



SBS's Plans for the Future

To ensure that Australia's cultural and creative identity is inclusive and shaped by all Australians, regardless of origin or language.

To enhance cultural understanding through content that all Australians can share in English and other languages.

To provide outstanding news coverage, credible information and opportunities for engagement in many languages to enable all Australians to participate in public life.

SBS's Plans for the Future

SBS wants to deliver more and better services to its audiences.

To continue to fulfil its Charter and to grow, SBS has an ambitious plan to harness the power of digital and online technology to deliver new programming that explores the true, multicultural Australia and allows us to engage with the world.

New digital television, digital radio and broadband online services will allow us to better meet growing audience demands. These include: a more comprehensive representation of multicultural Australia; more international content; more time allocated for languages on radio; better services for new and emerging communities; more opportunities to contribute to debates; and better access to new and existing services regardless of geographic location.

With increased investment by the Government in the next federal budget, SBS plans to:

- Add at least 100 hours per year of original Australian multicultural programming on SBS television by 2012.
- Expand SBS's programming of the best of content from around the world in any language, by increasing the number of SBS digital television channels.
- Add nine new digital radio channels with distinctive, credible and culturally relevant Australian perspectives on local and international issues.
- Make all our content available streamed and on-demand via broadband connections.

These plans are outlined in greater detail on the following pages. We would like to hear your thoughts about our proposals. Any feedback you

provide will be used to assess these proposals before our final submission to Government.

We also need your help. As the nation's cornerstone of Australia's cultural diversity and identity, SBS needs your voice to urge the Federal Government to properly fund SBS so it can continue to make an important civic, cultural and creative contribution to Australia.

The Government considers SBS's core funding every three years. Previous government funding submissions have not delivered real increases in core funding. Therefore, Budget 2009 will be critical for the future of SBS and its continuing role in protecting and promoting Australia's cultural and creative diversity. We face the risk of SBS's unique multicultural perspectives being marginalised or lost in the new digital environment:

- costs of acquiring and producing content are increasing;
- changes in technology and audience demands for a wider range of services, including online and on-demand, require investment in new modes of content delivery; and
- new communities, with pressing needs, are emerging, challenging SBS's ability to serve them without reducing programs for established communities.

SBS Television from 2009 onwards

SBS – An adequately resourced main SBS channel

- More multicultural stories, more of the time

With a further 100 hours per year of original and distinctive Australian drama, documentary, comedy and entertainment SBS can better express the true, multicultural Australia.

This content will be commissioned from the Australian independent production sector and will build on the distinctive voice of SBS drama, developed in *Remote Area Nurse*, *EastWest101* and *The Circuit*; documentaries such as *Veiled Ambition*, and *My Brother Vinnie*; and programs like *Food Safari*, *Who Do You Think You Are?* and *Salam Café*.

- Stories that connect you to the world

The best documentary, drama and entertainment programs from around the world.

SBS will select the best of the world's content and make it available to all Australians through SBS's award-winning subtitling service. Adding to our exciting offerings such as *Inspector Rex*, *Inspector Montalbano*, *The Eagle*, *Anatomy for Beginners*, *Iron Chef* and *City of Men*.

- Stories that matter

Broadening our award winning and independent news and current affairs service.

Adding to the challenging, timely local and international issues covered by *World News Australia*, *Living Black*, *Dateline* and *Insight*, with greater opportunity for engagement online.

- Major international sporting and cultural events

Maintaining our strong tradition in supporting free to air and live broadcasting sporting events beloved of many Australians.

Continuing to feed fanatical sports enthusiasts appetite for live broadcasts and skilled commentary of *The World Game*, *The FIFA World Cup*, *The UEFA Champions League*, the *Olympics* and *Tour de France*.



SBS World – to launch in 2009



A new digital channel (replacing the existing World News Channel) selecting programs from around the world that no other channel will deliver.

- Predominantly LOTE (subtitled)

SBS World will deliver more content in-language than ever before. Capitalising on the expertise of our subtitling unit, we can make it accessible to all Australians.

