SBS submission to the Senate Select Committee on the Future of Public Interest Journalism

July 2017

Key Points

- SBS's role in exploring and reflecting multicultural Australia is more important now than ever, with the 2016 Census showing that more than a quarter of Australians were born overseas and more than a quarter speak a language other than English at home.

- SBS is one of Australia's most trusted news sources with a long-held and well-earned reputation for quality news and analysis on global events, as well as on issues across multicultural and Indigenous Australia.

- Consistent with our legislative Charter, we provide independent, non-partisan public broadcasting services across television, radio and online platforms to audiences across Australia.

- SBS takes very seriously its obligations to ensure that its news and current affairs programs are accurate, impartial and balanced—in accordance with SBS's Codes of Practice and Editorial Guidelines.

- SBS content makers are accountable to SBS's own independent Ombudsman, and ultimately the federal regulator, who are empowered to adjudicate on compliance with these Codes.

- Public interest journalism of the sort provided by SBS is essential in a highly concentrated media market like Australia, and SBS must be appropriately resourced and supported to continue to provide authoritative information and analysis.

- This is especially important as audiences fragment across platforms and the sources of information and analysis—of varying quality—proliferate.

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- SBS acknowledges community concern about the phenomenon of 'fake news', and notes that dealing with such material is a challenge for social media platforms.

- Nonetheless, it is important to note that social media platforms are a powerful tool for trusted news brands like SBS to distribute and amplify their content—particularly to audiences relying on these platforms to access news and information.

- SBS is committed to the development of the next generation of public interest journalists, including through a range of mentoring and cadetship programs, but will increasingly need incremental funding to support such important initiatives.

- SBS provides public interest journalism to a broad range of Australian communities not served in this way by anyone else. We do this in more than 70 languages—both with locally and internationally-produced journalism, and in a way that no commercial outlet ever would.

Introduction

The Special Broadcasting Service (**SBS**) is a national public broadcaster and digital media service which has a crucial and unique role in the Australian media landscape—exploring and reflecting multicultural Australia and contributing to media diversity and plurality in Australia. The 2016 Census showed that more than a quarter of Australia's population were born overseas, and 27% per cent speak a language other than English at home.[1] Now, more than ever, SBS is critical to building understanding and cohesion in our society.

As a national free-to-air broadcaster, SBS reaches almost 100 per cent of the population through its six free-to-air TV channels (SBS, SBS HD, SBS VICELAND, SBS VICELAND HD, Food Network and National Indigenous Television (**NITV**)), eight radio stations (SBS Radio 1, 2 3and 4, SBS Arabic24 including PopAraby, SBS PopDesi, SBS Chill and SBS PopAsia) and World Movies, a subscription TV channel. SBS Online provides audio streaming of all of our language programs and is home to our SBS On Demand video streaming service.

Charter and Purpose

In delivering news and current affairs to the Australian community, SBS has regard to its Charter and Purpose. These are set out at **Appendix A** to this submission.

The role of SBS in delivery of public interest journalism

Independent, non-partisan public broadcasting delivers significant public benefits, particularly in a highly concentrated media landscape. Together with the ABC, SBS television news and current affairs is the most trusted media source in Australia,

[1] http://www.sbs.com.au/news/article/2017/06/26/census-2016-five-ways-australia-getting-more-diverse.

according to the latest Essential Media poll.[2] Our evening *SBS World News* program is consistently among the highest rated programs across the SBS network and has seen an increase in audience in 2017.

SBS delivers content that enhances and enriches the Australian community through a more informed society. Our unique connections and experience with multicultural and Indigenous communities enable SBS to cover news and tell the stories of those communities with respect and dignity. In particular, the news, current affairs and information services provided by SBS inform and promote understanding among all Australians and maximise the opportunities for people from diverse backgrounds to engage in social, political and cultural discourse.

As noted recently by Managing Director, Michael Ebeid at Senate Estimates, the delivery of SBS services is not something that can be privatised.[3]

SBS has long held a well-earned reputation for quality news and analysis on global events and stories and issues from across multicultural Australia. SBS News and Current Affairs has correspondents based in the UK and China, which ensures direct access to the most important stories from many migrants' home countries, as well as access to news contacts in many countries through staff working on our more than 70 radio language programs.

Wherever a story breaks in the world, our broadcasters can access, in language, the real stories from real people on the ground—and bring those stories to Australia, where we can also translate them into English to share with all Australians.

