

DR KARL'S

# HOW THINGS WORK



ABC  
COMMERCIAL

# DEMYSTIFYING THE WORLD AROUND US, ONE PRODUCT AT A TIME

Beloved science communicator, best-selling author and Australian of the Year nominee Dr. Karl Kruszelnicki travels across the country and steps behind factory doors to see how some of the nation's best-loved products are made.

Taking a cinematic approach to the production line - from factory floor to packing lines – this accessible and entertaining series offers a fascinating insight into the processes required to make our everyday products, as it meets the people involved, and unravels the complex, often intricate, steps involved in the manufacture of each product.

Following the iconic manufacturers of ginger beer, chocolate, toilet paper, cricket balls, cheese and confectionary, Dr. Karl explores each stage of production – from the transformation of wood pulp into toilet paper in less than a second, to the exact science of hand-turning the perfect truffle – with his signature curiosity and enthusiasm.

*Dr. Karl's How Things Work* empowers viewers to gain a deeper appreciation for the science and technologies that shape our daily lives – confronting common misconceptions, debunking harmful conspiracy theories, discovering remarkable feats of human ingenuity and celebrating the incredible things we are capable of achieving.



DURATION HD 6 X 30'

PRODUCTION COMPANY AUSTRALIAN BROADCASTING CORPORATION



1.2M+

Total audience remained consistent across the series, averaging 1.2M per episode



Ranked #1

Ranked #1 program across the ABC network for 2025



# MEDIA HIGHLIGHTS



'True to form, Kruszelnicki is insatiably inquisitive'  
– **Sydney Morning Herald**

'Fascinating'  
– **The Mercury**

'Bubbling with facts...makes for a fascinating story and one that fills in some of the gaps in what we know about the world around us'

– **TV Week**

'When we understand how things work, the world is a little more knowable and a little less scary – we can calm our under-siege lizard brains and start thinking about things from a place of insight instead of fear'

– **The Nightly**

'Best new show'  
– **ScreenHub**



## SOCIAL HIGHLIGHTS

Really interesting series. Thank you ABC

– **Julie Miller**

Brilliant show and love Dr Karl's enthusiasm and inquisitiveness

– **Carolyn Rusconi**

Fabulous series, hope there's another one to follow 😊

– **Louise Bexon**

So interesting and fun and loved all the Australian manufacturers involved; roll on next season

– **Jenny Vonthien**

Dr Karl is a national treasure!

– **Chris Olsen**

Who knew making toilet paper could be so fascinating? You've done it again @doctor\_karl You're a national treasure

– **katiecarrot007**

# EPISODES

## Episode One: Toilet Paper

The battle for toilet paper during the Covid-19 years showed us just how much we value the stuff. In this episode, Dr Karl lifts the lid to discover how recycled toilet paper is made at the Encore toilet paper factory.

## Episode Two: Chocolate

At the Haigh's chocolate factory, Dr Karl gets the full Willy Wonka experience of how this sweet treat is made, following it from bean to bar he discovers that the future of chocolate is in jeopardy.

## Episode Three: Ginger Beer

This episode takes a peek inside the Bundaberg Ginger Beer Master Brewery. From the ginger farm to the packing line, Dr Karl examines how this iconic soft drink is made from a spice and then fermented, and finally produced for consumption.

## Episode Four: Cricket Balls

In this episode, we visit the Kookaburra Sport cricket ball factory in Melbourne and learn about the humble beginnings of this global symbol of Australian sport..

## Episode Five: Lollies

We know we shouldn't, but most of us can't resist the temptation of a lolly. At the Allen's factory, we step onto the factory floor to see how 'Snakes Alive' are made - spoiler alert, the most popular flavour is red.

## Episode Six: Cheese

In this peep behind Bega's factory doors, Dr Karl learns how cheese is made...and it appears that he knows more about String Theory, than he does about string cheese.





## Dr Karl Kruszelnicki PRESENTER

Dr Karl Kruszelnicki AM brings science to life with wit and charm.

Known as an author and a science commentator and 'populariser' on Australian radio, television, and podcasts, Dr Karl is the Julius Sumner Miller Fellow in the Science Foundation for Physics at the School of Physics, University of Sydney.

The only child of Holocaust survivors who fled to Australia in 1950, Karl always forged his own destiny in an idiosyncratic way. Before he became one of the world's favourite scientific storytellers, he ambled through a convoluted cacophony of a career.

In the 1960s, he got his start as a physicist at the Port Kembla Steelworks and promptly joined the Steel Industries Auto Club, racing modified rally cars on Wollongong's deserted back roads. In the 1970s, he entered his self-described 'drug-crazed hippie years', making a living as a long-haired, dope-smoking taxi driver.

After he applied to be a NASA astronaut in the 1980s and 'failed', he ended up live broadcasting the first space shuttle launch on triple j instead. Unexpectedly, that blasted off his media career, and from there it was a stratospheric rise from radio to TV, books, newspapers, speaking, podcasts and the internet.

Karl's story teaches us that you don't have to know all the answers, as long as you ask the right questions.

With infectious enthusiasm, Karl continues his mission to spread the good news about science and its benefits.

**SIGN UP FOR OUR LATEST NEWS AND RELEASES**

Visit us at  
[abc.net.au/contentsales](http://abc.net.au/contentsales)

