

# BBC STUDIOS

## BIOGRAPHY: JON PENN MANAGING DIRECTOR, AUSTRALIA & NEW ZEALAND, BBC STUDIOS

BBC Studios is the global commercial arm of the BBC and exists to commercialise the entertainment assets of the BBC.

As Managing Director of BBC Studios ANZ, Jon Penn leads the 100 strong team based in Sydney and has responsibility for all global business lines in region.

In his role at BBC Studios, Jon engages his passion for leading strategy, business culture and innovation and leads high performance teams who build and commercialise great entertainment brands and content such as *Planet Earth* and *Doctor Who*. The ANZ region generates yearly revenue of over AU\$140m across a broad range of business areas including six wholly owned channels, multi-platform television sales and distribution, TV format production, brand licensing, advertising sales, live events, digital and consumer products.

Prior to BBC Studios, he spent 11 years with global content producer and distributor FremantleMedia rising to the position of CEO Asia Pacific for FremantleMedia Enterprises. Here Jon developed brands and franchises such as *MasterChef Australia*, *Merlin*, *Grand Designs* and *The X Factor*. Prior to this role, Jon worked for Fairfax Media in their digital division.

Holding a Bachelor of Commerce degree from UNSW, Jon recently completed his executive MBA at Stanford. He is a director of subscription TV industry body ASTRA, an advisory board member of edu tech startup Cashtivity and of the Campaign Communications Committee for the UNSW Philanthropy department. In 2017 Jon joined the advisory committee of the media VC fund Global Merces Media Ventures Fund. In 2015, Jon was named by the Sydney Morning Herald as one of the 30 most influential people in television.

*April 2018*