



BBC STUDIOS, MOON EYE PRODUCTIONS AND LIVE NATION PRESENT:

BBC EARTH EXPERIENCE
FEATURING SEVEN WORLDS, ONE PLANET

NEW BESPOKE NARRATION BY SIR DAVID ATTENBOROUGH

AN AWE-INSPIRING JOURNEY THROUGH OUR SEVEN CONTINENTS

*FEATURING BREATH-TAKING FOOTAGE ON AN UNRIVALLED SCALE
FROM BBC STUDIOS NATURAL HISTORY UNIT'S
'SEVEN WORLDS, ONE PLANET' TELEVISION SERIES*

COMING TO MELBOURNE CONVENTION AND EXHIBITION CENTRE OCTOBER 2023

'Wildly uplifting. Our jaws, quite genuinely, dropped'
The Telegraph, UK



TICKETS ON SALE THIS THURSDAY 7 SEPTEMBER

Images [here](#)

<https://bbcearthexperience.com>

MELBOURNE, AU (3 September 2023) - BBC Studios, Moon Eye Productions and Live Nation Australia today announced the **BBC Earth Experience** – the jaw dropping new attraction that premiered in London earlier this year - will open exclusively in Australia in Melbourne on the 27th of October. Tickets go on sale this Thursday 7 September at 1pm AEST.

The BBC Earth Experience, with bespoke narration from Sir David Attenborough, has been enjoyed by all age groups who have experienced the extraordinary diversity of our seven unique continents, on the most epic scale. The BBC Earth Experience feels like you have stepped into the natural world and lost yourself in boundless wonder, as you travel to far flung places. And the best bit? No passport required!

The BBC Studios Natural History Unit's television series *Seven Worlds, One Planet*, is projected on multiple multi-angle screens using the very latest digital screen technology. Visitors will take a majestic 360-degree audio visual journey as they marvel and explore iconic landscapes and connect with mesmerising animals on an epic adventure bringing environments to life. From fireflies putting on a spectacular light show in North America, to snub nosed monkeys huddling together to stay warm in Asia, and cassowary fathers protecting their tiny chicks in Australia, visitors will get to experience our seven continents in all their glory, like never before.

Spanning across over 1608m² of the Melbourne Convention and Exhibition Centre, the BBC Earth Experience promises to be Melbourne's most joyful and rousing tourist attraction of recent times.

Intrepid Travel, a Melbourne-founded and B-Corp certified small group adventure company, will be the headline sponsor of the event.

Fiona Lang, General Manager, BBC Studios Australia and New Zealand said: "BBC Studios is the biggest global producer of natural history programming with ground-breaking shows that are enjoyed by a billion people around the world. The response to the BBC Earth Experience in the UK has been amazing, audiences have been loving seeing this incredible content being showcased and elevated in this way. *Seven Worlds, One Planet* was a hit when it was screened in Australia on Channel Nine and on our own BBC Earth channel on Foxtel and Fetch, and I'm thrilled to partner with Moon Eye Productions and Live Nation to bring this experience to Australia for people to enjoy."

Luke Hede, Vice President – Touring, Live Nation Australia said: "This collaboration with Visit Victoria, BBC Studios and Moon Eye Productions will deliver a spectacular and educational experience unlike any other. Sir David Attenborough is a global treasure, and the BBC Earth Experience marries his message about the challenges nature faces in today's world alongside the world's most incredible footage. Victorians and visitors to the state are in for a real treat."

Victoria's Minister for Minister for Tourism, Sport and Major Events and Minister for Creative Industries, the Hon. Steve Dimopoulos said: "Melbourne is the only city in Australia that will host the incredible BBC Earth Experience, which is another demonstration of why we are the country's major events capital. We're backing our major events sector to continue growing because they create jobs, attract more visitors and support local businesses right across our state."

MCEC Chief Executive, Natalie O'Brien AM said: "As Australia's leading sustainable convention and exhibition centre, MCEC is perfectly poised to host the BBC Earth Experience. We're incredibly proud to partner Live Nation to bring this world-leading experience to Melbourne – the first time the experience has been shown outside of London."

