

This is best printed in colour as it contains colour coded graphs

A submission to the Senate Standing Committees on Environment and Communications

The commercialisation of SBS versus efficiency

A response to the Communications Legislation Amendment (SBS Advertising Flexibility and Other Measures) Bill 2015

There is strong evidence that SBS's ability to comply with its Charter obligations will be severely threatened with increases in advertising, thus making it less efficient in its primary function.

Save Our SBS Inc

FOREWORD

Petition

Preserve its Integrity! Don't Increase Ads on SBS

 communityrun



61,635

of 75,000 signatures

Campaign created by Margaret Pomeranz
& Quentin Dempster.

Do not amend the SBS Act 1991 to permit advertiser-averaging, which will see a doubling of ads and commercial breaks on SBS. This will mean that during primetime & sports broadcasts, SBS will look no different from the commercial networks.

Increasing ads will seriously threaten SBS's ability to comply with its Charter obligations.

If the law is amended, eventually SBS will broadcast 14 minutes of disruptive commercial breaks per hour in peak viewing – 6pm to midnight and in sport (10 minutes of ads plus 4 minutes of promos every hour) – the same as commercial TV.

Commercial breaks disrupting SBS programs are not natural and should be stopped, not increased!

The *Save Our SBS*, Margaret Pomeranz and Quentin Dempster petition *Preserve its Integrity! Don't Increase Ads on SBS*¹ (hosted on *CommunityRun*) opposes increasing advertisements to 10 minutes per hour (at 120 minutes per day), and the final sentence in the petition requests that in-program commercial breaks be stopped (possibly implying advertising between programs is acceptable).

As at April 2015, some 61,000+ people had signed. Petitioners represent a broad range of ethnicities from every Australian State and Territory.

The petition webpage included a detailed referenced background blurb, the text of which appears in this submission at Appendix 3.

The main discussion is in the first 14 pages
with supporting material thereafter

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Senate Standing Committees on Environment and Communications,
PO Box 6100, Parliament House, Canberra ACT 2600

SENT BY EMAIL ec.sen@aph.gov.au

15 April 2015

EXECUTIVE SUMMARY

Save Our SBS opposes the *Communications Legislation Amendment (SBS Advertising Flexibility and Other Measures) Bill 2015*^{II} and any moves that would potentially see a doubling of advertising, especially in primetime – 6pm to midnight – or in sporting programs on SBS. We are equally uncomfortable with product placement.

The current situation

- Section 45 of the *SBS Act 1991*^{III} limits advertising to 5 minutes hourly and there is no restriction on the duration of program promotion or SBS products.
- SBS has a 100% fill rate of advertisements at night broadcasting 5 minutes of ads plus about 4 minutes of promos on average per hour from 6pm to midnight, typically 9 minutes of commercial breaks hourly (see logs in Appendix 2).

Impact of the Bill if passed

- The 5 minute hourly advertising limit will be raised to 10 minutes capped at 120 minutes per day, and SBS will be permitted to include product placement.

We provide evidence that:-

- SBS will become more mainstream and no longer a special broadcaster.
- SBS will not be able to meet its Charter obligations with increased advertising.
- SBS will look like a fully fledged commercial broadcaster with more commercial breaks than it currently has.

- From 6pm until midnight, SBS will potentially broadcast one minute more of non program matter (ads and promos) than the 13 minutes^{IV} of commercial television¹.
- Eventually SBS will broadcast 14 minutes of disruptive commercial breaks hourly for the entire six hours of primetime – 10 minutes of ads plus 4 minutes of promos (their existing promo quantity) – and in sport.

Deficiencies of the Bill

- There is no community support for this Bill and very wide objection to further commercialising SBS. (Refer to page 2 & Appendix 3)
- The Bill fails to address the ongoing community objection to in-program commercial breaks on SBS, which was identified as the number one item in national studies of SBS viewers that viewers want stopped. (Refer to Appendix 4 & 5).
- There is nothing in the Bill that requires SBS abide by the intent of the 1991 legislators in the definition – as appears in the Hansard – of *natural program breaks*, a loophole in the Act that SBS exploit to insert commercial breaks within programs. (Refer to Appendix 1).
- The Bill does not require that additional revenue from increased advertising – or any advertising revenues – be invested by SBS in Australian content.
- Reportedly, industry local content will suffer – most likely with loss of jobs – as additional advertising revenues on SBS ‘eat into’ the available pie of all advertising^V.

- ***More than 61,000 people have signed a petition opposing increases in advertising in any hour on SBS^{VI}.***
- ***94.5% of SBS viewers nationally want in-program commercial breaks on SBS removed - not increased^{VII}.***
- ***92.1% would approve if a Minister or Parliament required that SBS present television programs without commercial break disruptions (no in-program breaks), on free-to-air & internet services^{VIII}.***
- ***80.7% of viewers strongly believe advertising ought to be for commercial broadcasters only – not SBS^{IX}.***

¹ On free to air commercial television, non program matter may not exceed 13 minutes per hour (or 14 minutes in some primetime hours provided not more than 78 minutes in total from 6pm to midnight) with specified arrangements in an election period under the *Commercial Television Industry Code of Practice*.

EVIDENCE

More mainstream; no longer a special broadcaster; hinder SBS Charter obligations

The largest and most comprehensive study ever done on the impact of advertising on public broadcasters commissioned by the BBC and carried out by McKinsey and Co^X in 19 countries, found very strong evidence that increased advertising caused the public service broadcaster to put the needs of the advertiser ahead of the viewer and concluded:

Our analysis shows that an increased dependence on advertising has led inexorably to a more populist and less distinctive schedule.

The Communications Department Efficiency Study (the Lewis review)^{XI} acknowledged that increased advertising will result in:

risks to the amount of Charter-related content

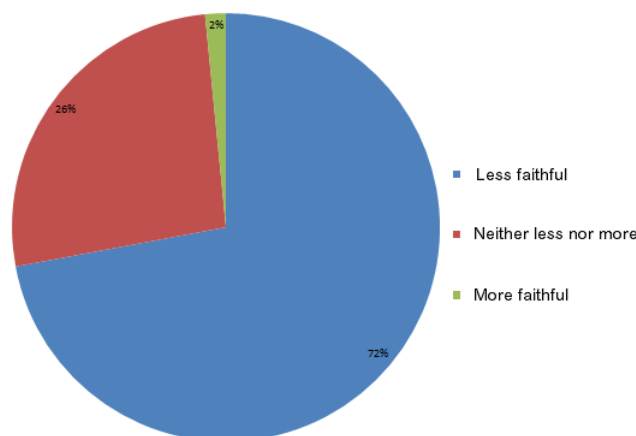
by shifting the focus from viewer to advertiser:

there will be a greater pressure on SBS management to consider the trade-off of delivering on commercial expectations, against delivering those functions described in the SBS Charter.

The above is consistent with two major studies of SBS viewers (see Appendix 4 & 5) conducted in the period since SBS introduced in-program advertising, one in 2008^{XII} and the other in 2013^{XIII} (NITV not included). The studies required participants read SBS's Charter in order to answer specific Charter related questions. The outcome of the different study groups was virtually the same. Three-quarters (71.6% in 2008 and 72.1% in 2013) of SBS viewers nationally said:

SBS is less faithful to the Charter since it introduced in-program advertising.

