

BBC Worldwide Press Office

BBC Worldwide Australia

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OFFICIAL DOCTOR WHO ONLINE STORE LAUNCHED IN AUSTRALIA
A huge range of over 400 products available to browse and buy**6 June 2013**

Doctor Who celebrations continue apace in Australia, as BBC Worldwide announces the arrival of its first dedicated Doctor Who e-commerce site with free delivery Australia-wide.

Fans who want to mark the show's 50th anniversary with a keepsake or a gift can now get direct access to the latest and most popular products at the official BBC Worldwide Australia website (www.doctorwho50store.com.au).

Over 400 clothing, merchandise, toys and DVD products from the world's longest running sci-fi series will be available to purchase including:

- Gadgets, from Vortex Manipulators to a nano-recorder injector
- Clothing, from Dalek and TARDIS bathrobes to the iconic Fourth Doctor's 12 foot scarf
- Toys, including a talking plush TARDIS, an inflatable dalek and a vast array of action figures.

In addition, new and exclusive products will be added to the site as soon as they become available.

Other features of the site include: the ability to search products by Doctor as well as by price bracket; recommendations based on browsing; and the opportunity to sign up to a Doctor Who newsletter.

A special Time Lord Express service is also offered for fans who can't wait to get their hands on their Doctor Who goodies.

The e-commerce site follows the successful launch of the Doctor Who pop-up shop in Newtown, Sydney, which proved immensely popular, with fans lining up for over three hours for the opening day. The shop has been so successful that it closed after just 25 days, due to so much of the product selling out. Now fans can find many of these products on the new online store.

'The Doctor Who pop-up shop reinforced just how passionate our fans are and we're thrilled to be able to offer them the convenience of a dedicated Doctor Who e-commerce site, which will allow us to connect directly with our consumers,' said Elie Mansour, BBC Worldwide ANZ's Manager Licensed Consumer Products.

BBC Worldwide ANZ has partnered with C8 Group for the fulfilment operations, customer service and, in collaboration with C8 Digital, designed and built the e-commerce website.

Says Laurie Macolino, Director of C8 Group: 'We're excited to be partnering with the BBC to launch their first dedicated e-commerce website for Doctor Who. Offering free delivery to customers in Australia and the quickest delivery service we can, orders will be dispatched on the same day if placed before 1pm and customers have the option of upgrading to a Time Lord Express service.'

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For more information, please contact: **Laura Dumbrell, Head of Communications, on 02 9744 4502.**

NOTES TO EDITORS

About BBC Worldwide Australia & New Zealand (ANZ)

Australia & New Zealand is a priority territory for BBC Worldwide, focusing on growth across all its core businesses. In 2011/12, BBC Worldwide Australia & New Zealand (ANZ) increased revenue by 9% on the previous year, generating AUS\$140m. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns five channels; UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. It has announced that it will launch a new premium BBC channel showcasing premiere drama and comedy on the Foxtel platform in August 2014. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site and lonelyplanet.com. Australia is the most successful territory for the global BBC iPlayer.

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