- International content, with an Asia-Pacific emphasis

Exciting international content, including from our region, currently underserved in Australian media. Encouraging awareness and connection with global cultures and issues, for all Australians to develop a better understanding of the world and region we live in.

- The best of international film

Fantastic free to air world movies programmed by theme, director or form and made accessible by SBS's award winning subtitling unit.

- Children's programming

For the first time, SBS will provide children's programs in LOTE (subtitled) benefiting language communities and also supporting language learning.

- Expansion of the WorldWatch service

In-language news services for more communities, running, in addition to an expanded current schedule, daily services in Hindi, Korean, Macedonian, Polish and Portuguese and others as they become available.

- English language tuition to support language learning

Targeted programs to support essential skills for new migrants to Australia, including familiarisation with Australian institutions and resources to help emerging communities engage better with Australian public life.



SBS3 and SBS 4¹, to launch in 2013

Deepening the range and variety of international, subtitled programming SBS offers, navigated by audiences by language, cultural form or genre. SBS will undertake consultation on and analysis of two options:

OPTION 1 – by genre

SBS 3 – Stories that go deeper

- Adding depth and context to significant stories
International documentary strands, investigative reporting, international news and current affairs, live and long-running sporting events that better inform audiences and take them deeper into their interests than can be offered on the main channel.

SBS will provide international perspectives on significant issues, such as French documentaries about religion in schools, African current affairs programs about aid and development, Chinese-language programming about climate change and behind the scenes on preparations for international sports events. SBS 3 will enable audiences to access different perspectives and in-depth coverage beyond the sound grab, in its original language, made accessible through subtitling.

SBS 4 – Unexpected stories

- Stories you would not know to search for
Exciting forms and genres curated for you beyond the barriers of language or geography. In an era of on-demand and user-led services, SBS will have a role in seeking out the best local international stories that will surprise and enrich the media experiences of audiences via subtitled original content.

A range of international comedy, animation, short film, soap opera, quirky game and lifestyle shows, 'cult' and new international movies. On SBS 4, audiences will watch their favourite Latin American telenovellas, Japanese anime, emerging Australian animators and a range of new, rich and engaging content navigated through the electronic program guide.

OPTION 2 – by language

SBS 3 – Asia focus

- New and exciting stories from our region
A range of content from the rich continent of Asia, including film, documentary, entertainment, drama and comedy from our Asian neighbours allowing deeper exploration of Asia than can be catered to on the main channel.

A range of content from Indian film, to Japanese anime to Korean soap opera, as well as in-depth current affairs and documentary on issues relevant to our region - including climate change, human rights, international migration and global business - allowing in-depth coverage in its original language, made accessible to all Australians through subtitling.

SBS 4 – Europe focus

- Stories from the new Europe
Programming that explores the diverse cultures of Europe, with a deeper view of the social, cultural and political issues facing this changing continent.

A range of European comedy, soap opera, 'cult' and new movies, current affairs and documentary exploring the varied cultural forms of the new European Union. On SBS 4, audiences will watch the best of Spanish film, French documentary, Russian comedy and food, travel, current affairs and arts programs that explore the diverse cultural forms and current issues of Europe.

In this option, SBS World would be adjusted to focus on regions outside Asia and Europe including, for example, the Middle East and Africa.

SBS Radio

- Two national analogue networks

Languages reflecting Australia's multilingual and multicultural diversity as well as intercultural programming in English.

Professional, editorially independent local and international news and other programming from a range of unique perspectives with unique connections to Australia's diverse communities.

SBS Radio broadcasts high quality content not found on any other service including, for example, coverage of the Italian elections in which Italian-Australians elected their own representative; crucial settlement information in the Amharic program; detailed coverage of recent humanitarian crises in Burma; and national talkback drawing out a range of perspectives within the Arabic-speaking community.

- Separate digital simulcasts of existing networks

Digital will give immediate access to all existing content to the main centres previously restricted to single network coverage: Brisbane, Adelaide and Perth.

- Timeshifting of services on digital

Timeshifting allows SBS to improve the previous limitations of the SBS schedule that had forced the sole broadcast of some language programs when audiences may have been working, at school or, in the case of some of the African languages, in bed. Better access for some will be as simple as a few more options for tuning in.