Faithfulness to the SBS Charter since in-program advertising began



source: SOSBS, 2013, *A study of 2044 viewers of SBS television on advertising, Charter, relevance and other matters*, (pg 12)

That three-quarters of SBS viewers nationally believe that ‘SBS is less faithful to the Charter since it introduced in-program advertising’ strongly suggests that that will be more so with increased advertising; such will be the case in primetime as a consequence of the Bill.

The four studies above, are consistent with that found (and predicted) in 1999 by Dr Chris Lawe Davies, Senior Lecturer at the University of Queensland^{XIV}, advertising directly impacting a “relative failure” of SBS to follow its Charter, e.g., the lower incidence of LOTE (languages other than English) programs on SBS-TV.

In 2012, weeknights between 6pm and 11pm, SBS-ONE had few programs exclusively or predominately in LOTE and the situation remains similar as LOTE programs are less attractive to advertisers than English languages programs. Hence the Charter was set aside in favour of the advertisers.

More primetime advertising will lead to a more mainstream, less distinctive and less *special* broadcaster, conflict Charter-related obligations against commercial requirements and ultimately cause SBS to lose sight of its very reason for existence.

Will look like a fully fledged commercial broadcaster with 14 minutes of commercial breaks hourly

There have been mixed messages that SBS struggles to fill 5 minutes of hourly advertising^{XV} yet wants the law amended to permit 10 minutes per hour; that additional ads will not fill the six hours of primetime 6pm to midnight; that only sport and selected programs (not named) and will carry the extra advertising^{XVI}. If so, why is the Bill so broad?

Save Our SBS has been monitoring SBS transmissions, logging in six hour blocks – precisely detailing each event broadcast in the log session – down to the hour minute and second, since 2009. (Refer to Appendix 2 to view the logs).

The logs show that since 2009, SBS ONE has consistently averaged 30 minutes of advertising from 6pm to midnight. That equates to 5 minutes per hour. Additionally SBS broadcast close to 4 minutes of promos per hour on average. This equates to about 9 minutes of disruptive commercial breaks hourly, every night^{XVII}.

SBS 2 was slower to fill 5 minutes of advertising hourly in primetime but evidence of that occurred about a year ago.

The logs show SBS television broadcast about 20 minutes of advertisements from midday and 6pm. This equates to 3½ minutes of advertising per hour during the afternoon hours.

Midnight to midday was not logged and is believed to have a lower commercial content than afternoons (except in sport when scheduled).

It is understood that there is more than 30 minutes of unsold advertising in the 18 hour period midnight to 6pm. If the Bill is passed, there is no question that SBS will transfer the unsold 30 minutes to the 6pm to midnight zone, thus doubling each primetime hour from 5 to 10 minutes. Retaining the typically 4 minutes of hourly promos – coupled with 10 minutes of advertising – viewers will see 14 minutes of commercial breaks disrupting SBS programs which is on a par with commercial TV.

The presentation of SBS will be no different from commercial TV.

The SBS Act (at section 45) excludes promos from the computation of advertising whereas the free to air commercial television Codes of Practice include promos in the same count as advertisements^{xviii}. The effect of the Bill would therefore be similar to the quantity of non program matter of commercial TV. (Refer to previous page and see logs at Appendix 2).

Advertising is a cut

In 2014, the Minister announced funding cuts in the order of \$53.7m (~5%) over five years. This included \$28.5m (~\$5.7m/year, ranging from ~\$4m in year one to ~\$9m in the final year) from a changed advertising arrangement in an agreement [with SBS] by the passing of a Bill^{xix}. The agreement did not cover the possibility of the Bill failing or the reduction of \$28.5m should the Bill not become law^{xx xxi}.

SBS believe they would raise \$28.5m over five years if the Bill is passed. However, it is difficult to understand how this figure was derived. Based on current advertising revenues, \$28.5m seems to be remarkably low considering that 60% to 70% of their \$50m/year ad revenue comes from primetime^{xxii} and it has a 100% fill rate^{xxiii}. (See logs at Appendix 2).

SBS do not fill the midnight to 6pm period to the available 5 minute hourly limits set by the *SBS Act 1991* yet there has been no reported investigation of how much that period is worth; if ~\$5.7m/year could be generated from an increased fill rate in those 18 hours, thereby averting an argument to amend the Act.

A proper analysis (in primetime or elsewhere) can only be made once the required data is forthcoming: CPM, any discounting on the rate card and potential fill rate variables for each hour of the day on all SBS networks covering 24 hours over a long period of time.

Considering SBS is a public broadcaster, it is not unreasonable to expect that SBS provide the required raw data so it can be publicly scrutinized and independently accessed. Under section 11 of the *SBS Act 1991*, the Minister may give a direction to SBS to obtain such data. There is nothing to stop the Minister from releasing that into the public domain.

An outdated model

The uptake of internet streaming on demand services has caused a drop in viewer numbers on all free to air broadcasters, worldwide. Those that rely on advertising are turning to other sources of income. It is nonsensical for a public broadcaster to transition from a business plan relying largely on public monies to pursue declining advertising dollars from a finite pie instead, when existing commercial operators have discovered that model of revenue is not the pot of gold it once was.^{XXIV}

Setting aside the peak that occurs every fourth year from the FIFA World Cup broadcasts, SBS revenue from advertising is around \$50m annually with variance of about \$10m^{XXV}.

The average yearly cuts from a changed advertising arrangement are within the range that SBS very efficiently manages of normal fluctuating ad revenues^{XXVI}. However, if ever there were a time in history to not expect or require a public broadcaster move in the direction of increasing reliability on advertising, it is now.

There is no requirement on SBS to broadcast Australian content and no reason to believe it will commission more even if their yearly forecast from increased ad revenue is exceeded, considering the 2012 revelations to the Minister's question on notice that only 37 per cent of ad revenue was invested in Australian content^{XXVII} despite an SBS promise that 100% of ad revenue would be commissioned in Australian content from the introduction of in-program commercial breaks^{XXVIII}. Currently, 10% of SBS programs are Australian^{XXIX}.

Not only is there reputable evidence that hourly increases in advertising will compromise SBS's Charter obligations, viewers do not like ads interrupting their programs and now have at their disposal other choices. Increased primetime advertising with more commercial breaks disrupting programs will cause SBS viewers to promptly pursue those other choices. For this reason alone and therefore from a business perspective, it makes no sense for a public broadcaster to chase a struggling, some say dying but highly competitive, outdated model of further reliance on advertising on free to air.

The fundamental change that this Bill will bring to SBS represents an awful lot of pain for very little gain – \$4m to \$9m per year – according to SBS.

Considering the business case as claimed, there is no reason to favour the troubled advertising model or for the Commonwealth to pursue this Bill and the Budget cuts that will come with it.

An increase in advertising is a cut from the SBS budget. If SBS suffers, it is up to government to remedy that without inflicting increased advertising on viewers and all the identified risks and problems that will come from that.

