



Special
Broadcasting
Service

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SBS
CORPORATION

The Special Broadcasting Service (SBS) is Australia's multicultural and multilingual public broadcaster.

the VOICE and VISION of multicultural Australia

SBS is the world's only multicultural and multilingual broadcaster. Programs in more than 60 languages are broadcast on SBS Television. Sixty-eight languages are spoken on SBS Radio, and SBS Online provides text and audio-on-demand in more than 60 languages. No other network, anywhere in the world, broadcasts in as many languages.

SBS is the voice and the vision of multicultural Australia. Its mandate is to define, foster and celebrate Australia's cultural diversity through programs that "inform, educate and entertain" all Australians and reflect the true nature of Australia's multicultural society. SBS celebrates difference and promotes understanding.

SBS Television

SBS Television is watched by more than 7.5 million Australians – 58% of all households – each week. What they see is a unique programming mix of Australian-produced and international programs drawn from more than 400 national and international sources.

With programs that reach across all languages spoken in the community, SBS Television gives Australians access to other cultures, societies and religions. These movies, dramas, documentaries, animation, music and arts programs actively target prejudice, racism and discrimination in order to promote understanding and encourage a more cohesive, equitable and harmonious society.



By combining the best of world television and cinema with quality local productions – many commissioned from Australia's most creative independent filmmakers – SBS Television provides Australian audiences with an extraordinarily diverse and unique programming schedule, half of which is in languages other than English. With English language subtitles, produced by SBS, these programs are accessible to all Australians.

SBS Radio

SBS Radio is the world's most linguistically diverse broadcaster, reaching many of the 2.5 million Australians who speak a language other than English at home.

It produces more than 15,000 hours of language-specific programs each year, including an hour-long current affairs program, *World View*, each weekday. Every hour, from 7am to 11pm, a different language program is broadcast over the five-signal network that spans the nation, bringing SBS Radio to all capital cities and key regional centres.

The multilingual broadcasts of SBS Radio provide Australia's many language communities with news, information and entertainment programs that encourage them to adjust to and participate in the nation's political, social and economic life, and to maintain their cultural identities as well. It's a medium that promotes inclusion, acceptance and understanding.

SBS New Media

SBS New Media provides comprehensive text, video and audio-on-demand services on the SBS website, www.sbs.com.au. The online service extends and enhances SBS Television and Radio programming, providing individual sites for all SBS produced television programs and every one of SBS Radio's 68 language programs. The SBS website includes a specialist news site covering Australian and international news reports and features, *Australia's most popular soccer web site*, and the youth-focused sites, *Whatever*, and *Alchemy Radio*.

SBS
RADIO

The world's most
linguistically diverse
radio network,
broadcasting in
English and 67 other
languages.



the many voices of one Australia

SBS Radio

SBS Radio is the multilingual voice of Australia. It broadcasts in 68 languages, and each week transmits more than [650 hours of programming](#), including news – local, national and international – and a mixture of current affairs, interviews, community information, sports and music.

SBS Radio provides [cross-cultural links and information lifelines](#) to Australia's diverse cultural groups. It's a powerful tool in meeting the settlement, information and communications needs of Australians of non-English-speaking backgrounds. Independent audience surveys of the largest language groups show that for the majority, SBS Radio is their [main source of news and information](#). It also is their primary source of information about government and community services.

From two experimental radio stations, established in Sydney and Melbourne in 1975, SBS Radio now operates a five-signal service. Both Sydney and Melbourne are serviced by separate FM and AM broadcasts and SBS's national signal is heard in every State capital city and several regional centres.

The original service, 2EA in Sydney and 3EA in Melbourne, began with 42-hour broadcasts in seven and eight languages respectively. Today, SBS Radio broadcasts 650 hours of programming in 68 languages each week.

[Every hour a different language program is heard](#). The program schedules are based on language not ethnicity, and some programs, such as Arabic and Spanish, reach people from different countries of origin. The major language programs – Arabic, Greek, Italian, Cantonese, Mandarin

and Vietnamese – are broadcast twice daily, seven days a week, while some smaller language groups broadcast only one hour a week. The number of hours allocated to each language group is determined by the size of the community and other factors, including proficiency in English and the proportion of new arrivals.

