

BBC Worldwide Press Office

BBC Worldwide Australia

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UKTV'S LOCAL PRODUCTION DRIPPING IN CHOCOLATE DELIVERS TO THE HEARTLAND AND REACHES NEW AUDIENCES

Dripping in Chocolate, a one x 90 minute Southern Star commission for UKTV Australia had an average audience of 111,000 viewers since its premiere on Saturday April 7, as part of the annual murder mystery event Whodunit?

The consolidated reach of 215,000 for 7-14 April adds over 35,000 viewers to the already impressive 179,400 unique viewers for its premiere (combined reach for UKTV and UKTV+2).

Commissioning a bespoke Australian drama as the promotional anchor of a curated crime collection helped the channel reach 83,000 new viewers and enticed the established heartland of over 55s to sample a new treat amongst the familiar franchises of Lewis, Midsomer Murders and literary adaptation DCI Banks.

A delicious mix of love and mystery, *Dripping in Chocolate* is a contemporary crime drama set in the laneways of inner city Sydney. When Detective Bennett O'Mara finds a chocolate wrapper on a strangled girl, it leads him to enigmatic chocolatier Juliana Lovece. Just as this perceptive woman gets under his hardened skin, he suspects she may be at the centre of an increasing murder count.

BBC Worldwide Australia's GM / Director of Channels & Branded Services Deirdre Brennan said, "Subscription television is a fantastic platform for unique, premium drama and I am very proud that UKTV's local commission *Dripping in Chocolate* has proved to be an audience favourite. This is another step towards increasing our commitment to creating original, quality local drama."

UKTV has commissioned a slate of successful dramas to support the ACMA expenditure requirement including AFI and ASTRA award-winning drama *False Witness*. In 2013, the channel will premiere *Top of the Lake*, 6 x 60 minute mystery written and directed by Jane Campion which is a co-production between BBC Two, Sundance Channel, and UKTV Australia and New Zealand.

Source: OzTAM National STV Panel, Consolidated 7 Apr 2012

For more information, please contact:**Linda Deubel, BBC Worldwide****T: 02 9744 4521 M: 0403 573 183 E: linda.deubel@bbc.com****About BBC Worldwide Australia**

Australia is a priority territory for BBC Worldwide, focusing on growth across all five of its core businesses. Based in Macquarie Park, Sydney, the company's addressable market share has trebled in three years. BBC Worldwide Australia wholly owns five channels; UKTV, BBC Knowledge and CBeebies in Australia; UKTV NZ and BBC Knowledge NZ in New Zealand; and is responsible for the sales, promotion and distribution of World News which transmits in both countries. It distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. BBC Worldwide Australia is a stakeholder in Australian production company Freehand and has a joint venture company with ACP, Park Publishing, which publishes BBC-branded magazines in the territory. It works with partners to bring BBC Worldwide DVDs, 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 and lonelyplanet.com. BBC Worldwide Australia has recently launched the global BBC iPlayer in Australia.

About Channels

BBC Worldwide Channels is one of five BBC Worldwide businesses. Formed in 2005, the business' diverse portfolio of channel brands provides a global showcase for the best mix of British TV across factual, entertainment, children's and lifestyle programming. The company is the UK's leading international broadcaster, operating a network of localised channels that reach over 300 million homes in more than 100 countries around the world.

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