

PRESS RELEASE

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BBC WORLDWIDE ANZ SELLS FILTHY RICH AND HOMELESS FORMAT TO SBS

BBC Worldwide Australia & New Zealand (ANZ) has secured a commission with SBS for a local version of Love Production's *Filthy Rich and Homeless*, to transmit in their new 2017 season.

Filthy Rich and Homeless was originally broadcast on BBC One in the UK and produced by Love Productions, hit format creators of *The Great British Bake Off*. The format, distributed by BBC Worldwide, will now be produced in Australia by Blackfella Films for SBS and is expected to comprise three hour-long episodes.

With the gap between the haves and the have-nots ever widening, and attitudes hardening, the programme will take five wealthy Australians and swap their privileged lives for 10 days and nights immersed in the confronting world of homelessness. Presenter **Indira Naidoo** and expert **Dr Catherine Robinson** will be their guides as they discover what life is like for the nation's growing homeless population.

SBS Director of TV and Online Content, Marshall Heald, said: "SBS is pleased to welcome back celebrated journalistic talent Indira Naidoo to present this challenging documentary series that shines a light on the issue of homelessness in Australia, something new migrants, refugees and Indigenous Australians are particularly vulnerable to. With the purpose of shaking off misconceptions of poverty and provoking a national debate, this series aims to encourage conversation and ultimately bringing about much-needed change for a part of our society often overlooked or ignored."

Australia's SBS will be the second broadcaster globally to produce a local version of *Filthy Rich and Homeless*, with the format having previously been licensed to Holland. Also available in the format is *Famous, Rich and Homeless*, where celebrities have to experience life on the streets. This version of the format has been licensed to Germany, Holland and Spain.

Format Sales Manager at BBC Worldwide, Sam Stacey, said of the programme: "With compelling content and an aim to challenge prejudices and shift perceptions, SBS is the perfect channel for this programme. We're excited to see this format come to life in Australia."

Jacob Hickey, Head of Factual at Blackfella Films said: "At Blackfella Films we wanted to build on the successful factual series that we've made in recent years and tackle another of the big social issues this country faces. There are more than 100,000 homeless people in Australia and we hope that this series provokes a discussion about an issue that affects so many and yet often fails to register in the public discourse."

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NOTES TO EDITORS

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 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.

About SBS:

With a background as Australia's multicultural broadcaster, SBS holds a unique place in the Australian media landscape. As described in the SBS Charter, SBS's principal function is to provide multilingual, multicultural and Indigenous radio, television and digital media services that inform, educate and entertain all Australians, reflecting Australia's diverse society. SBS carries out this function through an ever-increasing number of distribution platforms including free-to-air television channels, subscription television, analogue and digital radio, online, and via mobile devices and apps. SBS inspires all Australians to explore, appreciate and celebrate our diverse world, and in doing so contributes to a cohesive society. For more information visit www.sbs.com.au.