



PRESS RELEASE

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7 WONDER WINS FIRST BBC TWO COMMISSION TO PRODUCE EXCITING NEW CONSUMER SERIES HOSTED BY CHERRY HEALEY

London-based indie **7 Wonder** announces today its first **BBC Two** commission to produce a multi-strand, family friendly consumer format presented by Cherry Healey.

'Don't Buy That, Buy This?' (working title) is a show that will tell you what to buy and what not to buy, with real journalism underpinning every test. The 6x30 minute series will combine rigorous journalism with a healthy sense of mischief, as it aims to transform the audience into truly savvy shoppers.

Each week, the show will be based at a different location. From elegant stately homes to opulent opera houses and state of the art film studios; these institutions will provide spectacular backdrops for a series of ingenious product test challenges. Using the expertise of world class craftsmen, engineers and designers working in each place, Cherry will investigate the performance of a wide range of popular goods and items.

Presenter Cherry Healey says: "I'm delighted to present this series and take a consumer show out of the TV studio and into some of the UK's most iconic locations. We will ask professionals and experts at the top of their game which products they would choose, promising to give audiences invaluable information and plenty of entertainment."

Alan Holland, Series Editor for 7 Wonder adds: "It's really exciting to be working on a series that aims to be hugely credible, intelligent and journalistic whilst also being full of mischief and fun. I'm very much looking forward to working with Cherry Healey – she's the perfect person to front this show, she's warm, smart and engaging and the audience really trust her."

Away from the main location, a series of reporter-led strands will be packed full of revelatory content and consumer advice. Products that claim to be robust will be put through their paces to see which are the most resilient. The audience will also learn to spot the psychological tricks companies use to entice us to spend, and find out which functions are really needed when splashing out on a new appliance.

The series was commissioned for BBC Two by Head of Knowledge Commissioning, Tom McDonald and Commissioning Editor, Craig Hunter. The Series Editor for 7 Wonder is Alan Holland, former show-runner of Stargazing Live and Watchdog. 7 Wonder is backed by 7 Network Australia.

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About 7 Wonder:

Launched in the Spring of 2014 7 Wonder is committed to collaborating with the best talent, on and off-screen, to deliver quality, bespoke and beautifully executed content across all non-scripted genres. The joint venture underlines the Seven Network's commitment to increasing its international presence in the production of television programmes and new formats.

7Wonder focuses on the creation of new television programmes and formats, initially for the United Kingdom television market, and is a joint venture between Seven, Alexandra Fraser, Liza Abbott and Simon Ellse. The formation of 7 Wonder builds on Seven's leadership in the creation and production of highly successful programming, including Home and Away, My Kitchen Rules, Border Security, A Place To Call Home, House Rules, Packed to the Rafters. Seven's original formats and produced programmes are sold into more than 130 markets around the world.

About Seven Network:

Seven is Australia's most-watched broadcast television platform.

The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences.

The company is expanding its presence in the further delivery of its video and publishing content beyond its three digital broadcast channels and across an array of platforms, including Hybrid Broadband Broadcast Television. Seven is also expanding into SVOD with Presto, a joint venture with Foxtel in Australia.

Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of our leadership in the production of content.