



Teletubbies launched in Croatia, Slovenia, India, Russia and Indonesia this year



Christmas animation Robbie the Reindeer has won 13 industry awards



Tweenies leads the UK plush market with a 15% share – overtaking established rivals

The sales value of BBC Worldwide's children's business grew by 21% to around £90m.

### Best-selling children's brands

Another record year for BBC Worldwide's children's portfolio, including Teletubbies, Tweenies, Noddy, Bill and Ben, and many other hugely popular children's titles.

### Teletubbies

Teletubbies, produced by Ragdoll Limited, is the BBC's most successful children's TV property, generating £116m revenue since its launch. The children's classic can be seen in more than 120 territories around the world, versioned in 36 languages.

The statistics remain phenomenal. In the UK nearly half a million Teletubbies videos were snapped up during the year, bringing the all-time figure to 3.6m. The books still prove to be great favourites, with sales of nearly 400,000. A total of 4.7m Teletubbies books have now been sold in this country. Around the world (excluding the Americas) more than six million Teletubbies plush toys have been sold. 100 million Tubby custard yoghurts have been sold in the UK alone.

### Tweenies

Tweenies, jointly commissioned by BBC Television and BBC Worldwide, and produced by Tell-Tale Productions, has been successful across a wide range of media from books to live shows. The programmes have sold to more than 30 territories including France, Germany, Spain, Brazil, Mexico and Australia.

More than one million books, two million videos and a monthly average of almost 200,000 Tweenies magazines have been sold in the UK. Both the Tweenies single, No. 1, and the album, Friends Forever, went silver.

### Bill and Ben

The new-style Bill and Ben, made by Cosgrove Hall, launches internationally in late 2001. It has already sold to Australia, Canada and Singapore. Key retailers such as Woolworths have taken up the brand. Cosgrove Hall is also making a new version of Andy Pandy for the BBC.

### Robbie the Reindeer

This animation, made in partnership with the BBC Bristol Animation Unit and Comic Relief, has won 13 industry awards. It has already sold widely for transmission in 24 territories and to eight airlines.

### Bob the Builder

Bob is produced by HIT Entertainment plc. BBC Worldwide has Commonwealth book and magazine rights and global multimedia rights; BBC Music has obtained global record rights. As well as his UK chart-topping success, Bob celebrated his second birthday with sales of more than 120,000 magazines every month, and more than 800,000 books.

### English Language Teaching (ELT)

ELT's multiple-media packages, Learning English with Ozmo and English Zone for children, teenagers and adults were sold around the world. Two new brands – Goal and Search, based on a TV drama format and supported by online activities and publishing material – are in development.

### Other leading brands

Yoho Ahoy sold to eight territories, including South Africa and Hong Kong; Angelmouse sold in Europe, Taiwan, Hong Kong; Rotten Ralph sales include Korea and Japan; and Big Knights has sold well in Asia.