

Press Release

BBC WORLDWIDE AND SKYPE TO LAUNCH FIRST EVER DOCTOR WHO BOT



BBC Worldwide and Skype have today announced the launch of the first ever *Doctor Who* Bot. The Doctor will open the TARDIS doors and invite players to help him save the Universe in an exciting interactive digital experience titled *The Saviour of Time*. The brand new bot uses the latest technology to deliver a unique experience between the Doctor and the player.

In a world first, users get the thrilling opportunity to be the Doctor's companion as the bot immerses them in a specially-written six-part *Doctor Who* adventure. Players will experience the Doctor communicating with them directly and setting them challenges that can only be solved by the best companions.

Launching across multiple territories* today, the bot includes challenges, logic puzzles, and quizzes, revolving around the search for a mysterious artefact known as the *Key To Time*. Scattered throughout time and space, users must locate all six segments of the Key and

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restore it, in order to save the Universe.

Following the launch today, a new Chapter will be released every Sunday at 6 PM (BST) , shortly after episodes of *Doctor Who* series 10 air on BBC One, ABC (Australia), BBC AMERICA (USA), Space (Canada), and in other key international markets. [[Click here for territory information](#)]

Jaelyn Lee-Joe, Chief Marketing Officer at BBC Worldwide said *“It’s hugely exciting to be launching a Doctor Who Bot on Skype - which gives us the opportunity to deliver a new form of digital story-telling with our cutting-edge brand. Through this new innovation we get to experience first-hand how bots can help deliver digital first content, and immerse audiences, old and new, in the Doctor Who universe like never before.”*

Steven Abrahams, Group Product Manager, Studios and Strategic Partnerships for Skype said *“Our goal is for everyone in the world to experience the best Skype has to offer and the Doctor Who bot with BBC Worldwide brings a range of new features and functionality. We’re excited to see the bot bring users and fans one step closer to meeting the iconic Doctor.”*

The bot will feature exclusive voice-over from Twelfth Doctor Peter Capaldi, and is creatively developed by writing talent Joe Lidster (*The Sarah Jane Adventures, Torchwood*).

The *Doctor Who* Bot builds upon existing relationships between BBC Worldwide and Skype, working together to uncover exciting new ways to reach audiences. In 2015 Skype launched the shareable, movie and TV clips initiative, Skype Mojis – featuring exhilarating short-form content from *Top Gear, Doctor Who, and Sherlock*.

To add the Doctor Who Bot manually, users need to search for “Doctor Who Bot” in the Skype Bot Directory, read the bot’s profile and terms, and then click “Add to Contacts”. To see new updates as they begin to roll out, users need to be on the latest Skype app for Windows, Mac, iOS, Android, or Web.

*The *Doctor Who* Bot will be available from the Skype Bot directory in Australia, the US, Canada, UK, Republic of Ireland, New Zealand, India, Singapore, Italy, Spain, France, Netherlands, Austria, Sweden, Czech Republic, Estonia, Portugal, Russia, Mexico, and Brazil.

[Click here](#) to add the Doctor Who bot to Skype and start saving the universe! Visit the [Skype blog](#) for more information on the bot and [click here](#) for a step-to-step guide on how to use the bot.

Doctor Who broadcasts on ABC [iView](#) immediately after the UK broadcast on Sunday 7 May. It then broadcasts on ABC and [ABC ME](#) at 7.40pm and is followed by *Whovians* at 8.30pm on ABC2.

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NOTES TO EDITORS

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:

bbcworldwide.com/annual-review/.

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About Skype

Skype has been enabling the world's conversations for nearly 15 years. Skype is used by millions of users globally to make free video and voice calls, send files, video and instant messages and to share both special occasions and everyday moments with the people who matter most. Skype is available in 34 languages worldwide with users spending as many as 3 billion minutes on Skype in a single day. Visit www.skype.com for more details.