

Australia and New Zealand

Strong across all businesses

Headline sales £m



Headline profit £m



BBC Worldwide Australia and New Zealand welcomed another year of growth, attributable to a number of factors including strong established partnerships, a proliferation of new ventures and the continued quality and breadth of our channel and content sales businesses.

The Australia and New Zealand business strategy delivered well, with 5.3% headline sales growth in local currency, continuing with the growth achieved in 2014/15. Translated into sterling, headline sales were £79.1m (2014/15: £81.9m) while profits increased to £19.2m (2014/15: £16.3m).

In its first full year BBC First sustained strong audiences, reaching over 3m viewers and attracting a broader audience for dramas including *Banished*, the channel's first locally commissioned title. Aired in June 2015, the series became the highest rating title across

all plays on BBC First, with a series audience average of 1.8m. Throughout the year the channel's tentpole titles – *Call the Midwife*, *War and Peace* and *The Night Manager* – regularly appeared in the Top 10 rating titles on the Foxtel platform.

2015/16 was an exceptional year for CBeebies, which delivered a 100% ratings increase on last year, with notable titles such as *Hey Duggee*. BBC UKTV delivered a 7.1% increase in audience share on the previous year in Australia, while in New Zealand it recorded its highest share in over three years at 3.8%. Our first full year on Fetch TV, and their growth in subscribers, also supported channel growth for BBC First, BBC UKTV and BBC Knowledge in Australia. The strength of the subscription television market, a full year of BBC First and significant sponsorship growth across our channels resulted in our advertising revenue

recording a 19.9% increase year on year and 19.5% increase in profit.

We continued to reap the benefits of our new sales model, rolled out in 2014, focusing on showcasing premium drama titles on BBC First. These included *Doctor Foster*, *Wolf Hall*, *The Honourable Woman* and popular returning series *Call the Midwife* and *Death in Paradise*. The new sales agreement enabled ABC to broadcast important titles in a second window with some first window programmes too. Nine secured *The Hunt* as a pre-sale title, while Ten acquired a package of popular natural history titles featuring *Shark* and a range of Sir David Attenborough documentaries.

In our digital sales business, a new deal with Foxtel's streaming platform Presto saw 122 titles made available to their customers and increased our offering in the digital arena to 17 platforms. In a first for premium BBC drama distribution in Australia, *Sherlock: The Abominable Bride* premiered on SVOD service Stan.

TV format sales saw the 15th series of *Dancing with the Stars* on Seven in Australia and the return of the format in New Zealand after a six-year break, alongside new productions of *Rachel Khoo's Kitchen Notebook Melbourne* for SBS and *The Great Australian Bake Off* for Lifestyle FOOD. 2016 will see six new format commissions air, including the hypnosis

entertainment show *You're Back in the Room* for Nine and TVNZ and a first series of *Coast* and *Mastermind* for TVNZ, while *Coast* returns to The History Channel later this year.

Away from programming we extended our live entertainment offerings to audiences, hosting Australia's first official *Doctor Who* Festival and a three-day event for YouTube stars Joe Sugg and Caspar Lee, with tickets to the duo's show selling out within 20 minutes and two further shows added. We were also delighted to announce BBC Proms Australia, which took place shortly after year end over four days in April, and marked the first time the BBC Proms had been held outside the UK in this way. In addition, wildlife presenter Steve Backshall sold over 35,000 tickets across Australia on his debut *Deadly 60* tour.

We did encounter some challenges within the year, most notably due to rapid changes in the online retail market. These changes, and the decline of the DVD market, led us to close BBC Shop Australia in March and withdraw from the consumer products wholesale market.

As we progress into the coming year our focus will remain on growing key business areas, looking for new growth opportunities and championing partnerships to ensure we remain on course to keep delivering against our strategy.



Banished ©RSJ Films 2014