

PRESS RELEASE

6th October 2016

A NEW LOOK FOR UKTV

BBC Worldwide Australia & New Zealand (ANZ) today announced a channel refresh for UKTV and new content across its channel portfolio (BBC First, UKTV, BBC Knowledge, CBeebies), as the company ensures it has the strong brands necessary to inform audience choice in an ever more competitive environment.

From next Monday (10 October), UKTV is getting a whole new on-air look and feel as BBC Worldwide ANZ re-invigorates its identity as a cracking celebration of British entertainment.



(Embeddable clip to view [here](#))

The changes come as the company seeks to: broaden UKTV's appeal amongst a younger demographic whilst still retaining the heartland audience; strengthen its emotional connection with the audience; and differentiate the channel further from premium drama channel, BBC First.

The refresh is a result of extensive research that indicated while audiences loved the shows, there was an opportunity to build a deeper connection to them through the brand personality. Of all the brand attributes tracked, entertainment indexed as the highest for UKTV and the refresh of the brand and programming schedule aims to further capitalise on this universal need state. Entertainment still plays an important role in unifying families in front of the main screen in the house. Audiences want to be entertained together and share this experience. The Aussies get the Brits- there is a strong cultural resonance and shared humour was a strong lever for audiences' love of popular British programmes.

Tim Christlieb, Director of Channels, BBC Worldwide ANZ, said: "In this ever-evolving media landscape we want to make sure that UKTV reflects the needs of our audience. So we're fine tuning what entertainment means both to the brand and the schedule.

“In programming we are putting entertainment more to the fore with some new titles and introducing a new logo, new look and new lingo. With the refresh, UKTV will become more dynamic and inclusive, establishing itself as integral part of people’s everyday lives.

“Drawing on the great British traits of wit and storytelling, UKTV’s new brand personality will embody the spirit of the raconteur. It will be witty and sociable, light-hearted, quirky, confident and spontaneous. A place where viewers come for fun, amusement and relaxation, a place to escape boredom and a place where viewers feel included in the conversation. And it will all be underpinned by the trustworthiness of the BBC brand.”

UKTV will remain home to lively chat in the form of *The Graham Norton Show*, quirky quiz coms like *8 Out of Ten Cats*, big British events like the *BAFTAs* and hilarious comedies like *Mrs Brown’s Boys* as well as a daily dose of drama. Audiences can spend time with unique, larger than life characters, find out more about their favourite celebrities, get wrapped up in a murder mystery or indulge in a good laugh. New shows which amp up the humour include *Michael McIntyre’s Big Show*, starring one of the UK’s biggest comedians and combining stand-up, celebrities and musical performance, and comedy panel show *Insert Name Here* in which two teams battle it out answering questions about famous people past and present who share the same name.

Elsewhere across the channels new programming announced included:

BBC FIRST

New series of the established hits *Call the Midwife*, *Death in Paradise* and *Maigret* (starring **Rowan Atkinson**) are coming to the channel together with local BBC First/Foxtel co-production *Top of the Lake*, which will screen in 2017.

A first look image of **Elizabeth Moss** who is reprising her Golden Globe winning role of Detective Robin Griffin is issued today. The crime mystery begins four years on from the explosive ending of series one. When the unidentified body of an Asian girl wages up on Bondi Beach the case seems hopeless - until Robin Griffen discovers that ‘China Girl’ didn’t die alone.

The Missing - series 2

Tcheky Karyo reprises his role as detective Julien Baptiste while **Keeley Hawes** and **David Morrissey** play Gemma and Sam, whose daughter Alice went missing in 2003. Eleven years later she reappears sending shockwaves through the small community and throwing Alice’s parents into turmoil. Baptiste races across Europe to pursue a case he never let die. Once again the action unfolds across two different timelines and explores what happens when the missing child you’ve been longing to return actually comes back.

BBC First will also screen two brand new series:

SS-GB

Starring **Sam Riley** and **Kate Bosworth**, SS-GB is an adaptation of Len Deighton's iconic novel by the BAFTA-Award-winning writing team behind *SPECTRE*, *Skyfall* and *Casino Royale*. Set in an alternate history where the Germans won the Battle of Britain in the Second World War, SS-GB is an explosive espionage thriller that asks what would you do if faced with the choice of collaboration or joining a brutal resistance?

Taboo

Tom Hardy stars in an eight-part series about an adventurer who returns to Britain from Africa along with fourteen stolen diamonds to seek vengeance after the death of his father. Created by **Steven Knight** (*Peaky Blinders*), *Taboo* is based on a story by Tom Hardy and his father Chips Hardy and is produced by **Ridley Scott**.

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CBEEBIES

New series of global hits *Hey Duggee* and *Go Jetters* are coming to the channel in the coming months. The shows have been commissioned under BBC Worldwide's strategy to create lasting global brands with real cut-through that children will want to engage with across multiple touch points outside of the TV viewing experience including apps, live appearances, toys and products, DVDs and books. These two shows, which have quickly established themselves as audience favourites, have been behind much of the channel's recent success which has seen audiences grow by 36% over the last year.

BBC KNOWLEDGE

Louis Theroux: My Scientology Movie

Denied co-operation and access by the Church, Louis instead employs the help of their former second-in-command Mark Rathburn and a cast of actors to re-create key events in his attempt to discover what is at the heart of the organization and why people are drawn to such a controversial doctrine.

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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. Relocated to McMahons Point in 2015, 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 2015/16, it generated headline sales of £79.1m - a 5.3% increase in local currency - and headline profit of £19.2m.

About BBC Worldwide

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally.

In 2015/16, BBC Worldwide generated headline profits of £133.8m and headline sales of £1,029.4m and returned £222.2m to the BBC. For more detailed performance information please see our Annual Review webpage: www.bbcworldwide.com/annual-review/
www.bbcworldwide.com
twitter.com/bbcwpress

The logo for Foxtel, featuring the word "FOXTEL" in a bold, orange-to-red gradient font.The logo for Fetch TV, featuring the word "fetch" in a blue, lowercase font, followed by "tv" in white inside a blue square.