

# Press Release

Wednesday 21<sup>st</sup> February

## JODIE WHITTAKER UNVEILS BRAND NEW *DOCTOR WHO* LOGO AT ANNUAL BBC WORLDWIDE SHOWCASE

Thirteenth Doctor **Jodie Whittaker** today teased the new series of *Doctor Who* by unveiling a new logo and insignia for the brand to over 700 of the world's top TV buyers and international press at BBC Worldwide's annual showcase event in Liverpool. In an evening devoted to the new incarnation of *Doctor Who*, Whittaker built excitement in anticipation of the new era of The Doctor, leaving global broadcasters in no doubt as to the sense of wonder, joy and mystery the forthcoming series promises audiences.

The *Doctor Who* logo is an iconic and powerful trademark for the franchise that is recognised all around the world. The updated logo and insignia mark a new era of WHO. BBC Worldwide commissioned creative agency Little Hawk to create the brand new designs, working closely with Showrunner **Chris Chibnall** and Executive Producer **Matt Strevens**.

BBC Worldwide Executive Creative Director, Rafaela Perera says: *"The Doctor Who logo and insignia are the quintessential signifier for the brand. Our aim was to create modern and elegant designs that were anchored in the things that we love most about Doctor Who."*

The sound for the animated logo is created by Matthew Herbert. It will launch with a 10 second animation which features the TARDIS blazing a trail through the logo. All official *Doctor Who* merchandise featuring the new logo will be available at selected retailers from 20th February 2018.

*Doctor Who* is a BBC Studios production for BBC One and a BBC America co-production. BBC Worldwide are the international distributors for *Doctor Who*.

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### NOTES TO EDITORS

#### About Doctor Who

*Doctor Who* is one of the longest running action adventure television series in the world spanning over 54 years and winning over 100 awards. This quintessentially British show has a huge global following, with 9m fans across social platforms/channels and 200m video views on Facebook and Youtube. *Doctor Who* has been sold to over 239 territories in its time. Series 10 was BBC America's No 1 series, a top five highest rated Drama Series for young adults in the U.K. and the highest rated show on Space in Canada. It has been honoured by Guinness World Records as the longest running science-fiction series in the world. *Doctor Who* has a proven track-record in consumer products and live events with over four million Sonic Screwdrivers sold in the past eleven years, over 12 million action figures sold since 2005, over 18 million DVDS sold globally and over one million tickets sold for live events.

#### 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/](http://bbcworldwide.com/annual-review/).  
[bbcworldwide.com](http://bbcworldwide.com)  
[twitter.com/bbcwpress](https://twitter.com/bbcwpress)

#### **About BBC Worldwide Showcase**

- BBC Worldwide sells programmes on behalf of the BBC and UK independent producers
- BBC Worldwide is the biggest distributor of TV content outside of the US studios
- BBC Worldwide Showcase is the world's largest international TV market to be hosted by a single distributor
- 700 TV buyers, along with British TV executives, producers and financiers, attend BBC Worldwide Showcase which is in its 42nd year
- Attended by A list on and off screen talent and some of Britain's most successful creatives in the TV industry, BBC Worldwide Showcase brings together an array of Britain's top executives from the BBC and the independent production community
- With 600 digi booths available at Showcase, buyers collectively screen over 3000 hours of content during the three days
- There will be co-production forums, masterclasses with major talent and insight sessions on global trends at BBC Worldwide Showcase along with premieres covering drama, natural history, music, comedy, science, history, documentaries, formats and factual entertainment.

#### **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. Relocated to McMahons Point in 2015, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; UKTV and BBC Knowledge on Sky TV in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC Worldwide ANZ distributes great British content from the BBC and other producers to free-to-air, subscription channels and SVOD platforms in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, consumer products, entertainment formats and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned [bbc.com](http://bbc.com) news site. In 2015/16, it generated headline sales of £79.1m - a 5.3% increase in local currency - and headline profit of £19.2m.

[twitter.com/BBCWANZ](https://twitter.com/BBCWANZ)

#### **About LittleHawk**

LittleHawk is a completely independent brand, design and creative studio based in the heart of Dalston in London's east. Established in 2017 by Jen Lane and Gavin Leisfield, LittleHawk brings together their wealth of production and creative experience developing beautiful brands for big audiences. They have been awarded Gold and Bronze Cannes Lions for their work on bringing the ITV network rebrand to life, have reimagined BBC Worldwide's image for the world stage and have now reinvigorated the *Doctor Who* logo for a new generation.

#### **About Matthew Herbert**

Matthew Herbert was commissioned by BBC Worldwide to compose the sound for the new *Doctor Who* animated logo. Matthew is a critically acclaimed British musician, producer and sound artist. He is known for blurring the conventions associated with traditional genres while striving to be innovative and experimental, often turning ordinary or so-called 'found sound' into electronic music. He has worked with iconic artists including Quincy Jones, Serge Gainsbourg, Ennio Morricone and musical acts as diverse as Bjork and Dizzee Rascal. In 2013, he set up NX records with Goldsmiths University to support the release of music from alumni and students. Matthew Herbert is Creative Director of the New Radiophonic Workshop.

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