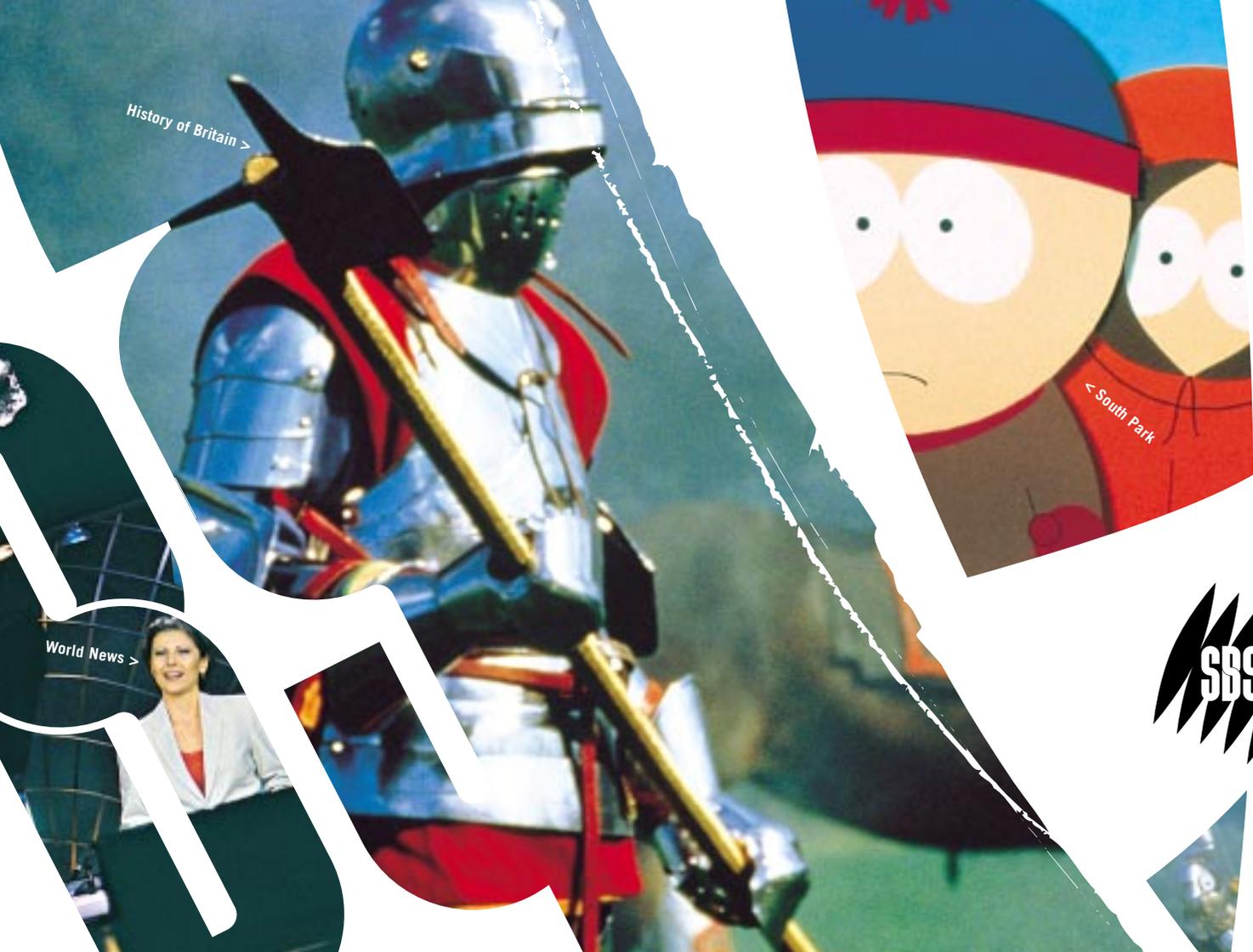
SBS Radio broadcasters present to their listeners the widest possible range of program content – news and current affairs, sport, interviews, talk-back, documentaries, drama and music. More than [15,000 hours of individual programs](#) are produced each year. Every day, 36 unique news bulletins are produced and each weekday the English language news and current affairs program, *World View*, provides a multicultural perspective to national and international events.

Six nights a week, the youth program, *Alchemy*, highlights a different music or entertainment genre. These include live broadcasts by up-and-coming performers from [diverse cultural and language backgrounds](#) (Mondays); multicultural pop music (Tuesdays); arts oriented programming (Wednesdays); a music and web-linked interactive program (Thursdays); dance music (Saturdays); and experimental music from jazz to techno (Sundays). Overnight Music follows, featuring a broad range of international music.

SBS Radio Online provides comprehensive audio-on-demand and text-based services for more than 60 language communities. These segments include current affairs, cultural and community issues. News reports and national and international current affairs features from the *World View* program are available Online, and [multilingual radio news items](#) are accessible on the World News page.



