

Press Release

6 April 2020

MATT COE TO LEAD NEW BBC STUDIOS CREATIVE HUB FOR APAC

BBC Studios APAC has appointed Matt Coe to head up a new Creative Hub that will provide seamless creative solutions for its premium branded services in the Asia and ANZ region. As Head of Creative, BBC Studios APAC, Matt will lead the Sydney and Singapore-based Creative and Production Management teams to deliver creative content that will promote BBC Studios' channels and programming across many valued partner platforms.

Premium channels BBC First, UKTV, BBC Earth, BBC Lifestyle, BBC Brit, CBeebies and streaming service BBC Player feature on platforms across the APAC region, including Foxtel and Fetch in Australia, Sky TV in New Zealand, StarHub in Singapore, Now TV and MyTV SUPER in Hong Kong, TM Net in Malaysia and recently announced MyVideo in Taiwan, among many others. BBC Studios content is also available across many of the leading platforms in the region outside of its channels.

Matt Coe, who joined BBC Studios as Head of Creative ANZ in August 2019, will lead the linear and digital delivery of promotional material, encouraging viewing of bold, British and creative content on BBC channels and BBC Player. The Hub will also support the Commercial division with creative content as required. Matt will report to Tim Christlieb, Director of Branded Services, ANZ and Ryan Shiotani, SVP & GM for South & South East Asia.

Tim Christlieb says: "Matt has proved himself to be an exceptional creative who understands the uniqueness of our branded services and can lead teams to deliver content that drives audiences across both linear and digital. I'm sure that our branded services and affiliate partners will benefit from the ideas and synergies that Matt will drive through this new pan-regional Creative Hub."

Says Matt Coe: "I am continually inspired by the incredible, world-class content on our channels and am looking forward to leading our talented creative team across this pan-regional creative hub to deliver our best work yet."

Before joining BBC Studios in August 2019, Matt was Creative Lead at SBS for three years. He has also worked for BBC Worldwide (prior to it becoming BBC Studios), Sky TV, NBC Universal and ITV in the UK as a freelance Creative.

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For more information, please contact: Laura Dumbrell, BBC Studios Head of Communications APAC, +61 412 456604

NOTES TO EDITORS

About BBC Studios

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary



of the BBC Group. Able to take an idea seamlessly from thought to screen, it spans content financing, development, production, sales, branded services, and ancillaries from both its own productions and programmes and formats made by high-quality UK independents. Award-winning British programmes made by the business are internationally recognised across a broad range of genres and specialisms, including factual, drama, entertainment and comedy. BBC Studios has offices in 22 markets globally, including six production bases in the UK and production bases and partnerships in a further nine countries around the world. The company, which makes around 2,500 hours of content a year, is a champion for British creativity around the world and a committed partner for the UK's independent sector. Created in April 2018 by the merger of two existing commercial subsidiaries, BBC Worldwide and BBC Studios, the company has revenue of around £1.4bn. In the year to March 2019, it returned £243m to the BBC Group, complementing the BBC's licence fee and enhancing programmes for UK audiences.

About BBC Studios APAC

BBC Studios, a global content company with British creativity at its heart, is a commercial subsidiary of the BBC Group. BBC Studios APAC covers Australia, New Zealand and 23 countries across the Asia region. Operating from eight offices, with its main bases in Sydney, Beijing and Singapore, BBC Studios APAC comprises of Content Sales and Co-productions, Branded Services, Production, Format Sales, Consumer Products and Live Events.

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