A WIDER PERSPECTIVE

The full on-set in 2007 of in-program advertising caused the advertiser to become the client of SBS. The sole purpose of TV advertising is to on-sell audiences to the client, i.e., to the advertiser. The SBS viewer is now the product to be sold. When advertising was between programs only, the viewer was more clearly the client. The Bill, if passed, would further elevate the advertiser as the client (instead of the viewer) and in lieu of the Charter.

In late 2006 with the discovery of a 'loophole' in the law, SBS introduced in-program advertising in television programs. SBS reinterpreted the phrase "*natural program breaks*" to enable the insertion of commercial breaks within programs. Prior to that, breaks had only been between programs except occasionally, e.g., the half time natural break in soccer.

The Bill, if passed, represents a fully commercial strategic plan for SBS. This will dominate executive 'brain space' by the revenue imperative at the expense of the Charter. SBS will become Australia's fourth free to air TV network.

SBS with clear Charter obligations has helped build a sense of inclusion and national cohesion by designing, acquiring and broadcasting multilingual radio and TV programs. It has significantly contributed to Australia's multicultural success.

Now in 2015 as geo-political tensions threaten domestic peace and as the Internet can be used as a vehicle for jihadi recruitment and the like, the role of SBS as a binding influence on migrant communities is clearly more important than ever.

As a taxpayer investment in counter terrorism, SBS can play a major role in extending the entire polity's understanding of complex religious and ethnic tensions. However the Bill will ultimately force SBS to concentrate on programs that aggregate audiences and demographics to enhance advertising revenues. Studies indicate that commercial bias is already occurring (76.8 % of SBS viewers nationally believe SBS is subject to commercial influence or interference^{xxx}). Extending this through product placement and a doubling of primetime advertising will destroy SBS's raison d'être.

The future of SBS, particularly with migration policies which may build the Australian population to 40 million people by 2055, now needs to be intensively considered by the federal parliament. Against this, a fourth fully commercial TV network (a consequence of the Bill), at a time of 'over the top' video streaming to Australian households increasingly enabled by high speed broadband services, places existing domestic TV networks at a competitive disadvantage struggling to sustain their own advertising revenues.

For these compelling reasons, the Bill, which will take SBS further down the commercial road, should be rejected. If the Bill to increase advertising via averaging and product placement passes, SBS will forever suffer far greater losses than monetary losses only.

SBS should be assisted by a clear expression of the parliament to get back to its Charter purpose and not the commercial perversion of that purpose by those advocating such a course within its management and board. Such views are out of step with the SBS community, as evidenced by a petition^{xxxi} of some 61,000+ persons opposing the Bill (see page 2 and Appendix 3).

I was and still am extremely disappointed that SBS has chosen to place advertisements in program. I ... ask that it is restricted to between programs. I choose not to watch commercial television because of the prevalence of ads and sadly, am now choosing to not watch SBS either for the same reason. As a public broadcasting service I feel strongly that you should be offering programming WITHOUT in-program ads. Do not lower the standards of SBS to that of the commercial channels.

**** Postcode above: 2088

SBS occupies a unique place within the Australian media and it is integral to its Charter that it maintains a position that is free of commercial interference or influence. It is imperative that SBS removes in-programme advertising, both to fulfil its commitments to its Charter, and to maintain a quality service to its viewers, who value the diversity and excellence of the service that it strives to offer.

**** Postcode above: 3040

I am a long-time strong supporter of SBS and it pains me to say this, but since the introduction of in-program breaks and the reduced diversity of programs in prime time I watch SBS a lot less. And I stopped watching films since SBS began including commercial breaks. The inclusion of add breaks in films is particularly disruptive and totally appalling.

**** Postcode above: 5034

A representative sample of 713 comments nationally in *A study of 2044 viewers of SBS television on advertising, Charter, relevance and other matters*^{xxxii}.

APPENDIX 1

Intent – natural program breaks

natural program breaks means the break that occurs between the end of one program and the start of the next program, and the natural-break-in-play of a sporting event where audiences miss none of the play, for example, half time in a soccer match.

SBS may broadcast advertisements “before programs commence, after programs end or during natural program breaks” (s45 SBS Act 1991)

SBS do not practice that above

When the 1991 Parliament incorporated the phrase “*natural program breaks*” into the *SBS Act* at the Second Reading Speeches immediately before the Bill was voted on in the House of Representatives and Senate, it intended the placement of advertising on SBS television would not disrupt programs, that SBS not present itself like a commercial broadcaster and that “*natural program breaks*” would be restricted to:-

- ***half-time in a soccer match ... in effect what will happen is that advertising will top and tail programs***
chamber/hansardr/1991-10-14/0051 Page: 1842 Mr SMITH (Liberal)
- ***natural program breaks, one would think that it is not too difficult to identify ... clearly the half-time break in football and other sporting programs is a fairly common occurrence. The topping and tailing of programs so that good quality films are not massacred by advertisements is something that most people will readily identify with and recognise the breach of very quickly***
chamber/hansards/1991-11-11/0109 Page: 2843 Sen ALSTON (Liberal)
- ***natural program breaks will be so unobtrusive on audiences as to be almost undetectable***
chamber/hansards/1991-11-11/0135 Page: 2862 Sen COLLINS (Labor)
- ***advertisement—at the beginning and the end of the sponsored program. In that way the viewers were not disturbed and were not constantly interrupted, as is the case on some of the commercial television programs***
chamber/hansardr/1991-10-14/0060 Page: 1857 Mr LEE (Labor)
- ***let us not try to get the advertising revenue that will make the SBS another commercial channel. If we do, again, that will change its character, and I do not think that is really what we are about***
chamber/hansardr/1991-10-14/0061 Page: 1860 Mr SINCLAIR (National)

APPENDIX 2

Logs of SBS off-air transmissions

The following 53 pages contain logs of SBS television broadcasts:-

A summary of the logs is in the table below.

Date	Network	Time	Promo/6 hours	Ads/6 hours
10 th November, 2009	SBS-TV-1	1800-2400 hours	17 min 37 sec	30 min 00 sec
7 th April, 2011	SBS-TV-1	1800-2400 hours	23 min 14 sec	31 min 15 sec
8 th April, 2011	SBS-TV-2	1800-2400 hours	25 min 54 sec	23 min 45 sec
26 th April, 2011	SBS-TV-1	1200-1800 hours	12 min 09 sec	21 min 00 sec
6 th June, 2012	SBS-TV-1	1800-2400 hours	18 min 34 sec	30 min 30 sec
13 th February, 2014	SBS-TV-1	1800-2400 hours	22 min 17 sec	31 min 00 sec
20 th February, 2014	SBS-TV-2	1800-2400 hours	31 min 18 sec	31 min 30 sec

The logs show the time to air of each separate event, program and non program matter with computations of each². Total separate durations are shown at the end of each clock hour for promos and spot ads. Under the **Type** column, **H** is a clock hour marker; **B** denotes start of a commercial or station break; **S** a program segment, **A** is commercial advertising, a spot ad (also coloured red); **P** for station promotional content; and **C** is classification or other non-advert, non-promo, non-program content. These are variously used to set or reset the relevant time accumulations shown.