SBS TELEVISION



More than 7.5 million
Australians view SBS
Television each week.
What they see is the
best of world television
and innovative local
productions.

unique programming in more than 60 languages

SBS Television

SBS Television is a multicultural and multilingual service that provides an extraordinary mix of quality Australian and international programs.

As far as possible, depending on availability and quality, SBS provides programs across all languages spoken in the community. Programs in more than 60 languages are transmitted by SBS and over half its broadcast hours are in **languages other than English**. English subtitles make these programs available to all Australians, allowing cultures to be shared.

Hundreds of hours of films, documentaries, dramas, arts, animation and music programs are subtitled each year by SBS. With more than **400 international and national program sources**, SBS draws upon the largest range of source material of any television service in the world.

SBS Television shows more movies, news, documentaries and indigenous programs than any other free-to-air network in Australia. With a library of **4,000 international films**, SBS broadcasts an average of 20 movies each week and as many as 300 first-run movies each year.

Renowned for its comprehensive world news coverage, SBS provides more than **50 hours of international news bulletins each week** – 22 different news services from 18 countries in 17 languages – as part of its *World Watch* schedule. In addition to the nightly *World News* bulletin at 6.30pm, a follow-up bulletin, *World News Tonight*, is broadcast each weeknight at 9.30pm.



SBS's two weekly current affairs programs, *Dateline* and *Insight*, provide comprehensive information and analysis on key international and national events. *Dateline*, which began in 1984, is Australia's longest-running international current affairs program. Its international focus – political, economic and social – provides viewers with a **window to the world** and an Australian perspective to global events.

On national issues, *Insight* has built a reputation for investigation and analysis, particularly of events that reflect or influence trends and developments in multicultural Australia.

Each year, the SBS schedule includes more than **800 hours of documentaries** and documentary series, including many commissioned from independent Australian filmmakers by SBS Independent.



SBS's quality in-house productions and commissioned programs explore contemporary Australian lives, experiences and viewpoints. On its small production budget, SBS produces programs noted for their diversity and originality. These include: *Pizza* and *Life Support*, two skit comedy series; *ICAM*, the only regular prime-time indigenous affairs series on Australian television; *eat carpet*, a series showcasing local and international short films, videos and animation; *The Movie Show*, the only movie review and analysis program on Australian free-to-air television; and the groundbreaking companion series on Australian food and wine – *The Food Lovers' Guide to Australia* and *Wine Lovers' Guide to Australia*.

SBS provides diverse and comprehensive sports coverage, concentrating heavily on global sports such as soccer, athletics and cycling. Other sports such as volleyball, water polo, equestrian events, weightlifting, ice hockey, table tennis and motorcycling regularly feature in SBS's nightly sports program, the only daily prime-time sports program on Australian network television.



SBS Independent

SBS Independent commissions quality documentaries, dramas, drama series, films and animation from Australian independent producers for primetime screening on SBS Television.



Since its establishment in 1994, SBS Independent has commissioned more than 500 hours of innovative, often confrontational programming from independent film and television makers, many of whom come from non-English-speaking or indigenous backgrounds.

These programs, critically acclaimed by Australian and world audiences, explore the diverse stories, issues and characters of multicultural Australia. They have been seen in more than 60 countries and have won more than 250 national and international awards.

By taking risks and investing in new Australian talent, SBS Independent offers filmmakers the opportunity to make programs that otherwise might never be made. It does this through pre-production broadcast rights and occasional equity investment.

SBSI has co-financing arrangements with every state film body in Australia as well as with the Australian Film Commission and the Australian Film Finance Corporation. This close creative collaboration ensures that at least 30% of commissioned programs are made in regional and remote Australia.

SBS Independent brings to Australian and world audiences the diverse stories, issues and personalities of multicultural Australia through the eyes of the nation's most creative independent filmmakers.

Quirky, confronting, entertaining and enlightening programming that celebrates Australia's cultural diversity

SBS
NEW MEDIA
PAY TV

Creating original digital content and taking SBS programming into new interactive environments.



An information source that is rich and reliable

New Media

SBS Online provides information and entertainment that expands upon the multicultural and multilingual services provided by SBS's Television and Radio networks. Original website content delivers unique services, including **audio-on-demand in more than 60 languages**.

