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BBC Worldwide

BBC WORLDWIDE CONTINUES THE ROLLOUT OF NEW BRANDED CHANNELS: BBC KNOWLEDGE AND CBeebies TO LAUNCH IN INDONESIA

1 April 2008, Singapore – BBC Worldwide's Global Channels business is introducing award-winning television channels, **BBC Knowledge** and **CBeebies**, to Indonesian audiences via Indovision's DTH service from 1 April 2008.

The launch in Indonesia follows successful 2007 debuts for both channels in a number of Asian and European territories, including India, Singapore, Hong Kong and Poland.

Christine Leo-McKerrow, BBC Worldwide's Senior Vice President and General Manager, Global Channels Asia-Pacific, said, "Offering our channels on Indovision's basic platform and its soon-to-be-launched TopTV and OKevision platforms reaches the widest possible Indonesian payTV audience - over 250,000 homes - adding to the growing audience for our channels in this region.

"On BBC Knowledge, Indovision subscribers can look forward to the latest series of *Top Gear*, the UK's premier motoring show which attracts audiences of nearly four million each week in the UK alone; the UK version of the hit series *The Apprentice*, featuring multi-millionaire Sir Alan Sugar using the series trademark phrase "You're fired"; and *Ross Kemp on Gangs*, a fascinating series which has the former *EastEnders* star journeying into the underbelly of the world's most notorious gangs," she continued.

Speaking on the children's channel, Leo-McKerrow said, "CBeebies is really unique with its heritage of BBC values, excellence in programme making, and a commitment to encourage kids to learn through play. I am sure Indonesian parents will appreciate the safe but fun environment that CBeebies offers pre-schoolers."

Both channels will be localised within six months of launch, with BBC Knowledge carrying Bahasa Indonesia subtitles, and CBeebies dubbed.

Indovision (PT. MNC Skyvision) is a pioneer in Indonesia's pay TV industry, operating its DTH service from 1994. Indovision is owned by Global Mediacom which also wholly owns Media Nusantara Citra, Indonesia's largest media company with 3 nationwide terrestrial television channels, newspaper, tabloid, magazine, radio network and also has the largest content library in Indonesia. Presently, Indovision is Indonesia's largest DTH operator with estimated 60% market share in Pay TV households (satellite and cable).

Indovision's Vice President Director, Mr. Handhi S. Kentjono commented, "Strengthening our content offering to enhance early childhood development and general knowledge acquisition among viewers, Indovision proudly presents many of the BBC's programming crown jewels on CBeebies and BBC Knowledge exclusively in our channel line up."

BBC Knowledge: The BBC is one of the world's largest and most renowned producers of factual programming. **BBC Knowledge** showcases the best of BBC's award-winning factual and non-fiction entertainment programming presented through five programming strands: The World delves into new cultures with entertaining adventurers and explorers; Science & Technology explores new frontiers, from space to motoring; Fascinating aspects of the human body and mind are investigated in the People strand; The Past unveils historical events, places and people; while the unique Business strand highlights what it takes to stay on top in today's challenging business world.

During March, **BBC Knowledge** presents Hollywood A-lister Ewan McGregor (*Star Wars*, *Moulin Rouge*) and fellow actor and friend, Charley Boorman (*Excalibur*, *Deliverance*) in *Long Way Round*, as the duo embark on an epic round-the-world motorcycle journey. Showcasing an expedition of a different kind the channel joins up with the *Top Gear* team (Jeremy Clarkson, Richard Hammond and James May) as they set out on an ambitious race to the North Pole in the *Top Gear Polar Special*. Other highlights include *Dragons' Den* - a business series with a difference that enables budding entrepreneurs to pitch ideas to a team of multi-millionaires and proven leaders in the business world, and *James May's 20th Century*, which sees *Top Gear* presenter James May trying out for himself some of the most surprising and influential technological advances of the past hundred years.

BBC Knowledge will be available on Indovision Channel 17 from 1 April 2008.

For additional information, visit www.bbcknowledge.com.

CBeebies is a pre-school channel for children aged six years and under. The channel's programme schedule consists of the entertaining, trusted and interactive series seen on the UK's own number one children's CBeebies channel.

The channel features the internationally-acclaimed and award-winning household favourites such as *Teletubbies*, *Tweenies*, *Charlie and Lola* and *The Roly Mo Show*, in a safe environment that encourages pre-schoolers to learn about, and enjoy, the world around them.

CBeebies will be available on Indovision Channel 29 from 1 April 2008.

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