

## Press Release

18 November 2019

### **BBC STUDIOS APPOINTS TWO GENERAL MANAGERS FOR APAC REGION**

#### **Fiona Lang to lead Australia & New Zealand and Ryan Shiotani to lead South & South East Asia**

Jon Penn, Executive Vice President of BBC Studios Asia Pacific (APAC), has today announced the appointment of two General Managers to lead the BBC Studios teams in Australia & New Zealand (ANZ) and South & South East Asia (S&SE Asia).

Fiona Lang, currently Chief Operating Officer for ANZ, has been promoted to the new role of General Manager, Australia & New Zealand, leading the Sydney-based Branded Services (including Marketing, Advertising and Creative), Commercial and Content Sales teams. Ryan Shiotani, currently Acting SVP, Branded Services, Asia, is promoted to the role of SVP & General Manager, South & South East Asia, based in Singapore and leading the Branded Services, Marketing, Creative, Content and Affiliate Sales teams in South East Asia and India.

Jon Penn, EVP, BBC Studios APAC, said: 'I'm delighted to promote these outstanding leaders to the roles of General Manager and have every confidence that they are the right people to lead the teams to the next level of growth in the APAC region.'

'As COO for ANZ, Fiona has clearly demonstrated her strategic and commercial ability, as well as an aptitude for project and team leadership. Ryan has successfully developed and led the Branded Services portfolio in Asia, recently stepping up as Acting SVP for Branded Services and demonstrating his business leadership credentials.'

Both roles report directly to Jon Penn, as part of the newly formed Asia-Pacific (APAC) regional business, incorporating Australia, New Zealand and Asia, which was announced in September 2019. They join the following people on the APAC Executive Leadership Team:

Kelvin Yau, SVP & General Manager, Greater China  
Geo Lee, SVP & General Manager, North East Asia  
Phil Hardman, SVP Commercial Operations & Strategy, Asia  
Julia Nocciolino, SVP Commercial Director, China  
Laura Byrnes, Head of Business and Legal Affairs, APAC  
Laura Parsons, HR Business Partner, APAC  
Laura Dumbrell, Head of Communications, APAC  
Angela Muddle, Head of Commercial Finance, Asia  
A new Head of Finance for ANZ (currently being recruited)

#### **Biographical details**

**Ryan Shiotani** joined BBC Studios in 2007 as Director, Programming, Asia, overseeing the editorial direction of BBC Studios' Branded Services in Asia, including programming, acquisitions, presentation planning and media planning.



As Vice President, Content, he has built the company's portfolio to include BBC Earth, BBC Lifestyle, BBC First, CBeebies and BBC Player across linear and digital platforms. He also works closely with Sony BBC Earth, BBC Studios' joint venture with Sony Pictures Networks India.

In August 2019, Ryan became Acting SVP, Branded Services Asia, also leading the Marketing, Creative and Insights teams locally.

Prior to joining BBC Studios, Ryan worked across programming, acquisitions, content sales and production in Asia, Latin America, Europe and North America for Discovery Networks Latin America/Iberia, MTM Entertainment, TV Globo and Sesame Workshop.

**Fiona Lang** has been Chief Operating Officer, BBC Studios in Australia & New Zealand, since 2014. In this role she has primarily focused on: setting the regional strategy, including the optimisation of Branded Services; growing the business and client relationships through new business development initiatives; and overseeing Operations & IT and Legal & Business Affairs in the region. Her work covered all business units which BBC Studios operates in the ANZ region.

Fiona joined BBC Studios in 2012 from private practice where she worked in mergers and acquisitions, and general corporate across various industries, including the retail, FMCG, telecommunications, media and communications sector. Working at Herbert Smith Freehills and Gilbert & Tobin lawyers in Sydney and for Hogan Lovells in Berlin, her clients included News Corp, Yahoo! Inc, Seven Network, Telstra, Pacific Magazines and Diageo.

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For more information, please contact: Laura Dumbrell, Head of Communications, BBC Studios APAC, +61 2 9744 4502.

Full biographies and pictures available.

## NOTES TO EDITORS

### About BBC Studios APAC

Covering Australia, New Zealand and 23 countries across the Asia region, BBC Studios APAC is overseen by EVP Jon Penn. 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.

The BBC Studios business in Australia and New Zealand wholly owns seven channels: BBC First, BBC UKTV, BBC Earth and CBeebies on Foxtel and Fetch TV in Australia; BBC Living (shortly to be replaced by BBC Brit) on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It distributes great British content from the BBC and other British producers to free-to-air, subscription channels and SVOD platforms and works with partners to bring BBC Studios DVDs, consumer products and live events to the local market. The production arm in Sydney produces BBC formats for the local market and creates new IP.

The BBC Studios business in Asia sells content to digital and linear platforms, with some significant pre-sales to major broadcasters. Our channels, BBC Earth, BBC Lifestyle and CBeebies, are available in 15 markets; BBC First is available as a VOD service in Singapore, Malaysia, China and



Hong Kong; branded blocks feature on third party channels; while the BBC's own SVOD service BBC Player offers curated content from BBC global brands in Singapore and Malaysia, including BBC Brit exclusively. In India, the production arm produces local versions of BBC hit shows, as well as licensing formats to third parties across Asia. The business has forged strategic JV relationships, including with Sony India for Sony BBC Earth channel and Tencent in China for BBC Earth Tribe, and has a range of partnerships for consumer products and ancillaries.

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