All locally produced SBS programs are supported by individual web sites. Two of the most popular are the specialised sites – www.theworldgame.com.au, providing worldwide coverage of soccer, and www.theworldnews.com.au, providing detailed international news reports in text, video and audio. This comprehensive 'worldnews' site includes reports from SBS Radio and SBS Television news sources, audio features, **regularly updated news bulletins**, lead items from eight of the world's major television news services, transcripts from SBS's news and current affairs programs, *Dateline* and *Insight*, and research access to the 840-page SBS World Guide.

The youth site, 'whatever', uses innovative digital production and publishing tools to create content including **unique text, graphics, video and sound elements**. Its emphasis is on interactive forums, vox pops, interviews, and contributions of original artwork, animation, music, short stories and poems.

SBS Radio's website incorporates audio files in more than 60 languages covering current affairs, cultural and community issues. Regularly updated news bulletins, in audio and text, are



supplemented by extended reports and interviews from the current affairs program, *Worldview*, as well as **audio features in a number of key languages**.

Other Online features include SBS's comprehensive television schedule, SBS Radio programming and transmission details, corporate information, and separate sites for Marketing and SBS Language Services.

Pay TV

SBS, through its subsidiary company, MSTL, has a majority shareholding in PAN TV that supplies the World Movies Channel to Australian Pay TV operators. **Each month, more than 100 non-English language movies are broadcast** on the World Movies Channel to an Australia-wide audience.

Drawing on the SBS library of more than 4,000 international films, the World Movies Channel is the only Pay TV operator dedicated to screening contemporary and classic movies from around the world. These movies, subtitled in English by SBS, provide English-language audiences with access to the very best international cinema. Up to **300 new titles, in more than 60 languages**, are added to the SBS film library each year.

SBS ADVERTISING & SERVICES

As Australia's only multilingual, multicultural broadcasting network, SBS can deliver distinct messages to diverse communities.



Three Colours Red >

SBS

Dutch
English
Hindi
Hungarian
Indonesian
Italian
Japanese
Kannada
Khmer
Korean
Kurdish
Lao

communicating your message widely and effectively

SBS Television

Advertisers can reach the whole of Australia via SBS's national transmission, or can target audiences in Sydney, Melbourne, Queensland, Western Australia and South Australia through sophisticated signal splitting technology.

With fewer advertisements than the mainstream commercial networks, and consequently less interruption to program flows, SBS clients and focus groups report that **SBS advertisements have greater viewer impact**. Most SBS advertisers use English language commercials, although language-specific advertisements preceding or following same-language programs have achieved very positive results. **For advertising enquiries, contact the Stenmark Organisation:**

Level 4, 53 Walker Street, North Sydney, NSW 2060
Phone +612-9955 1822 or Fax +612-9956 8130
m.fitzgerald@stenmark.com.au

Level 6, 20-22 Albert Road, South Melbourne, VIC 3205
Phone +613-9696 2244 or Fax +613-9696 2700
t.whitford@sales.stenmark.com.au

SBS Radio

The 68 language programs of SBS Radio reach many of the 2.5 million Australians who speak a language other than English in their homes. The five-signal network is heard in all Australian capital cities and in a number of regional centres. **Advertising campaigns can be targeted to specific language communities**, either nationally or on separate AM or FM services in Sydney and Melbourne.

As Australia's only national multilingual broadcaster, SBS Radio can reach particular audiences in identified markets at specific times. To enquire about advertising on SBS Radio, contact:

Sydney: Phone +612-9430 2817 or Fax +612-9430 3559
Melbourne: Phone +613-9685 2523 or Fax +613-9645 7482

SBS Language Services

Nationally and internationally, SBS provides services that can win business for commercial clients and meet education and information objectives for public institutions.

SBS Language Services specialises in translations, subtitles, voice-overs, re-narration, re-captioning, typesetting for print and electronic media, as well as multilingual vocal artists and interpreters. **It can communicate your message to specific audiences.**

SBS Language Services can provide the most reliable and accurate translations for brochures, videos, advertisements, websites, manuals and legal documents.

Phone +612-9430 3819 or +613-9685 2178
Fax +612-9906 4797
email@sbslanguageservices.com.au
www.sbs.com.au/language



SYDNEY

Locked Bag 028, Crows Nest, NSW 1585

14 Herbert Street, Artarmon, NSW 2064

T +612-9430 2828

F +612-9430 3700

www.sbs.com.au

MELBOURNE

PO Box 294, South Melbourne, VIC 3205

Australian Ballet Centre, Level 4

2 Kavanagh Street, Southbank, VIC 3006

T +613-9685 2828

F +613-9685 7501 (TV)

+613-9686 7496 (Radio)



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DESIGN: KYSO SYDNEY

