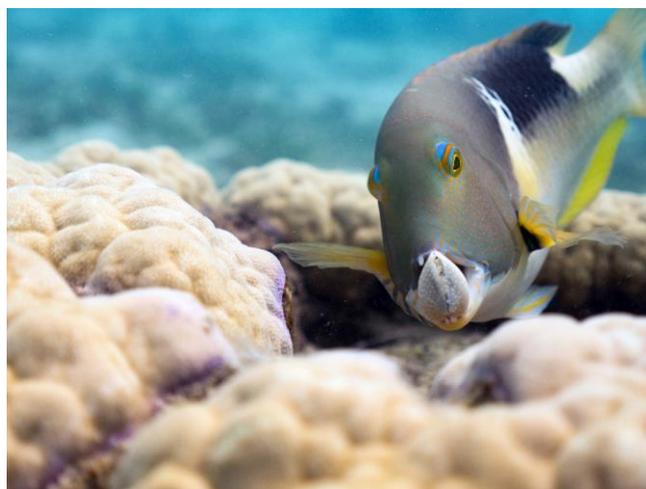


PRESS RELEASE

08 October 2019

**TOURISM AND EVENTS QUEENSLAND SIGNS ON AS
LAUNCH PARTNER FOR BBC EARTH**



Tourism and Events Queensland has signed on as the launch partner for new premium factual channel BBC Earth, launching on Foxtel and Fetch on October 10.

Bringing audiences incredible stories about the world around us, the BBC Earth channel will showcase a broad range of world-class factual programmes including the best of Sir David Attenborough from BBC Studios acclaimed Natural History Unit, alongside adventurous travels, human stories and science programmes from passionate experts such as **Michael Mosley**, **Louis Theroux**, **Kate Humble**, **Professor Brian Cox** and **Ben Fogle**.

The partnership with Tourism and Events Queensland includes integration into the pre-launch promotion for BBC Earth across three of the existing channels in the BBC Studios portfolio – BBC First, UKTV and BBC Knowledge – together with a range of featurettes and partnership spots produced by BBC Studios' creative team that will inspire viewers across BBC Earth's TV, digital and social platforms to explore Queensland's iconic landscapes.

BBC Earth will make its debut with four of **Sir David Attenborough's** biggest titles - *Blue Planet II* featuring segments filmed on the Great Barrier Reef, *Planet Earth II*, *Frozen Planet* and *The Hunt*. Each series will screen in its entirety across one of the first four days of the channel launch. Titles premiering on the channel during the first week include *Tribes*, *Animals and Me* which sees charismatic wildlife cameraman Gordon Buchanan joining a different indigenous tribe to get closer to the animals that they hunt; *Rituals*, exploring the rites that mark some of the most significant events in human lives across different cultures and *Wild Mexico*, exploring the country's landscape, animals and culture

Kirsty Muir, Head of Brand Partnership & Channels Advertising, BBC Studios, Australia and New



Zealand said: “We are delighted to have Tourism and Events Queensland on board as the launch partner for BBC Earth. BBC Earth is a celebration of the amazing world around us, showcasing stunning animals, landscapes and adventurous travel together with series which explore what makes us human and the big scientific questions of the universe. As home to the Great Barrier Reef and so much more, Queensland is a destination for lovers of the natural world and a perfect fit for the audiences of BBC Earth.”

Tourism and Events Queensland (TEQ) Chief Executive Officer Leanne Coddington said: “This partnership is an opportunity to promote the state’s incredible experiences - like the Great Barrier Reef, our ancient Indigenous cultures and the world’s oldest continually surviving rainforest - which have such clear parallels with the content that will be showcased on BBC Earth. We know that today’s travellers want to do so much more than just visit a place to tick it off a list. They want to experience what it is like to immerse themselves in a destination and a huge part of that is feeling connected to the natural environment. This partnership will highlight why Queensland is the best address on earth for those experiences.”

Kevin Hearn, Foxtel Media’s Brisbane Sales Director said: “Foxtel Media are thrilled to bring together two brands that share perfectly aligned values. It’s a fantastic way to launch the channel to audiences in this market, and we look forward to seeing this come to life on October 10th.”

An embeddable trailer is available [here](#)

For further information contact: Aleksandra.Biardzka@bbc.com M: +61 491 760 511

NOTES TO EDITORS:

About BBC Earth

BBC Earth is a global portfolio brand that invites audiences everywhere to engage with the wonders of our universe. We bring amazing premium content, television and experiences to the world, across multiple platforms including branded channels, live events, digital & social media, AR/VR, theatrical releases for cinema & giant screen films, and consumer products.

We believe that celebrating and connecting with our world is more important than ever, across nature, science, space and the human race. Along with our partners we are continually innovating to find new stories and experiences to bring insight, enlightenment and fresh perspectives to inspire us to think and feel differently about our world. From the epic to the everyday, BBC Earth brings you face to face with heart-pounding action, mind-blowing ideas and the sheer wonder of being part of this amazing planet we call home.

BBC Earth is a commercial and global consumer brand managed by BBC Studios outside of the UK.

About BBC Studios in Australia & New Zealand

The BBC Studios business in Australia and New Zealand is primarily content sales and branded services, with a newly established production arm. It wholly owns seven channels: BBC First, BBC UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; BBC Living on Fetch TV; and BBC UKTV and BBC Earth on Sky TV in New Zealand. It will launch BBC Earth on Foxtel and Fetch in Australia on 10 October. BBC Studios ANZ 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 new production arm in Sydney produces BBC formats for the local market and creates new IP.

bbcstudios.com

twitter.com/bbcstudios

twitter.com/bbcstudiospress

BBC
STUDIOS

foxtel

BBC
STUDIOS

fetch