

**British Broadcasting Corporation** BBC Worldwide Press Office  
Woodlands 80 Wood Lane London W12 0TT



## **BBC Knowledge launches on CJ HelloVision in Korea**

(Monday, 1 December 2008) BBC Worldwide today announced the forthcoming launch of BBC Knowledge on CJ HelloVision, South Korea's largest digital cable platform. This new distribution agreement will see BBC Knowledge broadcast into over 650,000 homes in South Korea on the platform's basic digital tier.

The 24-hour channel goes live on CJ HelloVision on December 1, less than two months after the launch of a two hour daily BBC Knowledge block on YTN's Science TV in October.

Commenting on the launch, Christine Leo-McKerrow, BBC Worldwide Channels Asia's Senior Vice President and General Manager said: "South Korea is a crucial part of our channels expansion strategy in Asia. I am confident the BBC's acclaimed and award-winning non-fiction and factual programming, combined with CJ HelloVision's strong distribution network, will make BBC Knowledge a choice destination for viewers in Korea."

Through the deal, CJ HelloVision's digital subscribers can look forward to a variety of high-quality factual entertainment from the world's foremost producer of non-fiction and documentary programming, including the latest series of **Top Gear** – the BAFTA and multi-NTA and Emmy Award-winning BBC series watched by over 150 million households in more than 100 countries.

BBC Knowledge viewers will also be able to armchair travel with Italian aristocrat, architect and historian, Francesco de Mosto as he celebrates the art and beauty of Italy from an Italian point of view on **Francesco's Italy - Top to Toe**.

Music lovers are in for a treat: **Walk On By: The Story of Popular Song** tells the story of 100 years of popular song depicted through countless archive clips and numerous celebrity interviews.

"We are delighted to have a partnership with BBC Worldwide Channels in providing a high quality non-fiction channel on our platform." Said Mr Jin-Seok Kim, Chief Marketing Officer, CJ HelloVision. "With BBC Worldwide's expertise as a worldwide entertainment group, we are confident that BBC Knowledge will help to make CJ HelloVision's digital channel line-up even stronger and more competitive."

Since its launch in Asia in July 2007, BBC Knowledge has expanded rapidly around the world. It is now carried by cable and satellite operators in Singapore, Indonesia, Hong Kong as well as Poland, South Africa, Australia and will launch in Scandinavia in December.

Other BBC channels available in South Korea via satellite operator Skylife are BBC Entertainment (Skylife Channel 334) and BBC World News (Skylife Channel 528.) BBC Knowledge is also available as a branded block on Science TV every week night during prime time, from 8pm to 10pm.

BBC Knowledge will be available on Channel 603 on the digital basic tier of CJ Hellovision.

### **Notes to Editors:**

**BBC Knowledge** is a wholly-owned channel from BBC Worldwide, showcasing the best of the BBC's award-winning factual and non-fiction entertainment programming. BBC Knowledge provides five key programming strands to allow simple appointment viewing: **The World** delves into and explores new cultures and places around the world. **Science & Technology** explores new frontiers, from space to motoring. **People** explores aspects of the human body and mind. **The Past** brings historical events, places and people back to life. **Business** offers invaluable advice to help stay on top of today's challenging business world. For additional information, visit [www.bbcknowledge.com](http://www.bbcknowledge.com).

**BBC Worldwide Limited** is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to maximise the value of the BBC's assets for the benefit of the licence payer and invest in public service programming in return for rights. The company has seven core businesses: BBC Worldwide Channels, BBC Worldwide Content & Production, BBC Worldwide Digital Media, BBC Worldwide Global Brands, BBC Worldwide Sales & Distribution, BBC Magazines and BBC Home Entertainment. In 2007/08, BBC Worldwide generated profits of £117.7million on sales of £916.3million. **BBC Worldwide Channels** is one of seven BBC Worldwide businesses. Formed in 2005, the business has 29 channels reaching 285 million homes around the world.

**CJ HelloVision** is Korea's leading cable multi-system operator (MSO) having 2.5M subscribers in the country including the regions of Seoul, Gyunggi, Incheon, Pusan and Gyungnam. Their service offerings currently include a digital cable TV (Hello TV), broadband (Hello Net) and internet telephony (Hello Phone). In 2005, CJ HelloVision succeeded in the commercialisation of open cable TV (Hello TV) for the first time in the world and in 2006 CJ won the Emmy Award for the Best Interactive Service. As of October 2008, there are more than 650,000 digital cable subscribers on the CJ HelloVision platform

### **Further information:**

#### SINGAPORE

Jeanne Leong  
Senior Manager, Communications  
BBC Worldwide Channels Asia  
Tel: +65 6849 5292  
Email: [Jeanne.Leong@bbc.com](mailto:Jeanne.Leong@bbc.com)