



NEW LEADERSHIP ROLES AT BBC WORLDWIDE ANZ

Sydney, 7 May 2014: BBC Worldwide Australia & New Zealand (ANZ) Managing Director Jon Penn has today announced three promotions within his senior team.

Fiona Lang is to take up the new role of **Chief Operating Officer**, overseeing corporate advisory and strategic planning, business operations and legal and business affairs including rights management. Formerly the Head of Business and Legal Affairs for the company, Fiona will be working with all business areas, supported by the finance team, to track and improve our overall business performance.

Alistair McEwan is to become the new **Director of Advertising Sales & Brand Partnerships**, setting up a cross-platform media sales department responsible for all advertising sales and brand partnership sales within the region. In his former role as VP for Advertising Sales ANZ, Alistair oversaw management of BBC.com advertising and sponsorship sales and international advertising sales for BBC World News. His new role will include overseeing BBC Worldwide's TV advertising sales in ANZ via the relationship with MCN and overseeing BBC Worldwide's joint venture with Bauer, Park Publishing, for the *Top Gear* magazine and website.

Irene Read is to become BBC Worldwide ANZ's **Director of TV Sales** and will join the company's Executive Leadership Team. Previously the Head of TV Sales she will now take on full leadership responsibility for the licensing of TV programming and news in ANZ.

Completing the Executive Leadership Team for BBC Worldwide Australia & New Zealand are: Melissa Madden as Director of Brands & Marketing, Rob Leach as Director of Business Development & Consumer Digital, Laura Dumbrell as Head of Communications, Natalie Edgar as Director of Television and Naomi Mourra as Head of HR. Recruitment has commenced for a Director of Finance.

Says Jon Penn: 'These new roles are a reflection of the company's changing needs as it builds new partnerships in the market and the ability of Fiona, Alistair and Irene to deliver a first-class service to meet this demand.

'Fiona has been instrumental in leading several key deals for BBC Worldwide this year and her role reflects the need for enhanced strategic business planning. Alistair's role will enable us to offer more cross-platform advertising solutions to clients and Irene's role will help to facilitate better co-ordination

of television distribution across all platforms, as we enter our new arrangements with Foxtel and the ABC.'

The new roles will take effect immediately.

Press contact:

Laura Dumbrell, Head of Communications BBC Worldwide ANZ, on 02 9744 4502

Biogs:

Fiona Lang joined BBC Worldwide in 2011 from private practice where she worked as a corporate lawyer specialising in M+A activity in the media and communications sector, with a broad range of media and telecommunications clients. Working both locally and overseas, Fiona gained extensive experience advising broadcasters, publishers, distributors and new media clients on difficult and cutting edge transactions.

Alistair McEwan joined BBC Worldwide in July 2013 from multi-screen mobility specialist Modaliti, where he was Commercial and Strategy Director. Prior to this, he was National Group Advertising Director at News Ltd and International Advertising Director at The New York Times. He has also held advertising posts around the world for the International Herald Tribune.

Irene Read joined BBC Worldwide in 2011 from Paramount Pictures, where she was Vice President for Sales and Distribution, covering Australia, New Zealand, Asia, Middle East and Africa. Prior to this she was Managing Director & Head of Sales and Distribution for Alliance Atlantis, as well as selling programmes for Thames TV in Australia and working in Sports and Events at BBC Scotland.

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 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. In August 2014 it will launch a new premium channel BBC First, showcasing premiere drama and comedy on the Foxtel platform in Australia. 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. Australia is the most successful territory for the current global BBC iPlayer trial.