

## Press Release

04 April, 2017

### **Go Jettters Rockets into Retail**

Global pre-school hit *Go Jettters* is rocketing into Australian stores with a new range of products, BBC Worldwide Australia & New Zealand (ANZ) has announced.

A brand new range of toys from global master toy partner Fisher Price Mattel are now available at Big W, the ABC Shop online and Toys R Us stores, and will also be at Myer stores across the country this month.

In addition, a *Go Jettters* children's dinnerware and infant feeding range, including plates, bowls and tumblers, will be released later this year, under a new licensing deal with Jasnor.

Packed with comedy, teamwork, thrilling action, awesome sights and fantastic facts about brand new places, **Go Jettters** is the first geography pre-school TV series of its kind. The show follows four plucky international heroes, who travel the globe with their friend and mentor Ubercorn, a disco-dancing unicorn. Together they save the world's most famous landmarks from the mischievous meddlings of Grandmaster Glitch.



The show has become a huge hit with boys and girls across the globe, with series one selling to over 90 territories and a second series of the animation now in production.

In the UK, *Go Jettters* ranked within CBeebies' top ten highest rated programmes of 2016 and the series has had an impressive 18.5 million BBC iPlayer requests to-date; while in Australia, the series continuously outperforms its timeslots on both ABC Kids and CBeebies, with brand new episodes airing on CBeebies throughout April.

The new range of toys includes an uber-cool talking Ubercorn plush (RRP \$49.99), sure to keep kids entertained with his fun phrases, funky facts and disco-grooving beats from the show, including the *Go Jettters* theme song.

Fans will always be ready for the next adventure with the *Go Jettters* very own HQ, the Jet Pad (RRP \$89.99). The Jet Pad playset includes rolling wheels and is loaded with features including a slide, a secret hangar room and a special projection feature with images of iconic landmarks from the show.

The G.O Force Weather Blaster (RRP \$19.99) includes five discs with weather icons designs, giving young fans the chance to relive the *Go Jettters* adventures and 'un-Glitch' landmarks themselves.

The range also includes a series of figures (RRP \$14.99) of all four heroes – Kyan, Xuli, Foz and Lars - complete with added click-on features.



Brigid Roberts, Licensing and Sponsorship Manager, BBC Worldwide ANZ, said: "*Go Jettters* is a fresh and dynamic way to introduce pre-schoolers to the geography of the world. We're thrilled with the success of the brand, and very excited to be working with Fisher Price Mattel and Jasnor to develop a fantastic range of

products that enhance children's experience of the show."

Susie Lecker, SVP Global Marketing and Design for Mattel, said: "We're happy to be partnering with BBC Worldwide ANZ once again to bring the great content of *Go Jettters* to life through playtime with our toys.

"Particularly exciting to us is the strong early childhood development component we can tuck into our toys encouraging social, emotional and cognitive skill building as children have fun exploring."

James Thurlow, Sales & Marketing Director at Jasnor said: "We are really excited to be continuing our long term partnership with BBC Worldwide ANZ by bringing a great range of product to market for this exciting new brand. The combination of strong characters, learning and music are key pillars that will ensure long term success for *Go Jettters*."

### **New episodes of *Go Jettters* are now airing on CBeebies Australia, weekdays at 4.15pm**

-Ends-

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#### NOTES TO EDITORS

#### **Go Jettters Fast Facts**

In the UK, *Go Jettters* was ranked number one for its pre-school launch on CBeebies in 2015 and has since received over 18.5 million requests on iPlayer and reached a cumulative linear audience of 10 million viewers on linear television. New episodes on CBeebies in February 2017 peaked with an impressive 630,500 viewers. Overseas, *Go Jettters* consistently ranks in top 5 children's titles for ABC2 in Australia and is a strong performer for ZouZous on France5. The show is also a top performing brand for France 5 outperforming its slot average share by 7% (A4+) in first two weeks. Ratings for the show in Canada have been particularly strong with the series jetting off to a very promising start on Treehouse.

#### **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.

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