In November, 2013, BBC Worldwide North America was looking for ways to expand the global 50th Anniversary celebration of Doctor Who beyond television, and the logical extension was to create a worldwide cinema event to complement and grow the television audience.

To entice cinema audiences with an experience beyond what they could achieve on TV, the special episode was shot in 3D and an exclusive introduction and bonus “making of” special were created specifically for the cinema exhibition. The celebration was a tremendous success, including setting a Guinness World Record for the largest ever simulcast of a TV drama, shown in over 94 countries across six continents. The cinema broadcast was shown in 15 countries, from Russia to Ecuador, with a box office gross of $10.2 million worldwide for the three-day event.

In the six years since that momentous success, BBC Worldwide North America has now produced nearly twenty cinema events with Fathom Events, from celebrating 400 years of Shakespeare to the return of international hit series, *Sherlock*, with a hugely-anticipated one-off special, *The Abominable Bride*. 