Seven Worlds, One Planet was the BBC's most-watched factual tv show of the year when it premiered in the UK and the most popular BBC natural history series in eight years to be screened in Australia. The series took viewers on a journey that not only celebrated the beauty of life on each of the seven continents, but also highlighted the many challenges faced by nature in a modern world. Over 1,500 people worked on the award-winning series, with 92 shoots across 41 countries, revealing an unseen wilderness of Earth's diverse continents.

'Stunning. Exhilarating. The footage is, naturally, stunning with pin-sharp sound design.'

Time Out, London

'I did feel a lump in my throat as we went through the entrance where the dulcet tones of Attenborough and his narration echo around a huge room full of screens onto which nature's finest is projected in

giant glory'

City AM

'We were impressed with how much new knowledge we gained during the experience. Visiting all seven continents of the world is no easy feat, but the BBC Earth Experience manages to do it in one hour!'

Radio Times

BBC Earth Experience

Venue: Melbourne Convention and Exhibition Centre, 1 Convention Centre Place, South Wharf

Opening: from 27th October 2023

Tickets on sale this Thursday 7 September, 1pm AEST. [More info here](#)

About BBC Studios

BBC Studios is a commercial subsidiary of the BBC Group with profits (EBITDA) of £226 million on sales of £1.6bn (21/22). Able to take an idea seamlessly from thought to screen and beyond, its activities span content financing, development, production, sales, branded services, and ancillaries across both its own productions, and programmes and formats made by high-quality UK independents, with three-quarters of its revenues from non-BBC customers including Discovery, Apple and Netflix. Around 2,400 hours of award-winning British programmes made by the business are internationally recognised across a broad range of genres and specialisms, with brands like *Strictly Come Dancing/Dancing with the Stars*, *Top Gear*, *Bluey* and *Doctor Who*. BBC.com, BBC Studios' global digital news platform, has 139 million unique browser visits each month.

BBC Studios | [Website](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#)

About BBC Studios Natural History Unit:

BBC Studios Natural History Unit produces the world's most iconic natural history programmes, such as *Blue Planet II* and *Planet Earth II*, which have been watched by more than a billion people globally. Ranging from technically challenging live shows and super-landmarks to long-running series and children's content, The Natural History Unit Programmes include *The Green Planet* presented by Sir David Attenborough to *Dynasties*, *Blue Planet Live*, *Spring watch*, *Andy's Aquatic Adventures* and third-party commissions for Discovery, AppleTV+, NBCU, National Geographic/Disney+, Migu and BBC America. The Natural History Unit is part of BBC Studios.

About Moon Eye Productions:

Backed by Leon Ramaker and John Mulder with an executive team comprised of Jeroen Backx, Tim McWilliams, Amy Farrant and Jeffery Hoeben, Moon Eye Productions was born out of a desire to create the next big immersive event that could inspire and create positivity, with the scale to attract a wide audience. With years of collective event experience, the Moon Eye Productions team launched their debut show in London with the aspiration leave guests 'moon eyed' in wonder.

About Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship.

About Melbourne Convention and Exhibition Centre:

Melbourne Convention and Exhibition Centre (MCEC) is the home of the unconventional. We do things a little differently at MCEC by bringing fresh ideas and imagination to every event. Sustainability is at the core of our operations; we are the first Convention Centre in the world to be awarded a 6-star green environmental rating and our Exhibition Expansion has a 5-star green star rating. MCEC have launched an ambitious five-year sustainability strategy to create a positive impact for our planet and community.

About Intrepid Travel:

Intrepid Travel has been a world leader in responsible travel for more than 30 years. The company's mission is to create positive change through the joy of travel, which comes to life on more than 1,150 tours, all designed to truly experience local culture. With its own network of destination management companies in 26 countries, Intrepid has unique local expertise and perspectives. Globally recognized for their commitment to transparency and ethical travel, they became the world's largest travel company to achieve B-Corp certification in 2018. Intrepid Travel is also the first tour operator with near-term science-based climate targets through the Science Based Targets Initiative, and its not-for-profit, The Intrepid Foundation, has raised more than \$13 million for more than 135 partners. For more information download the company's 2022 Annual Report and follow Intrepid on Facebook, Instagram, Twitter, TikTok or LinkedIn.

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