These logs were originally only intended for our internal use – to understand viewer concerns of exactly what SBS broadcast and when. We believe they are an accurate reflection of off-air transmissions but do not claim that every detail is shown as we never envisaged releasing our logs publicly. We have chosen to do so now to refute the claims made by some; that SBS does not fill 100% of the 6pm to midnight time slot and the misleading assertion that the impact of the Bill would be minimal. Our logs show that SBS ONE transmitted 30 minutes of advertisements over the six hour prime time period on every occasion we monitored it since 2009. More recently SBS 2 appears equally ‘healthy’. Daytime is less so and NITV was not monitored.

We conclude that if the Bill is passed, additional primetime advertising will exceed the current 5 minutes per hour limit.

² Advertisements and station/program promotions are computed separately. Certain other events that may seem to be an advertisement (e.g., a 30 second set of SBS DVDs from Dymocks) were not counted as an advertisement due to being an SBS product and in accordance with the *SBS Act 1991*. Other events were not included in the ad or promo computations – sponsor announcements 10 seconds or less (e.g., opening, middle or closing billboards); classification advice; and community service announcements – of any length, in accordance with the *SBS Codes of Practice*. Actual non program matter will therefore be higher than the 8 min 48 sec per hour primetime average of advertisements and promotions if the Bill is passed and would exceed 14 minutes hourly in some hours. The logged spots not computed are similar to the exempt non program matter of the free to air commercial broadcasters and therefore our logs enable a reasonable comparison between SBS and free to air commercial television.

10th November, 2009 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight)

SBS TV AIRLOG REPORT

Prepared by Save Our SBS Inc

Transmission source: SBS-TV-1
MEL
Date: 10-Nov-09
Airtime log start hour: 18

Airtime	Description	Type	Duration	Ad #	Clock Hour Calculations			
					Acc Promos	Hour Promos	Acc adverts	Hour Adverts
18:00:00	HOOR - START OF LOG SESSION (6 PM)	H						
18:00:00	STATION BREAK (already commenced)	B						
18:00:00	Station Identification	P	00:00:23		00:00:23			
18:00:23	SEGMENT ONE - Global Village	S	00:11:38		00:00:23			
18:12:01	BREAK ONE	B			00:00:23			
18:12:01	East West 101	P	00:00:30		00:00:53			
18:12:31	ANZ	A	00:00:30	1	00:00:53		00:00:30	
18:13:01	Medicins Sans Frontieres	A	00:00:30	2	00:00:53		00:01:00	
18:13:31	SEGMENT TWO - Global Village	S	00:12:39	2	00:00:53		00:01:00	
18:26:10	BREAK TWO	B			00:00:53		00:01:00	
18:26:10	World News Update	P	00:00:15		00:01:08		00:01:00	
18:26:25	Science and Islam	P	00:00:30		00:01:38		00:01:00	
18:26:55	Infobreak - Insurance Line	A	00:01:00	1	00:01:38		00:02:00	
18:27:55	SEGMENT THREE - Global Village	S	00:00:51	1	00:01:38		00:02:00	
18:28:46	STATION BREAK	B			00:01:38		00:02:00	
18:28:46	Top Gear/Man vs Wild	P	00:00:30		00:02:08		00:02:00	
18:29:16	Pennies from Heaven CD - Dymocks JB Hi-fi	P	00:00:30		00:02:38		00:02:00	
18:29:46	Station Identification	P	00:00:24		00:03:02		00:02:00	

10th November, 2009 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

18:30:10	SEGMENT ONE - World News Australia	S	00:22:18		00:03:02		00:02:00
18:52:28	BREAK ONE	B			00:03:02		00:02:00
18:52:28	Insight	P	00:00:15		00:03:17		00:02:00
18:52:43	Infobreak - Insurance Line	A	00:01:00	1	00:03:17		00:03:00
18:53:43	CarCity.com.au	A	00:00:30	2	00:03:17		00:03:30
18:54:13	The Eagle	P	00:00:15	2	00:03:32		00:03:30
18:54:28	SEGMENT TWO - World News Australia	S	00:15:08	2	00:03:32		00:03:30
19:00:00	HOOR	H		2		00:03:32	00:03:30
19:09:36	BREAK TWO	B					
19:09:36	Dateline	P	00:00:30		00:00:30		
19:10:06	Hynudai	A	00:00:30	1	00:00:30		00:00:30
19:10:36	BellCity	A	00:00:30	2	00:00:30		00:01:00
19:11:06	Westpac	A	00:00:30	3	00:00:30		00:01:30
19:11:36	SEGMENT THREE - World News Australia	S	00:09:26	3	00:00:30		00:01:30
19:21:02	BREAK THREE	B			00:00:30		00:01:30
19:21:02	Insight	P	00:00:15		00:00:45		00:01:30
19:21:17	Luke Nguyen's Vietnam/Demetri's Castle	P	00:00:30		00:01:15		00:01:30
19:21:47	Westpac	A	00:00:30	1	00:01:15		00:02:00
19:22:17	Mitsubishi	A	00:00:30	2	00:01:15		00:02:30
19:22:47	Quit Smoking	A	00:00:30	3	00:01:15		00:03:00
19:23:17	SEGMENT FOUR - World News Australia	S	00:05:38	3	00:01:15		00:03:00
19:28:55	STATION BREAK	B			00:01:15		00:03:00
19:28:55	Lineup - Tonight	P	00:00:15		00:01:30		00:03:00
19:29:10	Top Gear	P	00:00:15		00:01:45		00:03:00
19:29:25	WebberBBQ	A	00:00:30	1	00:01:45		00:03:30
19:29:55	Cadel Evans - Dymocks	P	00:00:30	1	00:02:15		00:03:30
19:30:25	What's New? - Woolworths	A	00:00:30	2	00:02:15		00:04:00
19:30:55	Westpac	A	00:00:30	3	00:02:15		00:04:30

10th November, 2009 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

19:31:25	Station Identification	P	00:00:20	3	00:02:35		00:04:30	
19:31:45	SEGMENT ONE - Insight	S	00:23:24	3	00:02:35		00:04:30	
19:55:09	BREAK ONE	B			00:02:35		00:04:30	
19:55:09	East West 101	P	00:00:30		00:03:05		00:04:30	
19:55:39	Lexus	A	00:00:15	1	00:03:05		00:04:45	
19:55:54	Commonwealth Bank	A	00:00:45	2	00:03:05		00:05:30	
19:56:39	AGL	A	00:01:00	3	00:03:05		00:06:30	
19:57:39	SEGMENT TWO - Insight	S	00:13:26	3	00:03:05		00:06:30	
20:00:00	HOOR	H		3		00:03:05		00:06:30
20:11:05	BREAK TWO	B						
20:11:05	East West 101	P	00:00:15		00:00:15			
20:11:20	Dateline	P	00:00:30		00:00:45			
20:11:50	AMEX	A	00:00:45	1	00:00:45		00:00:45	
20:12:35	Rod Stewart	A	00:00:15	2	00:00:45		00:01:00	
20:12:50	Jaguar	A	00:00:30	3	00:00:45		00:01:30	
20:13:20	St George	A	00:00:30	4	00:00:45		00:02:00	
20:13:50	SEGMENT THREE - Insight	S	00:14:35	4	00:00:45		00:02:00	
20:28:25	STATION BREAK	B			00:00:45		00:02:00	
20:28:25	East West 101	P	00:00:15		00:01:00		00:02:00	
20:28:40	World News Update	P	00:01:00		00:02:00		00:02:00	
20:29:40	East West 101 DVD - Dymocks JB Hi-fi	P	00:00:30		00:02:30		00:02:00	
20:30:10	Macdonalds	A	00:00:30	1	00:02:30		00:02:30	
20:30:40	Station Identification	P	00:00:15	1	00:02:45		00:02:30	
20:30:55	Classification Advice - M	C	00:00:12	1	00:02:45		00:02:30	
20:31:07	SEGMENT ONE - East West 101	S	00:17:21	1	00:02:45		00:02:30	
20:48:28	BREAK ONE	B			00:02:45		00:02:30	
20:48:28	The Circuit	P	00:00:30		00:03:15		00:02:30	
20:48:58	AGL	A	00:01:00	1	00:03:15		00:03:30	

