

## PRESS RELEASE



### 7 WONDER TELLS THE PEOPLE'S HISTORY OF POP FOR THE BBC

London-based indie 7 Wonder announces today that it has been commissioned by the BBC to produce a new interactive history format on five decades of British rock and pop music.

Told by the people who love the music the most – the fans – the **People's History of Pop** consists of an online archive of music memorabilia crowdsourced from the public and will culminate in a 4x60' television series for BBC Four, which will air across 2016 – one per quarter.

Fronted by a different presenter, each film will cover a different decade of music and feature the best of what's been captured in the virtual archive. It will start with the sixtieth anniversary year: 1956 – the year of skiffle and rock 'n' roll, when the love affair with British pop music began and will end at 1996, with a raft of optimistic pop and the hope that 'things can only get better'.

7 Wonder is working with not-for-profit Historypin, which runs projects with communities to collect memories online, to crowdsource photos and audio and video content of the public's most cherished music memorabilia. From ticket stubs and diary entries, to teen band recordings, mix tapes, wrist bands, rare footage and more.

The company also plans to attend events and festivals across the country to meet fans in person and capture their stories and memories, some of which will be broadcast on BBC Radio, in collaboration with BBC 6 Music and BBC Radio 2.

Steve Condie, Executive Producer at 7 Wonder says: "We have seen lots of documentaries that celebrate our amazing pop and rock artists but PHOP is telling the story of our musical genius from another point of view - that of the fans for whom this meant so much. With our call out for musical memories and memorabilia and our innovative website we are making a new kind of social history programme and offering everyone a chance to share their part in the musical brilliance which is one of Britain's greatest achievements."

Cassian Harrison, Channel Editor for BBC Four says: "BBC Four has always been the home of quality music documentaries, which have over the years gathered a passionate audience. In 2016 I am looking forward to getting even closer to our music fans and hearing directly from them. This fantastic new series and initiative is a great way of doing just that."

The People's History of Pop was ordered by Cassian Harrison, Channel Editor, BBC Four and commissioned by Jan Younghusband, Head of Commissioning, Music TV. For 7 Wonder Steve Condie is Executive Producer, and both Zoë Jewell and James Giles are Producers/Directors. 7 Wonder is backed by 7 Network Australia. For more information on the People's History of Pop please visit [www.phop.co.uk](http://www.phop.co.uk)

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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.