SBS endeavours to ensure that the most important stories have a life beyond a single platform. Key stories, entertainment and investigations are covered across radio, television and online. For example, in late 2016, an exclusive investigation led by SBS Radio's Punjabi program revealed prohibited drugs available for sale in Australian South Asian grocery stores. This story was covered across the network, including on *SBS World* News and online.[4]

SBS plays a vital role by providing credible, trustworthy, inclusive, balanced and independent services which meet the communication needs of Australia's multicultural community.

SBS is the only nationally available Australian-based broadcaster providing news and current affairs services in languages other than English (**LOTE**), and provides Australians with an unparalleled diversity of international and Australian programming.

Importantly, while migrants to Australia can now readily access homeland news and information via satellite TV and the internet, SBS delivers Australian news and

[2] http://www.essentialvision.com.au/trust-in-media-12.
[3] http://parlinfo.aph.gov.au/parlInfo/search/display/display.w3p;query=Id%3A%22committees%2Festimate%2Fce2e003c-8d74-483c-817a-e4eecf15baf8%2F0000%22.
[4] http://www.sbs.com.au/yourlanguage/punjabi/en/article/2016/12/12/illegal-opiates-are-readily-available-grocery-stores-across-australia-indian.

information in-language—such as news on political developments, information about settlement resources, and details about Australian laws, culture and values.

An inclusive and cohesive democracy requires ongoing commitment and investment in public broadcasting services, particularly for news and current affairs. Government must continue to invest in the provision of a diverse media which engages with all Australians, in English and in LOTE.

SBS News and Current Affairs – Operations

One Newsroom

In recent years, an 'integrated newsroom' structure has been established across SBS television, online and radio. Collaboration and multiskilling have been key factors in the One Newsroom success and allowed the SBS News and Current Affairs (**NACA**) team to improve the production quality of content while intensifying the focus on the SBS Charter, and making stories more relevant to audiences.

SBS NACA has become more effective at shaping news content for the unique requirements of audiences accessing different platforms. Success is evident through rapidly growing engagement particularly across social media. SBS NACA provides multiple feature stories each week for the SBS Radio in-language programs on major issues and events both in Australia and overseas. In addition, a rolling news bulletin is produced for use by those programs. SBS NACA also presents a half hour current affairs program in English each weekday on SBS Radio.

SBS NACA also has also boosted its presence across digital platforms focussing on international news and Charter-aligned domestic content with an increased focus on video output.

The efficiencies of the integrated newsroom have allowed SBS to increase the output of stories that explore multicultural issues and perspectives while maintaining our core commitment to coverage of world and national affairs.

In 2015–16, an extensive review was carried out of NITV News and Current Affairs, resulting in a new working model and a comprehensive offering, featuring weeknight, prime-time series *The Point*, and an increase in digital reporting via NITV Online. With the objective of reaching more Australians and making a greater impact across all platforms, a single team of Indigenous journalists delivers to all platforms. Enhancing this coverage, *The Point* investigates cultural, political and social issues and events from a fresh perspective—challenging, informing and engaging audiences on-air and online.

Internationally, SBS NACA has continued to expand its reporting capabilities with the appointment of a correspondent in China.

Television

SBS news and current affairs programs include the following key offerings, reaching audiences from a variety of perspectives:

- *SBS World News* – brings Australian prime-time audiences comprehensive international coverage with all the main national stories of the day.
- *Insight* – Australia's leading forum for debate and powerful first person stories. Each week, host Jenny Brockie guides a lively debate on a single topic.
- *Dateline* – a weekly international half-hour documentary program.
- *The Feed* – a nightly current affairs program aimed at youth audiences, exploring the news of the day, topical commentary, pop culture, investigations, satire, and in-depth features.
- *The Point* – NITV's current affairs program investigates cultural, political and social issues from an Indigenous perspective.
- *WorldWatch* – provides international news in 36 languages, as soon as possible after broadcast in the home country.
- *Small Business Secrets* – a magazine style program which shines a light on the small business owners and innovators, many from migrant and refugee backgrounds, playing a vital role in Australia's economic growth

Radio

The recent *GfK Radio Insights* study found that radio is the most trusted media in Australia and is seen as the most credible source of news.[5] This trust in the medium is complemented by the breadth of SBS's radio offering. SBS is the world's most linguistically diverse public broadcaster, bringing over 70 radio language programs and dedicated digital music channels to the 27% of Australians who speak a LOTE at home.

