

Doctor Who receives Guinness World Record for biggest TV drama simulcast in history with Australia playing major role in the success of the 50th Anniversary



Sydney, 25 November 2013: BBC Worldwide has announced that the special 50th Anniversary episode of Doctor Who, the world's longest running and most successful sci-fi series has received the Guinness World Record for the largest ever simulcast of a TV drama following a massive global campaign which saw the episode broadcast in 94 countries across 6 continents.

The live broadcast on ABC1 at 6.50am (AEDST) achieved an average audience of 424,000 viewers and a total TV Share of 37.1%, with the 7.30pm repeat broadcast reaching an average audience of 922,000 viewers and a total TV share of 16.1%.

Across both the live and repeat broadcasts, the program reached 1.5 million viewers, or 9.3% of the 5 city metro population with a further 51,000 plays via ABC's online catch-up service iView.

In addition to the TV broadcast, the episode was screened in over 1500 cinemas worldwide, including Australia, New Zealand, Canada, UK, US, Latin America, Germany, Russia and Scandinavia. Over half a million tickets were sold for the theatrical screenings at which fans were able to watch the episode in spectacular 3D, with 62,000 of those purchased in Australia.

The award was presented by Craig Glenday, Editor-in-Chief of Guinness World Records to the show's Executive Producer and Head Writer Steven Moffat at the Doctor Who Celebration, a special three-day event spanning the anniversary weekend at London's ExCel.

Upon receipt of the award, Steven Moffat comments: "For years the Doctor has been stopping everyone else from conquering the world. Now, just to show off, he's gone and done it himself!"

Jon Penn, Managing Director, BBC Worldwide Australia & New Zealand says: "We are delighted by the phenomenal success of the Doctor Who 50th Anniversary, both here in Australia and globally, and we look forward to continuing to offer fans exciting ways to engage with the brand. This year we have celebrated with pop-up shops, the Vivid light show, special memorabilia and cinema screenings with the Doctor Who Symphonic Spectacular still to come, but the fans enthusiasm and passion is what has made it such a record breaking year for Doctor Who."

In the run up to the 50th Anniversary of Doctor Who, fans of the show across the world have been out in full force to be part of the global event. In Australia the celebrations began in June with thousands

turning up in the rain to see the grand façade of Customs House at Circular Quay display a visual feast of 3D mapped projections of Doctor Who.

The first ever Doctor Who pop-up shop in the world was launched in Sydney and saw fans queue for up to three hours on opening day, with further shops opened in Brisbane and Melbourne with a fourth location to be announced shortly. A Doctor Who e-commerce site has also been created for Australian fans (www.doctorwho50store.com.au).

A free special commemorative exhibition featuring a display of props and costumes from the series has been in place at ABC Ultimo centre in Sydney since August and will remain open until early 2014.

Since 1963 **Doctor Who** has been one of Britain's best loved dramas has already been certified by the Guinness Book of World Records as the most successful sci-fi series ever. The show has received numerous awards across its 50 years and has seen huge commercial success with over 10 million DVDs and 8 million action figures sold globally. BBC Worldwide, the commercial arm of the UK broadcaster distributes Doctor Who to over 200 territories across the world.

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NOTES TO EDITORS

About BBC Worldwide Australia & New Zealand

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