

PRESS RELEASE

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PEUGEOT SIGNS ON WITH BBC KNOWLEDGE AND UKTV AUSTRALIA

Peugeot has signed on as a partner for BBC Knowledge and BBC UKTV in Australia, BBC Worldwide Australia & New Zealand (ANZ) has announced.

Peugeot join as the first channel sponsor for BBC Knowledge Australia, and the 3-month partnership also extends to one day a week on UKTV Australia.

Conceived and developed with MCN, the partnership includes sponsorship on BBC Knowledge of 'Motor Mondays', featuring programmes such as *James May's Toy Stories*; 'Travel Tuesdays', including specially curated content with a French theme such as *Secret Mediterranean*, celebrating the heritage of the Peugeot brand, and 'Knowledge is Power Wednesdays' with shows such as *Louis Theroux*. In addition, Peugeot will sponsor Wednesday evenings on UKTV Australia.

BBC Worldwide ANZ's creative team have produced a series of bespoke sponsorship assets to support the campaign, including content interstitials across both channels. The interstitials feature behind the scenes footage, giving viewers an extra insight into shows such as *Downton Abbey* and *Who Do You Think You Are* on UKTV and *Louis Theroux* and *Bright Lights Brilliant Minds* on BBC Knowledge.

Alistair McEwan, SVP Commercial Development Asia & ANZ, BBC Worldwide, said: "Peugeot is a forward thinking and innovative brand and we're delighted to welcome them to BBC Knowledge and to UKTV in Australia.

"Our portfolio of channels offer sponsors the opportunity to connect with a highly engaged audience and align with world-class British content and a globally recognised brand. In this case, we've worked closely with Peugeot to create a tailored campaign, which includes curated content with a French flavour to reflect the Peugeot brand on BBC Knowledge."

Dimitri Andreatidis, National Marketing Manager, Peugeot Australia said: "Peugeot's partnership with BBC brings to life our brand signature of Motion and Emotion. The alignment between both brands is significant, as our respective consumers are like-minded and share the same values. We look forward to a long lasting partnership with Peugeot and the BBC."

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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. Recently relocated to McMahons Point, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; UKTV and BBC Knowledge on Sky TV in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC Worldwide ANZ distributes great British content from the BBC and other producers to free-to-air, subscription channels and SVOD platforms in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, consumer products, entertainment formats and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site. In 2014/15, it generated headline sales of £81.9m, up 7.8% year-on-year.