10th November, 2009 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

20:49:58	Ford	A	00:00:30	2	00:03:15		00:04:00	
20:50:28	SEGMENT TWO - East West 101	S	00:15:35	2	00:03:15		00:04:00	
21:00:00	HOOR	H		2		00:03:15		00:04:00
21:06:03	BREAK TWO	B						
21:06:03	Who do you think you are?	P	00:00:30		00:00:30			
21:06:33	Chivas	A	00:00:30	1	00:00:30		00:00:30	
21:07:03	ANZ	A	00:00:30	2	00:00:30		00:01:00	
21:07:33	RACV	A	00:00:15	3	00:00:30		00:01:15	
21:07:48	Lexus	A	00:00:15	4	00:00:30		00:01:30	
21:08:03	SEGMENT THREE - East West 101	S	00:09:44	4	00:00:30		00:01:30	
21:17:47	BREAK THREE	B			00:00:30		00:01:30	
21:17:47	World News Update	P	00:00:15		00:00:45		00:01:30	
21:18:02	The Eagle	P	00:00:15		00:01:00		00:01:30	
21:18:17	Westpac	A	00:00:30	1	00:01:00		00:02:00	
21:18:47	Quit Smoking	A	00:00:30	2	00:01:00		00:02:30	
21:19:17	Mitsubishi	A	00:00:30	3	00:01:00		00:03:00	
21:19:47	SEGMENT FOUR - East West 101	S	00:09:48	3	00:01:00		00:03:00	
21:29:35	STATION BREAK	B			00:01:00		00:03:00	
21:29:35	Spy Factory	P	00:00:30		00:01:30		00:03:00	
21:30:05	East West 101 DVD - Dymocks JB Hi-fi	P	00:00:30		00:02:00		00:03:00	
21:30:35	Station Identification	P	00:00:08		00:02:08		00:03:00	

10th November, 2009 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

21:30:43	SEGMENT ONE - World News Australia	S	00:11:24		00:02:08		00:03:00	
21:42:07	BREAK ONE	B			00:02:08		00:03:00	
21:42:07	Ko Ho Nas	P	00:00:30		00:02:38		00:03:00	
21:42:37	Chivas	A	00:00:30	1	00:02:38		00:03:30	
21:43:07	Westpac	A	00:00:30	2	00:02:38		00:04:00	
21:43:37	SEGMENT TWO - World News Australia	S	00:08:23	2	00:02:38		00:04:00	
21:52:00	BREAK TWO	B			00:02:38		00:04:00	
21:52:00	Cooking in the danger zone	P	00:00:15		00:02:53		00:04:00	
21:52:15	Westpac	A	00:00:30	1	00:02:53		00:04:30	
21:52:45	Rod Stewart	A	00:00:15	2	00:02:53		00:04:45	
21:53:00	Don Smallgoods	A	00:00:15	3	00:02:53		00:05:00	
21:53:15	SEGMENT THREE - World News Australia	S	00:05:43	3	00:02:53		00:05:00	
21:58:58	STATION BREAK	B			00:02:53		00:05:00	
21:58:58	Dateline	P	00:00:30		00:03:23		00:05:00	
21:59:28	Don Smallgoods	A	00:00:15	1	00:03:23		00:05:15	
21:59:43	AMEX	A	00:00:45	2	00:03:23		00:06:00	
22:00:00	HOOR	H		2		00:03:23		00:06:00
22:00:28	Costa's Garde Odyssey DVD - Dymocks JB Hi-fi	P	00:00:30	2	00:00:30			
22:00:58	Station Identification	P	00:00:12	2	00:00:42			
22:01:10	SEGMENT ONE - Encounters ' end of ' World	S	00:18:08	2	00:00:42			
22:19:18	BREAK ONE	B			00:00:42			
22:19:18	Spy Factory	P	00:00:30		00:01:12			
22:19:48	Ford	A	00:00:30	1	00:01:12		00:00:30	
22:20:18	Harvey Norman	A	00:00:30	2	00:01:12		00:01:00	
22:20:48	St George	A	00:00:30	3	00:01:12		00:01:30	
22:21:18	Vicroads	A	00:00:30	4	00:01:12		00:02:00	

10th November, 2009 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

22:21:48	SEGMENT TWO - Encounters ' end of ' World	S	00:14:52	4	00:01:12		00:02:00
22:36:40	BREAK TWO	B			00:01:12		00:02:00
22:36:40	Who do you think you are?	P	00:00:30		00:01:42		00:02:00
22:37:10	Work Safe	A	00:00:30	1	00:01:42		00:02:30
22:37:40	Commonwealth Bank	A	00:00:45	2	00:01:42		00:03:15
22:38:25	Hyundai	A	00:00:15	3	00:01:42		00:03:30
22:38:40	SEGMENT THREE - Encounters ' end of ' World	S	00:14:23	3	00:01:42		00:03:30
22:53:03	BREAK THREE	B			00:01:42		00:03:30
22:53:03	Luke Nguyen's Vietnam/Demetri's Castle	P	00:00:30		00:02:12		00:03:30
22:53:33	ChampionshipMoves.com.au	A	00:00:30	1	00:02:12		00:04:00
22:54:03	Daikin	A	00:00:15	2	00:02:12		00:04:15
22:54:18	ING Direct	A	00:01:00	3	00:02:12		00:05:15
22:55:18	Lexus	A	00:00:15	4	00:02:12		00:05:30
22:55:33	SEGMENT FOUR - Encounters ' end of ' World	S	00:18:54	4	00:02:12		00:05:30
23:00:00	hour	H		4		00:02:12	00:05:30
23:14:27	BREAK FOUR	B					
23:14:27	Trawlermen	P	00:00:30		00:00:30		
23:14:57	Work Safe	A	00:00:30	1	00:00:30		00:00:30
23:15:27	WebberBBQ	A	00:00:30	2	00:00:30		00:01:00
23:15:57	Westpac	A	00:00:30	3	00:00:30		00:01:30
23:16:27	SEGMENT FIVE - Encounters ' end of ' World	S	00:17:37	3	00:00:30		00:01:30
23:34:04	BREAK FIVE	B			00:00:30		00:01:30
23:34:04	Science and Islam	P	00:00:30		00:01:00		00:01:30
23:34:34	Quit Smoking	A	00:00:30	1	00:01:00		00:02:00
23:35:04	Hyundai	A	00:00:30	2	00:01:00		00:02:30
23:35:34	AGL	A	00:01:00	3	00:01:00		00:03:30

