

BIOGRAPHY

ANDREW DAVENPORT



Andrew Davenport is the internationally award-winning creator, writer and composer of *In the Night Garden*, and co-creator and writer of the phenomenally successful *Teletubbies*, produced by Ragdoll Productions for the BBC. The success of his preschool properties led to his being dubbed 'the JK Rowling of the under fives'⁽¹⁾.

Andrew was born in Folkestone (1965) and graduated from University College London with a BSc Honours in Speech Sciences, a vocational degree for Speech Therapists. *Teletubbies* pioneered programmes for the very youngest children and has now won 17 major awards, including the Japan Prize, has been seen in over 120 countries and translated into 45 languages. *Teletubbies*⁽²⁾ has achieved retail sales in excess of £2 billion, including sales of 33 million videos and DVDs and over 50 million plush toys sold worldwide. *Teletubbies* celebrated 10 years on-air in 2007 and continues to delight children today. An exciting by-product of *Teletubbies*' international success, were the many short children's films created around the world for the various re-versionings of the show. Taking the best of these, Andrew created the BAFTA award-winning *Teletubbies Everywhere*, a series of treat-sized programmes starring the *Teletubbies*.

In the Night Garden premiered on the BBC and CBeebies in the UK from March 2007 and has been awarded two BAFTAs (2007 and 2008) and Broadcast Award (2010) for the 'Best Pre-school Live Action' programme. A commercial success since its launch in the UK, *In the Night Garden*⁽³⁾ was the fastest growing toy and game licence in its first year. In the UK, an amazing 4.4 million plush toy sales have been achieved to date, over 2.5 million books have been sold and DVD sales exceed 1 million. Outside the UK, *In the Night Garden* has been translated into 19 different languages and has been sold to 35 countries and territories, including China, Australia, Canada, Spain and Norway. In China alone, over 1.5 million books have been sold and the DVD quickly became the bestselling western pre-school property in the market.

Andrew is currently working on a new large-scale project for young children.

⁽¹⁾ "Andrew Davenport: Ooo, what's all the fuss?" – *Telegraph*, 17th January 2008

^(2/3) Figures provided by BBC Worldwide Ltd

Listen to Andrew Davenport's keynote address at Brand Licensing Europe 2010. Brand Licensing Europe takes place on 28-30 September. For more information visit www.brandlicensing.eu.