As a public broadcaster, SBS is committed to being balanced and impartial. In this role, SBS also has a responsibility to apprise all Australians about the community in which they live. For example, SBS News publishes backgrounders on topical issues to provide context and increase understanding of key issues—such as click farms, executive orders, and the Census. These backgrounders enable all Australians to be informed and to participate in the conversations of the day, in English as well as in their first language.

[5] http://www.gfk.com/en-au/insights/press-release/radio-most-trusted-media-survey-shows/.

SBS's language services have historically been referred to as 'the great translator' of life in Australia, and SBS continues this tradition with the broadcast and publication of SBS Settlement Guides, which assist new migrants to navigate life in Australia.[6]

SBS Radio communicates a diversity of views and perspectives to Australian audiences. While migrants to Australia now have access to homeland news and information via satellite TV and the internet, SBS Radio plays a fundamental role in providing Australian news and information, celebrating audiences' cultures, and giving migrants a voice within the Australian community—all in the migrants' first language.

In addition, SBS provides international news coverage through the perspective, or lens, of the community living here in Australia which migrants are unable to experience through their homeland sources. Wherever a story breaks in the world our broadcasters can access the stories of people 'on the ground'—and bring those stories to Australia, where we can also translate them into English to share with all Australians.

In addition to the many language programs offered across the schedule of our main radio channels, in March 2016, SBS launched SBS Arabic24 for Australia's Arabic-speaking community—a new 24/7 multi-platform service on mobile, online and digital radio. SBS Arabic24 offers Arabic-speaking Australians a balanced and impartial destination focusing on life in Australia and a touchpoint to the rest of the Arabic-speaking world. SBS Arabic24 features Australian-produced content and offers audiences a selection of the best programming from SBS partner BBC Arabic, broadcast live from the BBC's Dubai news centre.

SBS radio programs also provide news and feature content with an Indigenous focus, introducing migrants to Australia's Aboriginal and Torres Strait Islander culture and communities and building cross-cultural understanding. Three times each week, SBS radio also presents *NITV Radio* (previously known as *SBS Living Black Radio*) which aims to connect, inform and inspire Aboriginal and Torres Strait Islander communities around the nation through news, current affairs, and community information.

Each SBS Radio language program is supported by an online presence, and the programs are also available for podcast so they can be accessed by listeners at any time. This has proven incredibly popular, with more than 1.5 million podcasts of SBS language programs every month.

To ensure it is meeting audience interests and covering relevant perspectives, SBS regularly holds community meetings to explain the aims and objectives of its radio broadcasts, and how the diversity of views is managed. SBS is also currently carrying out a comprehensive review of its radio services to ensure they reflect the demographics of Australia today.[7] During the review, SBS will consider the future of language services and will determine when and how its radio language services will be delivered (for example, via AM/FM, digital radio, digital television, online and/or podcast). In this regard, it is relevant that, increasingly, migrants are engaging with SBS online (through its webpages, social media and on-demand television and radio broadcasts).

[6] http://www.sbs.com.au/radio/settlement-guide.
[7] More information about SBS's Radio Services Review is available at http://www.sbs.com.au/radio/consultation.

Online

SBS acknowledges community concern about the phenomenon of 'fake news', which was also considered earlier this year in the UK by the Culture, Media and Sport Committee. While that Inquiry concluded without a report being published (due to the UK general election being called), the BBC's submission to the Inquiry is instructive. It considered the issue of 'fake news' and its relationship with social media:

> The BBC defines Fake News as false information deliberately circulated by hoax news sites to misinform, usually for political or commercial purposes. Social media, and particularly Facebook, amplify these stories and can enable their authors to make large sums from online advertising. The role of social media in this phenomenon means that the audiences for Fake News tend to be younger than users of traditional news output.[8]

While the issue of how to deal with 'fake news' on their platforms is a matter for those service providers, SBS wishes to note that social media platforms remain a powerful means of content distribution, including for traditional media providers such as SBS. SBS uses social media platforms to effectively distribute news to audiences and we consider that trusted news brands are amplified through the opportunities presented by social media.

These platforms are also major players in the advertising market. Research published by Morgan Stanley in 2016 demonstrated the impact of large multinational companies on advertising revenue in Australia, reporting that global advertising players, such as Google and Facebook, would take up to 40% of total Australian advertising revenue for the year.[9]

While this creates a challenging advertising market for commercial broadcasters, as well as for SBS—which receives around 25% of its annual funding from own-source revenue, including advertising—SBS also invests in social media marketing, including through the promotion of its news services, as it is a cost-effective way to reach audiences. This has the added benefit of attracting audiences to the SBS website, which may lead to greater advertising revenue for the organisation through its online platforms.

