

British Broadcasting Corporation BBC Worldwide Press Office
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ROBBIE WILLIAMS ELECTRIFIES GLOBAL AUDIENCES WITH BBC WORLDWIDE

BBC Worldwide, in association with BY Experience, brings the Electric Proms launch to the Big Screen

BBC Worldwide Music announces today that **Robbie Williams'** BBC Electric Proms performance will be broadcast to cinema audiences in select world markets. The sell-out London concert will be broadcast live on 20th October to almost 200 screens in more than 23 countries across Europe. This event will be followed by screenings in Australia on the 6th November and in South Africa on the 13th November. International music lovers will be able to simultaneously experience the concert in high-definition in what is likely to be largest live music cinematic event of its kind in Europe. Tickets for the event will go on sale at 9am CET (8am BST) on Friday the 9th October and fans will be able to find out information for their country via www.robbiewilliams.com/electricproms

It's been over three years since Robbie's last live show in the UK and he's back for one night only to open this year's BBC Electric Proms. **BBC Electric Proms 2009: Robbie Williams** will feature new material from Robbie's forthcoming album 'Reality Killed the Video Star' alongside some of his classic tracks accompanied by a string section, horn section and a full band, all under the musical direction of Trevor Horn. "He's added something to the record that I haven't had on previous records – his genius" says Robbie "I just think it sounds big – track after track after track". Robbie is one of the world's most successful solo artists holding 15 Brit Awards (more than any other artist in music history), and 38 international awards including 17 awards for 'Best International Male'. He has had 8 no.1 albums in the UK, a success that has been mirrored in many countries around the world. His epic Close Encounters tour in 2006 set a world record selling 1.6 million tickets in a single day.

Robbie Williams said: "It's very exciting to think that a one-off performance I play in London can now be seen simultaneously by people all across the world".

Salim Mukaddam, Head of Commercial Affairs for BBC Worldwide Music said: "We are very excited to be working with an artist of Robbie's calibre in order to create what is likely to be the largest live music cinematic event of its kind in Europe. The Electric Proms is now an established event on the British music calendar and BBC Worldwide is proud to be able to extend the reach of the event to music fans across around the globe. Robbie is going to open the Proms with a bang that is now set to resonate around the world" Commenting on his forthcoming performance Robbie said, "I'm looking forward to playing my new songs, working with Trevor Horn again and seeing how people react to what I've been doing."

BBC Worldwide Music is thrilled to give Robbie's international fans the opportunity to join in with this event which follows the success of the international theatrical release of **BBC Last Night of the Proms** to cinema audiences this Autumn. **BBC Worldwide Music** will be partnering again with **BY Experience** to bring this unique event to audiences worldwide.

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For more information, please contact: Philip Fleming on 020 8433 2596 (mobile: 07824622077) or email

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Notes to Editors:

The concert will be broadcast live in the following countries:

Europe:

**Austria
Belgium
Czech Republic
Denmark
Estonia
Finland
Germany
Hungary
Iceland
Ireland
Italy
Latvia
Luxembourg
Malta
The Netherlands
Norway
Poland
Romania
Slovakia
Slovenia
Spain
Sweden
Switzerland**

Outside Europe:

**Australia
South Africa**

About BBC Worldwide

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: BBC Worldwide Channels, BBC Worldwide Content & Production, BBC Worldwide Digital Media, BBC Worldwide Global Brands, BBC Worldwide Sales & Distribution, BBC Magazines and BBC Home Entertainment. In 2007/08, BBC Worldwide generated profits of £117.7 million on sales of £916.3 million.

BBC Worldwide was awarded with the Queen's Award for Enterprise on 21st April 2009, the Queen's official birthday. The prestigious award for International Trade, recognises substantial growth in overseas earnings and commercial success at outstanding levels, based on 3 years trading results, which benefit the UK creative industries and ultimately the licence fee payer.

About BY Experience

BY Experience is the pioneer in global live "alternative content" digital cinema events. Credits: Worldwide Distribution Representative of *The Met: Live in HD*, International (ex-UK) Distribution Representative of the British National Theatre's series *NT Live*, Co-Presenter with *The New York Times* of "TIMESTALKS LIVE". BY Experience as Executive Producer for Cinema: *This American Life – Live!* with Ira Glass (2009) and (2008) in collaboration with Chicago Public Radio and Public Radio International; *St. Olaf Christmas Festival* (2007); *David Gilmour: Remember That Night – Live from the Royal Albert Hall* (2007); *David Bowie: Reality – Live & Interactive* (2003). For more information, visit: www.byexperience.net