

MLC Joins Top Brands Sponsoring BBC First

Sydney, 01 October, 2014: MLC has signed on as a partner for premium drama channel BBC First, BBC Worldwide Australia & New Zealand (ANZ) has announced.

The four month sponsorship will give MLC a prominent presence on BBC First from 19th October.

The package, secured by MCN and Mindshare, includes sponsorship of Tuesday, Wednesday and Saturday evenings, which includes programs *The Village*, *The Great Train Robbery* and *The Crimson Field*.

The sponsorship will also include bespoke channel assets, such as integrated program idents and behind the scenes featurettes exclusively sponsored by MLC, created by BBC Worldwide ANZ's Creative Team.

MLC join Audi, BBC First's official launch partner, and existing sponsors Heineken, Apia and Coles.

Alistair McEwan, BBC Worldwide ANZ Director of Advertising Sales & Brand Partnerships, said: "BBC First is a place for premium brands to tell their stories, associate with world-class British content dedicated to the highest quality drama and align with a globally recognised brand. We're delighted to have MLC on board as a partner, alongside our current raft of premium sponsors."

Elizabeth Minogue, MCN National Director of Multiply Integration and Content Partnerships, said: "At the heart of the BBC First brand is innovative drama which challenges perceptions and exceeds expectations, these are values shared by MLC. The partnership with BBC First will deliver MLC not just a premium environment, but importantly a high value and highly engaged audience".

ENDS

For more information, please contact:

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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. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns six channels: BBC First, 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. BBC First, a new premium channel showcasing premiere drama and comedy on the Foxtel platform in Australia, launched on 3 August 2014 and immediately claimed the top three drama ratings across STV for the day. 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.

bbcworldwide.com

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About BBC Advertising. BBC Advertising sells advertising and sponsorship solutions on behalf of BBC Worldwide's commercial portfolio across broadcast, online and mobile platforms globally.

About Multi Channel Network (MCN):

Established in 1997, MCN is a joint venture between FOXTEL and FOX SPORTS. MCN is responsible for the advertising interests of 69 television channel brands, 138 websites, 69 m-sites/optimised mobile sites, 59 apps, 4 IPTV services and Digital-Out-Home locations. MCN delivers optimum campaign results for clients by combining high value audiences with an unmatched choice of premium content. MCN specialises in creative solutions, which brings life to ideas and deliver clients a better advertising experience. In addition to being the third largest television network in Australia by commercial audience, MCN has Australia's largest combined online and mobile network in Australia with a monthly online reach of 8.4m unique audiences and a monthly mobile audience of 4.7m. For more information: www.MCN.com.au