With the fragmentation of audiences through the proliferation of digital platforms, SBS is constantly looking to maintain its relevance and distinctiveness while reaching audiences wherever they are, and whenever they want to consume content. Through social media platforms, SBS can reach new audiences, and can communicate with them in a unique way. This is particularly important given that the recently released *Reuters International Digital News Report* noted that over half of its sample (54%) uses a Facebook product at least weekly to access news.[10]

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[8] https://www.parliament.uk/business/committees/committees-a-z/commons-select/culture-media-and-sport-committee/inquiries/parliament-2015/inquiry2/.
[9] https://www.businessinsider.com.au/morgan-stanley-global-tech-giants-are-about-to-crush-the-australian-media-industry-2016-1.
[10] https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Digital%20News%20Report%202017%20web_0.pdf.

SBS has seen encouraging growth in the delivery and consumption of its digital news content driven by greater video output. In recent years, video views have up to trebled year-on-year, while our social media engagement is also rising rapidly.

Video content is generated across the key consumption periods and *SBS World News* is delivering original and exclusive content on issues ranging from visa categories and immigration to the Census. Furthermore, SBS's interactive *Census Explorer* resource provides a tool for users to 'go behind the statistics' to explore the Census results through languages, places, issues and maps.[11]

Quality assurance – SBS Editorial Standards & Codes of Practice

SBS has rigorous Editorial Standards and Codes of Practice in place which underpin the delivery of its independent, balanced and quality news and current affairs services.

SBS is constantly working to ensure that audiences are given access to reliable, accurate news. Executive Producers are held responsible for the accuracy of news reporting and SBS has a strong in-house legal team, which provides advice to producers and broadcasters.

As an independent national broadcaster operating under the *Special Broadcasting Service Act 1991* (Cth) (**SBS Act**), SBS is subject to strong accountability and editorial standards including the requirement to maintain its independence and integrity, and to ensure that the gathering and presentation of news and information is accurate and balanced. SBS is also required to develop codes of practice relating to programming matters and to notify those codes with the Australian Communications and Media Authority.

The *SBS Codes of Practice* set out the principles and policies SBS uses to guide its programming.[12] The *SBS Editorial Guidelines* guide SBS's editorial processes, and cover matters such as editorial responsibility and conflicts of interest.[13]

SBS's standards for its news and current affairs services are set out in Code 2, which requires SBS to ensure that its news and current affairs content is accurate, impartial and balanced so that audiences can make their own assessment of issues following an objective presentation of relevant information.

SBS's *WorldWatch* bulletins are sourced from a range of providers—government, public and commercial. SBS undertakes a rigorous process to select these news services to ensure that they are best suited to addressing the relevant communities' needs. We also ensure that audiences are alerted to the source of this material so that they can exercise their own judgement about how issues and information are presented.

[11] http://www.sbs.com.au/news/census-explorer.
[12] SBS Codes of Practice are available at http://www.sbs.com.au/aboutus/corporate/view/id/109/h/Codes-of-Practice.
[13] SBS Editorial Guidelines are available at http://www.sbs.com.au/aboutus/corporate/view/id/1426/h/SBS-Editorial-Guidelines.

In providing audiences with information about world events, SBS Radio relies on a range of sources, including overseas media services, stringers and other contacts. SBS Radio carefully monitors the contributions of international stringers, to ensure contributions meet SBS's editorial standards. As SBS Radio broadcasts in over 70 languages, there is a rolling program of translations, so that programs can be monitored for quality standards. If SBS receives a complaint about a radio broadcast, then the program is translated for assessment.

SBS Radio content producers are also expected to use their contacts, knowledge and expertise to check sources for accuracy and reliability and judge the news value and reliability of stories from non-SBS sources.

These standards operate as safeguards against SBS running 'fake news', propaganda and public disinformation.

Accountability – SBS Ombudsman

SBS is accountable for its content through complaints processes set out in the *SBS Codes of Practice*. The SBS Ombudsman, who is independent of all SBS divisions, is responsible for undertaking a proper and fair investigation of complaints which allege that SBS has breached the *SBS Codes of Practice*. This complaints process ensures SBS is alerted to and can respond in a timely manner to concerns about the quality of its news and current affairs services. The findings of the SBS Ombudsman in response to a Code complaint can be reviewed by the regulator, the Australian Communications and Media Authority.

