

BBC Worldwide Press Office

BBC Worldwide Australia

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BBC Worldwide Australia & New Zealand announces new licensing and publishing partners for *Walking with Dinosaurs: The 3D Movie*

June 19, 2013: BBC Worldwide Australia & New Zealand today announced that Pan Macmillan Australia has secured publishing rights for *Walking with Dinosaurs: The 3D Movie*. Further licensing deals with Travelgoods.com and Keldan International will see a unique selection of *Walking with Dinosaur* themed products hitting shelves later this year.

Walking with Dinosaurs: The 3D Movie is a major new blockbuster presented by Twentieth Century Fox and Reliance Entertainment in association with IM Global. A BBC Earth and Evergreen production in association with Animal Logic, the film is set for release in Australia and New Zealand on January 1, 2014.

For the first time in movie history, audiences will truly see and feel what it was like when dinosaurs ruled the Earth. *Walking with Dinosaurs: The 3D Movie* is the ultimate immersive, big-screen, 3-D experience. Recent discoveries and a breakthrough in technology will introduce new and unique dinosaurs that are more real than ever before and put moviegoers in the middle of a thrilling prehistoric adventure, where an underdog dinosaur triumphs against all odds to become a hero for the ages.

Pan Macmillan Australia will be releasing a collection of *Walking with Dinosaur* titles including a storybook with 3D glasses and poster, a stickerbook and a Dinopedia hardback featuring all of the Dinosaur facts you could ever hope to know. These titles will be available in Australia and New Zealand from November 2013.

In addition to the publishing deal, several other licensed consumer product deals are now in place, which will see Travelgoods.com release *Walking with Dinosaurs* themed back-to-school items including back packs, lunch boxes, water bottles and pencil cases and Keldan International produce a novelty hatching dinosaur egg.

Heather McIlfratrick, Head of Commercial, Factual & Lifestyle for BBC Worldwide Australia & New Zealand comments “*Walking with Dinosaurs: The 3D Movie* is set to be the family film event of the year and we’re proud to be partnering with Pan Macmillan Australia to release a fantastic collection of *Walking with Dinosaurs* books that will extend the experience for audiences. We’re also delighted to have Travelgoods.com on board with their back to school *Walking with Dinosaurs* themed collection and Keldan International with the hatching dinosaur egg - sure to be a must-have for kids this Christmas.”

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NOTES TO EDITORS

About BBC Worldwide Australia & New Zealand

Australia & New Zealand is a priority territory for BBC Worldwide, focusing on growth across all its core businesses. In 2011/12, BBC Worldwide Australia & New Zealand (ANZ) increased revenue by 9% on the previous year, generating AUS\$140m. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns five channels; UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. It has announced that it will launch a new premium BBC channel showcasing premiere drama and comedy on the Foxtel platform in August 2014. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, 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. Australia is the most successful territory for the global BBC iPlayer.

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