- Nine new digital channels

Progressive introduction of new digital channels between 2009 and 2012 (see outline attached) including:

Extending language services offered and allowing for greater depth of service for major language groups (for example Chinese or Indian languages).

Providing much needed services for new and emerging language groups (including Horn of Africa and other refugee groups).

Broadening high-quality, relevant and engaging programming for second and third generation Australians.

The Australian community is changing and SBS must respond. The next SBS Radio schedule review is due to start soon based on latest census figures. New and emerging groups demand new services, the price of which is that some languages (mainly European languages) will lose airtime. Digital radio, with adequate funding, solves this problem. It will allow us to cater for more communities and offer more, relevant services for all our audiences without forcing any group to lose out.



Draft Digital Radio Rollout Plan

2009 / 2010	2010 / 2011	2011 / 2012	TRIENNIAL	2012 / 2013	2013 / 2014	2014 / 2015
1. AM Analogue Simulcast	1. AM Analogue Simulcast	1. AM Analogue Simulcast		1. AM Analogue Simulcast	1. AM Analogue Simulcast	1. AM Analogue Simulcast
2. FM Analogue Simulcast	2. FM Analogue Simulcast	2. FM Analogue Simulcast		2. FM Analogue Simulcast	2. FM Analogue Simulcast	2. FM Analogue Simulcast
3. Analogue Timeshift FM x 4 hrs	3. Analogue Timeshift FM x 4 hrs	3. Analogue Timeshift FM x 4 hrs		3. English	3. English	3. English
4. Analogue Timeshift AM x 4hrs	4. Analogue Timeshift AM x 4hrs	4. Analogue Timeshift FM x 4 hrs		4. Chinese (5 languages)	4. Chinese (5 languages)	4. Chinese (5 languages)
5. Alchemy Digital	5. Alchemy Digital	5. Alchemy Digital		5. Alchemy Digital	5. Alchemy Digital	5. Alchemy Digital
6. Indian Subcontinent (8 languages)	6. Indian Subcontinent (8 languages)	6. Indian Subcontinent (8 languages)		6. Indian Subcontinent (8 languages)	6. Indian Subcontinent (8 languages)	6. Indian Subcontinent (8 languages)
7. East Asian (Mandarin, Cantonese, Vietnamese, Japanese, Korean)	7. East Asian (Mandarin, Cantonese, Vietnamese, Japanese, Korean)	7. East Asian (Mandarin, Cantonese, Vietnamese, Japanese, Korean)		7. East Asian (Vietnamese, Japanese, Korean)	7. East Asian (Vietnamese, Japanese, Korean)	7. East Asian (Vietnamese, Japanese, Korean)
	8. English/European	8. European		8. European (German, Italian, Spanish, Greek, French)	8. European	8. European
	9. Middle East/African	9. Middle East/African		9. Middle East/African	9. Middle East/African	9. Middle East/African

SBS Online

- All SBS TV and Radio content available free online.
- New and existing content made available to mobile devices.
- Original online material including user generated content.
- More opportunity for debate and engagement through political opinion (*Insight* online forums), humour (comment on *Salam Café*) or armchair sports commentary (on sites like The World Game).
- Online hubs for every one of the 70+ language communities catered for by SBS services. A 'public square' of content, discussion and news created in every language.

- Full use of the power of new broadband opportunities for content delivery.
- With additional support for online, SBS can ensure its exciting content is made available to Australian audiences when and where they want it.

SBS will be able to leverage its cultural connections, expertise and relationships with communities often 'left out' of national conversation to truly broaden Australian public debates online.



SBS - For all Australians

- Improved transmission to all Australians
- SBS seeks to ensure that all metropolitan and regional audiences have equity of access to high-quality transmission of improved SBS services.

This requires a better and more efficient use of valuable spectrum including additional bandwidth for SBS, which will enable us to offer four digital TV channels after 2012.

- Universal services
- SBS believes that all Australians, regardless of geography, age, cultural background or language skills should have access to high quality independent Australian media.

Culturally relevant, public interest media promote better democracy, social inclusion and a broader sense of Australia and its place in the world.

Six Billion Stories and counting...