1.4bn, and returns around £200m to the BBC Group annually, complementing the BBC's licence fee and enhancing programmes for UK audiences.

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