10th November, 2009 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

23:36:34	SEGMENT SIX - Encounters ' end of ' World	S	00:15:20	3	00:01:00		00:03:30	
23:51:54	STATION BREAK	B			00:01:00		00:03:30	
23:51:54	Top Gear/Man vs Wild	P	00:00:30		00:01:30		00:03:30	
23:52:24	Victorian Government	A	00:00:30	1	00:01:30		00:04:00	
23:52:54	Daikin	A	00:00:15	2	00:01:30		00:04:15	
23:53:09	Lexus	A	00:00:15	3	00:01:30		00:04:30	
23:53:24	Italian Food Safari - Dymocks	P	00:00:30	3	00:02:00		00:04:30	
23:53:54	Program Warning	C	00:00:10	3	00:02:00		00:04:30	
23:54:04	Classification Advice - M	C	00:00:12	3	00:02:00		00:04:30	
23:54:16	Station Identification	P	00:00:10	3	00:02:10		00:04:30	
23:54:26	SEGMENT ONE - Villa Paranoia (MOVIE)	S	00:05:34	3	00:02:10		00:04:30	
00:00:00	HOURLY - END OF LOG SESSION (12 MIDNIGHT)	H		3		00:02:10		00:04:30
	Totals					00:17:37		00:30:00

7th April, 2011 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight)

SBS TV AIRLOG REPORT

Prepared by Save Our SBS Inc

Transmission source: SBS-TV-1
MEL
Date: 07-Apr-11
Airtime log start hour: 18

Airtime	Description	Type	Duration	Ad #	Clock Hour Calculations			
					Acc Promos	Hour Promos	Acc adverts	Hour Adverts
18:00:00	HOOR - START OF LOG SESSION (6 PM)	H						
18:00:00	SEGMENT ONE - Letters and Numbers	S	00:08:52					
18:08:52	BREAK ONE	B						
18:08:52	Heston's Feasts	P	00:00:15		00:00:15			
18:09:07	ANZ	A	00:00:30	1	00:00:15		00:00:30	
18:09:37	TigerTank	A	00:00:15	2	00:00:15		00:00:45	
18:09:52	CPA	A	00:00:30	3	00:00:15		00:01:15	
18:10:22	CarSales.com.au	A	00:00:15	4	00:00:15		00:01:30	
18:10:37	RockWiz	P	00:00:15	4	00:00:30		00:01:30	
18:10:52	SEGMENT TWO - Letters and Numbers	S	00:08:47	4	00:00:30		00:01:30	
18:19:39	BREAK TWO	B			00:00:30		00:01:30	
18:19:39	World News Update	P	00:00:15		00:00:45		00:01:30	
18:19:54	East West 101	P	00:00:15		00:01:00		00:01:30	
18:20:09	RACV	A	00:00:15	1	00:01:00		00:01:45	
18:20:24	ANZ	A	00:00:15	2	00:01:00		00:02:00	
18:20:39	APIA	A	00:00:30	3	00:01:00		00:02:30	
18:21:09	Optus	A	00:00:30	4	00:01:00		00:03:00	

7th April, 2011 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

18:21:39	SEGMENT THREE - Letters and Numbers	S	00:07:08	4	00:01:00		00:03:00	
18:28:47	STATION BREAK	B			00:01:00		00:03:00	
18:28:47	Animal Monster Moves	P	00:00:30		00:01:30		00:03:00	
18:29:17	Catastrophe DVD - Dymocks JB Hi-fi	P	00:00:30		00:02:00		00:03:00	
18:29:47	Station Identification	P	00:00:16		00:02:16		00:03:00	
18:30:03	SEGMENT ONE - World News Australia	S	00:19:46		00:02:16		00:03:00	
18:49:49	BREAK ONE	B			00:02:16		00:03:00	
18:49:49	Italian Food Safari	P	00:00:15		00:02:31		00:03:00	
18:50:04	NAB	A	00:00:30	1	00:02:31		00:03:30	
18:50:34	Herald Sun	A	00:00:15	2	00:02:31		00:03:45	
18:50:49	Australian Government - Swap It	A	00:00:45	3	00:02:31		00:04:30	
18:51:34	Metro Trains	A	00:00:30	4	00:02:31		00:05:00	
18:52:04	Living Black	P	00:00:15	4	00:02:46		00:05:00	
18:52:19	SEGMENT TWO - World News Australia	S	00:16:41	4	00:02:46		00:05:00	
19:00:00	HOOR	H		4		00:02:46		00:05:00
19:09:00	BREAK TWO	B						
19:09:00	The World Game	P	00:00:30		00:00:30			
19:09:30	Harvey Norman	A	00:00:30	1	00:00:30		00:00:30	
19:10:00	KFC	A	00:00:30	2	00:00:30		00:01:00	
19:10:30	Metro Trains	A	00:00:30	3	00:00:30		00:01:30	
19:11:00	Insight	P	00:00:15	3	00:00:45		00:01:30	
19:11:15	East West 101	P	00:00:15	3	00:01:00		00:01:30	
19:11:30	SEGMENT THREE - World News Australia	S	00:10:05	3	00:01:00		00:01:30	
19:21:35	BREAK THREE	B			00:01:00		00:01:30	
19:21:35	Italian Food Safari	P	00:00:15		00:01:15		00:01:30	
19:21:50	Coast	P	00:00:30		00:01:45		00:01:30	
19:22:20	Barry Plant	A	00:00:45	1	00:01:45		00:02:15	
19:23:05	Australian Government - Swap It	A	00:00:45	2	00:01:45		00:03:00	

7th April, 2011 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

19:23:50	Animal Monster Moves	P	00:00:30	2	00:02:15		00:03:00	
19:24:20	SEGMENT FOUR - World News Australia	S	00:04:28	2	00:02:15		00:03:00	
19:28:48	STATION BREAK	B			00:02:15		00:03:00	
19:28:48	Cutting Edge	P	00:00:30		00:02:45		00:03:00	
19:29:18	Anna Netrebko - Dymocks JB Hi-fi	P	00:00:30		00:03:15		00:03:00	
19:29:48	Station Identification	P	00:00:21		00:03:36		00:03:00	
19:30:09	Sponsor Opening Billboard - Mainland Cheese	C	00:00:10		00:03:36		00:03:00	
19:30:19	SEGMENT ONE - Italian Food Safari	S	00:09:26		00:03:36		00:03:00	
19:39:45	BREAK ONE	B			00:03:36		00:03:00	
19:39:45	Heston's Feasts	P	00:00:15		00:03:51		00:03:00	
19:40:00	Mainland Cheese	A	00:00:30	1	00:03:51		00:03:30	
19:40:30	TigerTank	A	00:00:15	2	00:03:51		00:03:45	
19:40:45	POM	A	00:00:30	3	00:03:51		00:04:15	
19:41:15	Patrizio	A	00:00:15	4	00:03:51		00:04:30	
19:41:30	Cutting Edge	P	00:00:15	4	00:04:06		00:04:30	
19:41:45	SEGMENT TWO - Italian Food Safari	S	00:08:28	4	00:04:06		00:04:30	
19:50:13	BREAK TWO	B			00:04:06		00:04:30	
19:50:13	Oz and James Big Wine Adventure	P	00:00:15		00:04:21		00:04:30	
19:50:28	Animal Monster Moves	P	00:00:15		00:04:36		00:04:30	
19:50:43	Mainland Cheese	A	00:00:30	1	00:04:36		00:05:00	
19:51:13	Colonial	A	00:00:15	2	00:04:36		00:05:15	
19:51:28	Beaumont Tiles	A	00:00:15	3	00:04:36		00:05:30	
19:51:43	Ferrero Rocher	A	00:00:30	4	00:04:36		00:06:00	