Access to SBS services and regional coverage

Almost all Australians can access SBS services including television, radio and online. Television is transmitted through terrestrial services to approximately 97% of the population, and with the addition of the VAST satellite platform, SBS reaches almost 100% of the population. SBS is also retransmitted through Foxtel cable and satellite services. Details of SBS transmission are in **Appendix B**.

This reach is being significantly extended through SBS's digital services, including SBS On Demand, SBS Radio Language podcasts, and portals which make available online audio programming and information.

SBS news and current affairs also covers regional and rural stories across all platforms. Some recent coverage includes:

- A long way from Mount Sinjar: Wagga Wagga welcomes Yazidi refugees http://www.sbs.com.au/news/article/2016/11/23/long-way-mount-sinjar-wagga-wagga-welcomes-yazidi-refugees
- Small Business Secrets: Muscle Garden (Mackay, Queensland) https://www.sbs.com.au/ondemand/video/949917251618/bizsecrets-muscle-garden

- Regional Australia welcomes rail investment (Filipino program) http://www.sbs.com.au/yourlanguage/filipino/en/content/regional-australia-welcomes-rail-investment
- NAIDOC 2017 Artist of the Year Elverina Johnson believes in the power of art http://www.sbs.com.au/nitv/nitv-news/article/2017/07/05/naidoc-2017-artist-year-elverina-johnson-believes-power-art

Developments in Public Interest Journalism

As the ways in which audiences access content change, so must the ways in which it is created and distributed.

Resourcing

SBS focuses on making its content available on as many platforms as possible. There are significant costs associated with this, as well as costs associated with identifying and attracting staff with the necessary skills to make the content available in these ways.

In particular, SBS exclusive content must be distributed in a way that facilitates access and increases audience reach. While appropriately resourcing these activities is a challenge, SBS does not allow resource restrictions to impact the quantity or quality of the journalism produced.

Recent advances in technology have also reduced the cost of live reporting. SBS has particularly made cost savings through the implementation of drone technology and live reporting using mobile technology. These new technologies have 'levelled the playing field' to a certain extent between smaller and larger broadcasters in news gathering, and have provided SBS with flexibility in reporting on news from across the country and internationally.

Restrictions on news gathering and publication

It is also relevant to note that in Australia there can be significant legal challenges or risks associated with publishing public interest journalism.

A key resource for public interest stories are whistleblowers, who provide information to media organisations. Many whistleblowers disclose matters that they learn in the workplace—and there are many pieces of legislation which prohibit public servants, security agents, the police and other government employees from providing information to the media (for example, the *Australian Security Intelligence Organisation Act 1979* (s 35P), the *Crimes Act 1914* (Cth) (s 70), and Public Interest Disclosure Acts in various states and territories).

SBS generally submits that laws under which Commonwealth employees are exposed to criminal or other sanctions should be examined to consider whether such laws strike the right balance between the need to protect sensitive national information and the public interest in the disclosure of certain information.

In other countries and jurisdictions, stronger exceptions exist which provide prima facie protection to journalists pursuing stories of public interest. In Australia, protections are patchwork in nature—we refer to Professor Mark Pearson's submission to this Inquiry which lists some of the laws which allow for publication in the public interest, but also notes the limitations with those laws in the Australian context.

To give a specific example, the laws on surveillance are state by state restrictions; some of which allow for secret recording which is in the public interest, and others of which do not. For example, a journalist might seek to include in a story a secret recording showing the purchase of black market tobacco—as part of a wider examination of the effectiveness of taxation of tobacco, and reforms in the tobacco industry. The secret recording element would invoke less risk if conducted in Victoria where a public interest exception is available, but could possibly breach the law if filmed in NSW. For a television or video based journalist in NSW attempting to put a visually interesting story together on a deadline, travelling to Victoria may not be an option. This barrier could be enough to mean this idea is dropped in favour of a different story.

Such laws create significant barriers to public interest journalism. They can make a story more difficult or risky; and this in turn makes the story more resource-intensive and expensive. In an environment of diminishing resources across all media organisations, laws or regulations which make it more expensive to investigate or publish a story can often mean that story will not be reported.

