

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

BBC Worldwide

BBC introduces BBC HD via Video-On-Demand in Taiwan

3 April 2008, Singapore – BBC Worldwide’s Global Channels business will be launching its first subscription video-on-demand (SVOD) service, BBC HD, to Taiwanese audiences with Chunghwa Telecom, the largest operator of broadband multimedia services in Taiwan, in April.

BBC HD SVOD viewers will be able to choose from 10 three-hour multiple genre blocks of programmes at any one time. The blocks will feature drama, comedy, documentary, natural history, music and arts programming. BBC HD will be broadcast in English with Traditional Chinese subtitles and will offer for the first time, programme promos and navigational menus in Traditional Chinese.

Commenting on the launch, Christine Leo-McKerrow, Senior Vice President and General Manager, Global Channels Asia-Pacific said, “The BBC HD SVOD launch in Taiwan will be the first time the BBC HD brand is available outside the UK and in advance of the 24hour linear channel launching later this year. With plans to produce all of the BBC’s UK primetime content in HD by 2010, the BBC will be one of the world’s largest producers of English language HD programming.”

Chao Min, director of Digital Content Development Department, Chunghwa Telecom said, "We are proud to be the first one in Taiwan, even in Asia, presenting BBC HD to viewers. BBC HD SVOD is comprised of high-quality programmes of various genres. We believe our viewers will enjoy watching these HD programmes immensely."

BBC HD will showcase the critically acclaimed drama, **Cranford**, set in Victorian England and starring Oscar®-winner Judi Dench. Other highlights will include the sumptuous natural history series, **Ganges**, telling the story of the most extraordinary river in the world; **Sensitive Skin**, a brand new comedy set in London starring Joanna Lumley; **Aida**, Verdi’s striking opera about the great pharaohs; and **Earth: The Power of the Planet**, a landmark series about the history of our planet, how it works, and what makes it so special.

BBC HD is the sixth channel brand in BBC Worldwide’s new Global Channels portfolio to launch. The other five channels are BBC Entertainment, BBC Knowledge, BBC Lifestyle and CBeebies – together with the BBC’s 24-hour international news channel, BBC World – which are already available across Asia and EMEA territories

Further information:

Amy Castle-Young
BBC Worldwide, Global Channels
amy.castle@bbc.com +44 (0)20 8433 2257

Jeanne Leong
BBC Worldwide, Global Channels Asia
jeanne.leong@bbc.com +65 6849 5292

Notes to Editors:

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: Global Channels, Global TV Sales, Magazines, Content & Production, Home Entertainment, Global Brands and Digital Media. In 2006/07 BBC Worldwide generated profits of £111 million on sales of £810 million.

Chungwa Telecom: With over 20 million subscribers, the company is the dominant telecoms operator in Taiwan and is active in almost every segment of the industry, providing domestic and international voice and data services, GSM, data communication, Internet services, broadband networking, satellite communication, intelligent network, mobile data and multimedia broadband.