The Daleks return with campaign to take over world of hi-tech toys

By Adam Sherwin Media Reporter

THIS time there is no escape behind the sofa. Daleks from the makers of the bestselling Robosapien toy will lead wave of Doctor Who

Christopher March. Eccleston becomes the ninth Doctor to emerge from the Tar-

The £30 Dalek will shout "intruder alert" if Mum tries to open the bedroom door'

dis when the science fiction series returns to BBC One after

Who is also a big weapon for the BBC's commercial depart-ment and the battle for the Christmas market has already begun.

Character Options, the toy and digital cameras company, has signed a licensing deal with BBC Worldwide to make products to tie in with the series

its Robosapien programmable toy robots last Christmas. The company has made licensed products for Spider-Man 2 and The Lord of the Rings and now the new Doctor Who is getting the Hollywood treatment, with toys to match.

guards will top the range. Jon Diver, of Character Options, said: "The Dalek's infra-red eves can detect when someone enters a room. It will shout 'intruder alert if Mum tries to open the bedroom door

the Daleks to chase parents around the living room from a raido-controlled distance.

the Doctor's sonic screwdriver, a design still under wraps, as well as vehicles from the new series and talking mugs

Richard Hollis, of Worldwide, said: "We wanted a nartner which had an innovative record with technological

Doctor Who will battle Character's own Robosapien V2 in the crowded Christmas toys-

Merchandising is no longer an afterthought for the BBC. The Character team was shown the scripts and will visit Doctor Who's designers and special effects teams on set to work up ideas for new products.

BBC Worldwide has a duty to exploit the corporation's commercial opportunities and returns the profits as funds for

ed the whole merchandising phenomenon. Mr Hollis said: The BBC licensing division was created only because of the popularity of the Daleks in 1964."

But the regenerated Doctor

Character sold two million of

Radio-controlled

Expected to retail for £30, evil-minded children can direct

Character will also produce

and robotic toys.

programme-making. It was Doctor Who that start-

The BBC is signing deals with companies to produce merchandise aimed at boys discov-

EX-TER-MIN-ATE, EX-TER-MIN-ATE

Daleks are destined to rule

toy shops across the galaxy

■ Made of four castors round a rim, the machines were extremely flimsy and during filming would topple over when hitting the slightest object.

■ Their creator, Terry Nation, encouraged the myth that he made up the name after seeing the letters DAL-LEK on a set of encyclopaedias.

They were engineered by their creator Davros on the planet of Skaro as beings of ruthless logic and were allergic to anti-radiation tablets.

One-time Doctor Who actor Colin Baker regarded them as a "pain in the neck" to work with, although admitted to being scared when in a room alone with one

■ Despite a series of defeats by the Doctor over the course of several series, the Time Lords still predicted the Daleks would become the dominant lifeform in the cosmos.

ering the show for the first time and at the fans who grew up with the cult series.

Theré will be Cyberman biscuit jars, a PlayStation game and Doctor Who clocks and watches linked to the show's theme of time travel.

Penguin will publish chil-dren's books and audiobooks and DVD sales could top one million for one of British television's most internationally renowned brands.

There will also be action fig ures of a leather-jacketed Eccleston and his new assistant. Rose, played by Billie Piper The BBC sought a trademark application for a new crescent-shaped Doctor Who logo as soon as plans for the series were announced.

The 13-part series will be

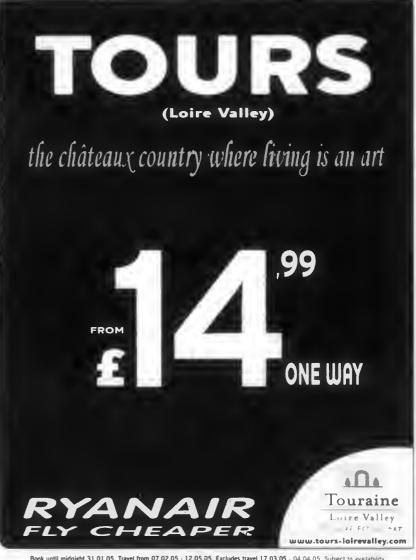
ings from March. Guest stars clude Simon Callow, who play Charles Dickens R

As Fosti be up against Ant and Dec You cannot be boring. You cannot sit still with it. It has got to be emotional and it has got to be fun at the same time



▶ Male middleage crisis: you're only Jung once

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