7th April, 2011 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

19:52:13	SEGMENT TWO - Italian Food Safari	S	00:08:23	4	00:04:36		00:06:00	
20:00:00	HOURLY	H		4		00:04:36		00:06:00
20:00:36	STATION BREAK	B						
20:00:36	Sponsor Closing Billboard - Mainland Cheese	C	00:00:10					
20:00:46	East West 101	P	00:02:00		00:02:00			
20:02:46	Italian Food Safari DVD - Dymocks JB Hi-fi	P	00:00:30		00:02:30			
20:03:16	Station Identification	P	00:00:07		00:02:37			
20:03:23	Sponsor Opening Billboard - Mainland Cheese	C	00:00:10		00:02:37			
20:03:33	SEGMENT ONE - Oz and James Big Wine Adventure	S	00:13:02		00:02:37			
20:16:35	BREAK ONE	B			00:02:37			
20:16:35	Hestons' Feasts	P	00:00:15		00:02:52			
20:16:50	Mainland Cheese	A	00:00:30	1	00:02:52		00:00:30	
20:17:20	Super Amart	A	00:00:15	2	00:02:52		00:00:45	
20:17:35	Patrizio	A	00:00:15	3	00:02:52		00:01:00	
20:17:50	Man Vs. Wild	P	00:00:15	3	00:03:07		00:01:00	
20:18:05	SEGMENT TWO - Oz and James Big Wine Adventure	S	00:09:16	3	00:03:07		00:01:00	
20:27:21	BREAK TWO	B			00:03:07		00:01:00	
20:27:21	Hestons' Feasts	P	00:00:15		00:03:22		00:01:00	
20:27:36	Cutting Edge	P	00:00:15		00:03:37		00:01:00	
20:27:51	Shannons Insurance	A	00:00:40	1	00:03:37		00:01:40	
20:28:31	RACV	A	00:00:20	2	00:03:37		00:02:00	
20:28:51	SEGMENT THREE - Oz and James Big Wine Adventure	S	00:04:37	2	00:03:37		00:02:00	
20:33:28	STATION BREAK	B			00:03:37		00:02:00	
20:33:28	Sponsor Closing Billboard - Mainland Cheese	C	00:00:10		00:03:37		00:02:00	
20:33:38	World News Update	P	00:00:30		00:04:07		00:02:00	
20:34:08	Italian Food Safari	P	00:00:30		00:04:37		00:02:00	
20:34:38	Koto DVD - Dymocks	P	00:00:30		00:05:07		00:02:00	
20:35:08	Station Identification	P	00:00:13		00:05:20		00:02:00	

7th April, 2011 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

20:35:21	Classification Advice - PG	C	00:00:12		00:05:20		00:02:00	
20:35:33	SEGMENT ONE - Heston's Feasts	S	00:08:11		00:05:20		00:02:00	
20:43:44	BREAK ONE	B			00:05:20		00:02:00	
20:43:44	Animal Monster Moves	P	00:00:30		00:05:50		00:02:00	
20:44:14	Australian Government - Swap It	A	00:00:45	1	00:05:50		00:02:45	
20:44:59	Air New Zealand	A	00:00:45	2	00:05:50		00:03:30	
20:45:44	POM	A	00:00:30	3	00:05:50		00:04:00	
20:46:14	SEGMENT TWO - Heston's Feasts	S	00:14:48	3	00:05:50		00:04:00	
21:00:00	HOOR	H		3		00:05:50		00:04:00
21:01:02	BREAK TWO	B						
21:01:02	East West 101	P	00:00:30		00:00:30			
21:01:32	Rev Milk	A	00:00:30	1	00:00:30		00:00:30	
21:02:02	Air New Zealand	A	00:00:45	2	00:00:30		00:01:15	
21:02:47	Eclipse	A	00:00:15	3	00:00:30		00:01:30	
21:03:02	SEGMENT THREE - Heston's Feasts	S	00:14:48	3	00:00:30		00:01:30	
21:17:50	BREAK THREE	B			00:00:30		00:01:30	
21:17:50	World News Update	P	00:00:15		00:00:45		00:01:30	
21:18:05	Mythbusters	P	00:00:15		00:01:00		00:01:30	
21:18:20	Electrolux	A	00:00:15	1	00:01:00		00:01:45	
21:18:35	South Australia Ad	A	00:00:30	2	00:01:00		00:02:15	
21:19:05	Beaumont Tiles	A	00:00:15	3	00:01:00		00:02:30	
21:19:20	Philadelphia	A	00:00:30	4	00:01:00		00:03:00	
21:19:50	Man Vs Wild	P	00:00:15	4	00:01:15		00:03:00	
21:20:05	SEGMENT FOUR - Heston's Feasts	S	00:10:30	4	00:01:15		00:03:00	
21:30:35	STATION BREAK	B			00:01:15		00:03:00	
21:30:35	Heston's Feasts	P	00:00:15		00:01:30		00:03:00	
21:30:50	Immigration Nation DVD - Dymocks JB Hi-fi	P	00:00:30		00:02:00		00:03:00	
21:31:20	World Game	P	00:00:16		00:02:16		00:03:00	

