



RANDOM HOUSE AUSTRALIA

BBC Worldwide Australasia and Random House Australia sign 'Bake Off' book deal



Sydney, 13 December 2012: BBC Worldwide Australasia confirms that Random House Australia is to publish The Great Australian Bake Off book, already set to be the 'must-have' baking book of 2013.

The beautiful book will accompany Channel Nine's forthcoming The Great Australian Bake Off series, presented by Shane Jacobson and Anna Gare with Dan Lepard and Kerry Vincent as judges. In the series, ten home baking enthusiasts will be put through a series of gruelling elimination challenges, baking a mouth-watering selection of cakes, pies, tarts, pastries, bread, biscuits and desserts, all in the hope of being crowned Australia's Best Home Baker.

The Great Australian Bake Off book will be inspired by the wonderful creations from the series, with new and classic favourites for every occasion with expert tips and practical advice on how to achieve baking perfection. Random House Australia's book will be both sumptuous and brimming with baking inspiration - a genuine must-have companion for both the novice and experienced home baker alike.

Says Heather McIlpatrick, BBC Worldwide Australasia's Head of Commercial: 'Companion books are an important part of the brand mix for our key television titles and we were looking for a local publisher with passion, enthusiasm and a clear understanding of The Great Australian Bake Off format. The team at Random House demonstrated a vision to bring all of this to life in print, alongside a strong editorial and sales and marketing proposition.'

Says Nikki Christer, Publishing Director Random House Australia: 'We are delighted to be working with all the partners involved in this international success story. Our vision is simple, to

publish a great baking book alongside the Australian TV series, a book that Australians will own and use for many years to come.'

Adds Network Programming Production Executive Courtney Gibson: "A book off the back of The Great Australian Bake Off will be a real treat. Viewers will get to enjoy a takeaway slice of the Bake Off pie and follow delicious recipes from the TV series in their own kitchens."

The format of the show was devised by Love Productions and is distributed by BBC Worldwide, who also hold the ancillary rights in Australia. The format is a ratings phenomenon in the UK, where it began transmitting on BBC Two in 2010 and attracted a record-breaking average of 6.5 million viewers for series three. The format has also been sold to the US, Poland, Belgium, Ireland, Norway, Denmark, Sweden and France. Several Great British Bake Off books have been published in the UK by Ebury, a division of the Random House Group Ltd.

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About BBC Worldwide Australasia

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. In 2011/12, BBC Worldwide Australasia increased revenue by 9% on the previous year, generating AUS\$140m. Based in Macquarie Park, Sydney, BBC Worldwide Australasia 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 distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. BBC Worldwide Australasia 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.