

## Press Release

Monday 1 April 2019

### **DEB TOD APPOINTED HEAD OF CONTENT SALES AND CO-PRODUCTION FOR BBC STUDIOS ANZ**

Jon Penn, Managing Director of BBC Studios ANZ, has announced that Deb Tod is to be the new Head of Content Sales & Co-Production for the region.

Deb has been acting in the leadership role since January 2019, following the retirement of Irene Read, former Director of Content Sales, and while Jon Penn reviewed the scope of the role.

In this new role Deb will be responsible for the strategic and team leadership of BBC Studios' content sales and co-productions in Australia and New Zealand. Her role will ensure maximum impact and exploitation of BBC Studios' content, servicing broadcast and digital clients in the region. As part of the international sales team, Deb will input into global deals, content partnerships and co-productions on behalf of Australia and New Zealand. She will also be a core member of the ANZ regional executive leadership team.

Jon Penn, MD of BBC Studios ANZ, said: 'Deb is a highly experienced and effective sales leader with strong relationships in the industry. I'm delighted that she will be bringing her passion and knowledge for BBC Studios' content to the role, combined with her proven ability to think laterally and deliver results.'

Deb Tod, Head of Content Sales & Co-production, BBC Studios ANZ, said: 'It's an incredible privilege to represent such an iconic catalogue, working together with the team to bring bold and creative British content to our valued partners across Australia and New Zealand.'

Deb will be supported by Content Sales team: Stephen O'Hanlon Sales Manager for ANZ; Bruno Liporoni, Sales Executive for ANZ; Mel Caracatsanis, Sales Executive for Digital; Donna Meaker, Sales Planning and Support Manager; and Katie Rorison and Anna Douglas, Sales Support Executives.

In recent changes, television format sales comes under the Director of Production Kylie Washington, who started in September 2018, while the development of new customer relationships and business opportunities comes under COO Fiona Lang, who leads the newly formed Business Development team.

#### **Biography:**

Deb joined BBC Studios ANZ (formerly BBC Worldwide ANZ) as a Senior Sales Executive in 2014 and quickly became a Sales Manager in 2015, then Head of Content Sales in 2016.

During her time at BBC Studios, Deb has secured a number of key sales including the current first look agreement with Foxtel Lifestyle channels, landmark natural history deals with the Nine Network and TVNZ, substantial catalogue packages with Netflix and Stan, as well as managed the first and second look deal with the ABC.

With over 15 years' experience in television and media, Deb has worked across all genres and



media. She began her career at MGM, followed by a first stint at BBC Worldwide before returning to MGM, where she managed and negotiated sales throughout the Asia Pacific region.

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For more information, please contact: Laura Dumbrell, Head of Communications, BBC Studios ANZ, on 02 9744 4502, [laura.dumbrell@bbc.com](mailto:laura.dumbrell@bbc.com).

#### NOTES TO EDITORS

##### 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 seven 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.

##### About BBC Studios in Australia & New Zealand

The BBC Studios business in Australia and New Zealand is primarily content sales and branded services, with a newly established production arm. It wholly owns seven channels: BBC First, BBC UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; BBC Living on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It distributes great British content from the BBC and other British producers to free-to-air, subscription channels and SVOD platforms and works with partners to bring BBC Studios DVDs, consumer products and live events to the local market. The new production arm in Sydney will produce BBC formats for the local market and create new IP.

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