PBS Premiere of *Wolf Hall* on MASTERPIECE Reaches 4.4 Million Viewers

Time-Shifted Viewing Accounts for 43% of Household Audience



From left to right: Damian Lewis as King Henry VIII, Mark Rylance as Thomas Cromwell and Claire Foy as Anne Boleyn (C) Playground and Company Pictures for MASTERPIECE/BBC

Boston, MA; April 30, 2015— PBS and WGBH announced today that an average audience of more than 4.4 million people tuned in to the April 5 premiere of *Wolf Hall* on MASTERPIECE (Nielsen Live +7 data). Time-shifted viewing contributed significantly, accounting for 43 percent of the household audience (2.5 National Household Rating).

The MASTERPIECE mini-series, an acclaimed adaptation of Hilary Mantel's Booker Prize-winning novels, stars Mark Rylance, Damian Lewis and Claire Foy.

"*Wolf Hall* is yet another high-water mark in MASTERPIECE history," said Executive Producer Rebecca Eaton. "The increase in viewing from DVRs confirms that the audience for MASTERPIECE and *Wolf Hall* is fiercely loyal and has embraced this technology. Bravo!" MASTERPIECE is produced by WGBH Boston.

"PBS and our member stations are proud to present *Wolf Hall* on MASTERPIECE—which has been such an exciting addition to PBS's must-watch Sunday drama lineup," said Beth Hoppe, Chief Programming Executive and General Manager, General Audience Programming. "But for viewers who can't tune in on Sunday nights, we're glad they're still finding a way to enjoy this epic television event via time-shifted viewing opportunities, including DVR and streaming via PBS stations' video sites and PBS channels on over the top platforms."

Wolf Hall, which airs on PBS on Sunday nights at 10pm ET through May 10, presents an intimate portrait of Thomas Cromwell, the brilliant enigmatic consigliere to King Henry VIII, as he maneuvers the corridors of power at the Tudor Court.

It has garnered some of the strongest reviews of any program this year, hailed as "one of the best TV programs you'll find in this or any other season" by *USA Today*; "riveting" (*The New Yorker*), and "extraordinary" (*Wall Street Journal*).

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"We wanted to make a series that lived up to Hilary Mantel's brilliant novels," says Colin Callender, *Wolf Hall* Executive Producer and founder of Playground Entertainment. "But we also wanted to produce a series that would blow the cobwebs out of the historical drama and tell a very modern story about power, loyalty and betrayal. It's the perfect story for binge viewing! We're thrilled that *Wolf Hall* has found an appreciative audience at MASTERPIECE on PBS and that viewers have made a point of seeking out the series."

There have been more than 1 million full-episode streams of *Wolf Hall* to date across all PBS and station digital platforms. (Source: Google Analytics, April 6-29, 2015).

Wolf Hall is a Playground Entertainment/Company Pictures production for BBC and MASTERPIECE in association with BBC Worldwide, Altus Media and Prescience. The Executive Producers are John Yorke for Company Pictures, Polly Hill, BBC Head of Independent Drama, for BBC TWO, Rebecca Eaton for MASTERPIECE, Martin Rakusen and Ben Donald for BBC Worldwide and Tim Smith for Prescience. The Executive Producer is Colin Callender. The Producer is Mark Pybus. The writer is Peter Straughan. The director is Peter Kosminsky.

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ABOUT MASTERPIECE

MASTERPIECE is presented on PBS by WGBH Boston. Rebecca Eaton is Executive Producer. Viking River Cruises is the exclusive corporate funder of *Wolf Hall* on MASTERPIECE on PBS, with additional funding provided by The MASTERPIECE Trust. Visit our website at www.pbs.org/masterpiece.

ABOUT PBS

PBS, with its over 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content. Each month, PBS reaches nearly 103 million people through television and over 33 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, pbskids.org, are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children. More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the Internet, or by following PBS on Twitter, Facebook or through our apps for mobile devices. Specific program information and updates for press are available at pbs.org/pressroom or by following PBS PressRoom on Twitter.

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ABOUT PLAYGROUND
PLAYGROUND is an independent theater and television production company founded by Emmy and Tony Award-winning producer Colin Callender in 2012. Last year Playground received five Emmy and six Golden Globes nominations, with Jacqueline Bisset winning Best Supporting Actress for Stephen Poliakoff's DANCING ON THE EDGE. Productions this year include the critically acclaimed Golden Globe-nominated THE MISSING starring James Nesbitt and Frances O'Connor for BBC and Starz, and the BBC/Masterpiece mini-series WOLF HALL based on Hilary Mantel's best-selling novels starring Mark Rylance, Damian Lewis and Claire Foy. Playground is currently in post-production on the television adaptation of Ronald Harwood's THE DRESSER starring Anthony Hopkins and Ian McKellen directed by Richard Eyre for BBC and Starz. On Broadway, Playground produced Nora Ephron's multiple Tony-nominated LUCKY GUY starring Tom Hanks, last season's Tony nominated CASA VALENTINA by Harvey Fierstein and Ken Branagh's New York debut in MACBETH. Currently on Broadway is HEDWIG AND THE ANGRY INCH, which won Callender a Tony Award for Best Musical Revival.

ABOUT WGBH
WGBH Boston is America's preeminent public broadcaster and the largest producer of PBS content for TV and the Web, including MASTERPIECE, ANTIQUES ROADSHOW, FRONTLINE, NOVA, AMERICAN EXPERIENCE, ARTHUR, CURIOUS GEORGE, and more than a dozen other prime-time, lifestyle, and children's series. WGBH also is a leader in educational multimedia, including PBS LearningMedia, and a pioneer in technologies and services that make media accessible to the 36 million Americans who are deaf, hard of hearing, blind, or visually impaired. WGBH has been recognized with hundreds of honors: Emmys, Peabodys, duPont-Columbia Awards…even two Oscars. Find more information at www.wgbh.org.