

Press Release

Nine and BBC Studios forge long term Natural History partnership

BBC Studios and Nine have agreed a long-term partnership for the BBC Planet franchise, which will see Nine premiere five super landmark series from the world-leading producers and distributors of Natural History programming.

The agreement guarantees Nine the Australian premiere rights for the biggest Natural History series from BBC Studios over the coming years: five from the BBC Planet franchise and one other, still to be announced.

The first BBC Planet series is *Seven Worlds, One Planet*, revealed by Nine at its Upfront today (Wednesday 16 October). Other titles announced as part of the BBC Planet franchise are *Perfect Planet*, *Green Planet*, *Frozen Planet II*, *Planet Earth III*.

BBC Planet series and trailer

BBC Planet series are distinguished as the uber Natural History landmarks: premium unmissable natural history content, event television with high reach and impact. As well as the on air broadcast, the BBC Planet relationship covers integration opportunities online and off air, supporting the global TV event and the conversations generated around these pioneering flagship series.

Deb Tod, Head of Content Sales and Co-Productions for BBC Studios ANZ, said: *“Nine has been a wonderful supporter of our premium landmark programming over many years, and they are the perfect partner for a deeper, long- term relationship with the BBC Planet franchise.*

“We have seen the beauty and power of programs like Blue Planet II, which prompt global discussion and action. We look forward to working with Nine to create unique event television that will bring people together in a shared experience.”

“The BBC and Sir David Attenborough consistently deliver world-leading blue chip natural history,” said Nine’s Program Director, Hamish Turner. *“The power of the BBC Planet franchise is that it is cross generational in appeal. It also has the ability to challenge and impact the way audiences think about their planet.*

“Nine are thrilled to have secured the exclusive premiere rights for a long-term commitment in Australia. This is an exciting opportunity to partner with the leaders of Natural History programming and distribution.”

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For more information, please contact: Laura Dumbrell, Head of Communications, BBC Studios APAC, on 02 9744 4502



NOTES TO EDITORS

About BBC Studios in Australia & New Zealand

The BBC Studios business in Australia and New Zealand, which is part of BBC Studios APAC, wholly owns seven channels: BBC First, BBC UKTV, BBC Knowledge 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.

About BBC Planet

The BBC Planet franchise represents the foremost natural history content from the BBC. The brand encompasses the iconic landmark series *Blue Planet*, *Planet Earth*, *Frozen Planet*, *Planet Earth II* and *Blue Planet II* which have gained a global audience of more than 1 billion people worldwide. Collectively the BBC Planet series have transformed our relationship with the world we inhabit, bringing us closer and empowering audiences to understand the greatest issues affecting our planet and our relationship with the natural world. In February 2019 BBC Studios announced a further five BBC Planet titles in production: *Seven Worlds One Planet*, *Green Planet*, *Frozen Planet II* and *Planet Earth III* produced by BBC Studios Natural History Unit and *Perfect Planet* produced by Silverback Films for the BBC.

BBC Planet sits within BBC Earth, the global factual brand for BBC Studios. The BBC Earth brand is present in over 169 countries and across multiple platforms including branded channels, digital platforms, innovative AR and VR extensions, live events, cinema and giant screen releases, publishing and ancillary products.

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