Where existing laws or changes via law reform could impact on the ability of a media organisation to publish public interest journalism, decision makers should take this into account, and consider introducing robust exceptions or protections for public interest publications.

SBS Journalism Initiatives – Investing in the Future

At a time when there are significant job cuts across the Australian media industry, SBS plays an important role in providing opportunities for new and recent graduates.

SBS invests in journalism through its annual news and current affairs cadetship program which provides practical training and hands-on reporting experience across all SBS network platforms and programs. The program participants reflect the diversity of Australia and include Indigenous cadets.

SBS and NITV also operate a media mentorship program which is open to Macquarie University students from culturally and linguistically diverse backgrounds (for example, students who speak a language other than English at home) and Aboriginal or Torres Strait Islander students who are enrolled in the Bachelor of Arts (Media) and associated media courses. The *SBS & NITV Media Mentorship Program* is an initiative of SBS, NITV, the Ethnic Communities' Council of NSW and Macquarie University and is funded by the Commonwealth Government's Higher Education Participation and Partnerships Program. The mentorship provides the opportunity for professional development for CALD university students, and an internship with SBS or NITV in their final year.

On a wider scale, the *SBS Diversity Talent Escalator* is a new national initiative focused on increasing the representation of Australia's diverse communities within the television production sector. Partnering with seven of Australia's screen agencies, the scheme aims to address the current lack of career development opportunities for emerging screen practitioners and freelancers from different backgrounds, providing clear pathways for progression at all levels.

Conclusion

In June 2017, the Standing Committee on Canadian Heritage released its report, *DISRUPTION: Change and Churning in Canada's Media Landscape*. The report noted that,

> ...if our current policies are not modernized, Canada is likely to transition in the medium-term future to a digital environment that is mostly or entirely deregulated, where Canadians will watch television and listen to radio online and via mobile applications – in other words, through broadcasters without regulatory obligations, often established outside of Canada and offering little or no local content...

Australia is facing a similar situation, as audiences have ever-increasing choice of journalism content creators, aggregators, and providers. In this context it has never been more important for Australian public broadcasters to be appropriately funded and supported to present balanced, impartial and accurate Australian and international news to Australian audiences.

Appendix A – SBS Charter and purpose

The SBS Charter is set out at section 6 of the *Special Broadcasting Service Act 1991*:

> **Charter of the SBS**
>
> (1) The principal function of the SBS is to provide multilingual and multicultural radio, television and digital media services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's multicultural society.
>
> (2) The SBS, in performing its principal function, must:
>
> (a) contribute to meeting the communications needs of Australia's multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities; and
>
> (b) increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society; and
>
> (c) promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people; and
>
> (d) contribute to the retention and continuing development of language and other cultural skills; and
>
> (e) as far as practicable, inform, educate and entertain Australians in their preferred languages; and
>
> (f) make use of Australia's diverse creative resources; and
>
> (g) to the extent to which the function relates to radio and television services—contribute to the overall diversity of Australian television and radio services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector; and
>
> (h) to the extent to which the function relates to radio and television services—contribute to extending the range of Australian television and radio services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.

These Charter obligations are delivered in line with the SBS purpose which, as set out in the *2016–20117 SBS Corporate Plan*, notes that SBS inspires all Australians to explore, appreciate and celebrate our diverse world and in doing so, contributes to a cohesive society.[14]

[14] *SBS Corporate Plan 2016-2017*: http://media.sbs.com.au/home/upload_media/site_20_rand_1547504738_sbs_corporate_plan_fy17_20.pdf.

Appendix B – SBS Transmission

- SBS transmits 539 terrestrial television services around the country, serving approximately 97% of the Australian population.
    - 344 digital terrestrial services provided by Broadcast Australia
    - 113 re-transmission services provided by Regional Broadcasters Australia (RBA), Transmitters Australia (TXA); and
    - 82 self-help transmitters provided by local council and community groups.
- By including the VAST satellite platform, with its 300,000+ receivers, SBS reaches almost 100 per cent of Australians.
- SBS is also retransmitted on the cable and satellite subscription services of Foxtel.
- SBS has 15 national analogue radio services which consist of six AM and nine FM services, transmission services for which are provided by Broadcast Australia. There are also 146 re-transmission self-help SBS FM services licensed to local councils and community groups.
- These analogue radio services cover in total approximately 63% of the Australian population.
- There are currently 6 national DAB services (including Canberra, which is in trial mode at the moment). These serve approximately 52% of the Australian population.