



CHANNEL OVERVIEW

From award-winning drama, mind-blowing mysteries and outrageous comedies to trend-setting makeovers and world-renowned news programs, BBC AMERICA pushes the boundaries to deliver high quality, highly addictive and eminently-watchable programming to viewers who demand more. Launched in March 1998, BBC America is now available in over 53 million households nationwide and continues to emerge as a major force on cable. This year, BBC America will advance to the next stage in its development as co-producer of a raft of comedies and dramas. BBC AMERICA is distributed by Discovery Networks. It is available on digital cable and satellite TV.

FAST FACTS

ADDRESS:	747 Third Avenue 6 th Floor New York NY 10017
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PARENT COMPANY:	BBC AMERICA is a product of BBC Television, creator of BBC ONE and BBC TWO in the UK, and BBC Worldwide, the commercial arm of the BBC. BBC Worldwide is Europe's largest exporter of television programs and a major international broadcaster, publisher and co-producer.
OWNERSHIP:	BBC AMERICA is wholly owned and editorially controlled by the BBC.
LAUNCH DATE:	March 29, 1998
HOURS:	24 hours per day

PROGRAMMING: BBC spends \$3 billion per year on content. BBC AMERICA cherry picks the best presenting award-winning original programming plus classic U.S. favorites.

AD SALES: Discovery Networks has been commissioned to handle advertising sales.

DISTRIBUTION: BBC AMERICA is distributed by Discovery Networks. It is available on digital cable and satellite TV.

WEB SITE: www.bbcamerica.com

AWARDS: BBC AMERICA has won numerous awards including two Golden Globes and six Peabodys, most recently in 2006 for *Viva Blackpool*.

EXECUTIVES:	Garth Ancier	President BBC Worldwide America
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	Jo Petherbridge	SVP Corporate Communications, Strategy and Online
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