7th April, 2011 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

21:31:36	Station Identification	P	00:00:07		00:02:23		00:03:00	
21:31:43	SEGMENT ONE - World News Australia	S	00:13:13		00:02:23		00:03:00	
21:44:56	BREAK ONE	B			00:02:23		00:03:00	
21:44:56	UEFA Finals	P	00:00:30		00:02:53		00:03:00	
21:45:26	Capt'n Snooze	A	00:00:15	1	00:02:53		00:03:15	
21:45:41	Yakult	A	00:00:15	2	00:02:53		00:03:30	
21:45:56	Herald Sun	A	00:00:15	3	00:02:53		00:03:45	
21:46:11	Ford	A	00:00:30	4	00:02:53		00:04:15	
21:46:41	kd lang	A	00:00:15	5	00:02:53		00:04:30	
21:46:56	Living Black	P	00:00:15	5	00:03:08		00:04:30	
21:47:11	Insight	P	00:00:15	5	00:03:23		00:04:30	
21:47:26	SEGMENT TWO - World News Australia	S	00:08:06	5	00:03:23		00:04:30	
21:55:32	BREAK TWO	B			00:03:23		00:04:30	
21:55:32	Cutting Edge	P	00:00:30		00:03:53		00:04:30	
21:56:02	Soweto Gospel Choir	A	00:00:30	1	00:03:53		00:05:00	
21:56:32	Beaumont Tiles	A	00:00:15	2	00:03:53		00:05:15	
21:56:47	Super Amart	A	00:00:15	3	00:03:53		00:05:30	
21:57:02	Work Safe	A	00:00:30	4	00:03:53		00:06:00	
21:57:32	Animal Monster Moves	P	00:00:30	4	00:04:23		00:06:00	
21:58:02	SEGMENT THREE - World News Australia	S	00:04:10	4	00:04:23		00:06:00	
22:00:00	HOOR	H		4		00:04:23		00:06:00
22:02:12	STATION BREAK	B						
22:02:12	As It Happened	P	00:00:30		00:00:30			
22:02:42	RACV	A	00:00:30	1	00:00:30		00:00:30	
22:03:12	Holden	A	00:00:30	2	00:00:30		00:01:00	
22:03:42	Luke Nguyen's Vietnam DVD - Dymocks JB Hi-fi	P	00:00:30	2	00:01:00		00:01:00	
22:04:12	A History of Scotland	P	00:00:30	2	00:01:30		00:01:00	
22:04:42	Station Identification	P	00:00:14	2	00:01:44		00:01:00	

7th April, 2011 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

22:04:56	SEGMENT ONE - UEFA Champions League	S	00:13:34	2	00:01:44		00:01:00	
22:18:30	BREAK ONE	B			00:01:44		00:01:00	
22:18:30	World Game App	A	00:00:15	1	00:01:44		00:01:15	
22:18:45	SONY	A	00:00:10	2	00:01:44		00:01:25	
22:18:55	TPG	A	00:00:15	3	00:01:44		00:01:40	
22:19:10	NPS	A	00:00:15	4	00:01:44		00:01:55	
22:19:25	TPG	A	00:00:15	5	00:01:44		00:02:10	
22:19:40	SONY	A	00:00:05	6	00:01:44		00:02:15	
22:19:45	Cycling's Tough Tours	P	00:00:15	6	00:01:59		00:02:15	
22:20:00	SEGMENT TWO - UEFA Champions League	S	00:11:24	6	00:01:59		00:02:15	
22:31:24	BREAK TWO	B			00:01:59		00:02:15	
22:31:24	Animal Monster Moves	P	00:00:30		00:02:29		00:02:15	
22:31:54	SONY	A	00:00:10	1	00:02:29		00:02:25	
22:32:04	Heineken	A	00:00:30	2	00:02:29		00:02:55	
22:32:34	SONY	A	00:00:05	3	00:02:29		00:03:00	
22:32:39	KFC	A	00:00:29	4	00:02:29		00:03:29	
22:33:08	SONY	A	00:00:10	5	00:02:29		00:03:39	
22:33:18	Quit Smoking	A	00:00:31	6	00:02:29		00:04:10	
22:33:49	SONY	A	00:00:05	7	00:02:29		00:04:15	
22:33:54	SEGMENT THREE - UEFA Champions League	S	00:11:03	7	00:02:29		00:04:15	
22:44:57	BREAK THREE	B			00:02:29		00:04:15	
22:44:57	Mythbusters	P	00:00:15		00:02:44		00:04:15	
22:45:12	SONY	A	00:00:10	1	00:02:44		00:04:25	
22:45:22	Australian Government - Swap It	A	00:00:45	2	00:02:44		00:05:10	
22:46:07	IFX	A	00:00:30	3	00:02:44		00:05:40	
22:46:37	Cathay Pacific	A	00:00:15	4	00:02:44		00:05:55	
22:46:52	NPS	A	00:00:15	5	00:02:44		00:06:10	
22:47:07	SONY	A	00:00:05	6	00:02:44		00:06:15	

7th April, 2011 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

22:47:12	Man Vs Wild	P	00:00:15	6	00:02:59		00:06:15	
22:47:27	SEGMENT FOUR - UEFA Champions League	S	00:15:55	6	00:02:59		00:06:15	
23:00:00	HOURL	H		6		00:02:59		00:06:15
23:03:22	STATION BREAK	B						
23:03:22	SBS Coming Soon Film Promo	P	00:01:00		00:01:00			
23:04:22	The World Game Shop	A	00:00:30	1	00:01:00		00:00:30	
23:04:52	Station Identification	P	00:00:10	1	00:01:10		00:00:30	
23:05:02	Classification Advice - M	C	00:00:12	1	00:01:10		00:00:30	
23:05:14	SEGMENT ONE - Blood Brothers (MOVIE)	S	00:17:13	1	00:01:10		00:00:30	
23:22:27	BREAK ONE	B			00:01:10		00:00:30	
23:22:27	Incident at Loch Ness	P	00:00:30		00:01:40		00:00:30	
23:22:57	POM	A	00:00:30	1	00:01:40		00:01:00	
23:23:27	IFX	A	00:00:30	2	00:01:40		00:01:30	
23:23:57	East West 101	P	00:00:30	2	00:02:10		00:01:30	
23:24:27	SEGMENT TWO - Blood Brothers (MOVIE)	S	00:27:56	2	00:02:10		00:01:30	
23:52:23	BREAK TWO	B			00:02:10		00:01:30	
23:52:23	SBS Coming Soon Film Promo	P	00:00:30		00:02:40		00:01:30	
23:52:53	Allianz	A	00:00:30	1	00:02:40		00:02:00	
23:53:23	Jalna	A	00:00:15	2	00:02:40		00:02:15	
23:53:38	In the Mood	A	00:00:30	3	00:02:40		00:02:45	
23:54:08	Leimo	A	00:00:30	4	00:02:40		00:03:15	
23:54:38	ANZ	A	00:00:30	5	00:02:40		00:03:45	
23:55:08	Electrolux	A	00:00:15	6	00:02:40		00:04:00	
23:55:23	SEGMENT THREE - Blood Brothers (MOVIE)	S	00:04:37	6	00:02:40		00:04:00	
00:00:00	HOURL - END OF LOG SESSION (12 MIDNIGHT)	H		6		00:02:40		00:04:00
	Totals					00:23:14		00:31:15

8th April, 2011 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight)

SBS TV AIRLOG REPORT

Prepared by Save Our SBS Inc

Transmission source: SBS-TV-2
MEL
Date: 08-Apr-11
Airtime log start hour: 18

Airtime	Description	Type	Duration	Ad #	Clock Hour Calculations			
					Acc Promos	Hour Promos	Acc adverts	Hour Adverts
18:00:00	HOOR - START OF LOG SESSION (6 PM)	H						
18:00:00	STATION BREAK (already commenced)	B						
18:00:00	Animal Monster Moves	P	00:00:25		00:00:25			
18:00:25	Station Identification	P	00:00:33		00:00:58			
18:00:58	SEGMENT ONE - Global Village	S	00:12:23		00:00:58			
18:13:21	BREAK ONE	B			00:00:58			
18:13:21	SBS Food	P	00:00:30		00:01:28			
18:13:51	Harvey Norman	A	00:00:30	1	00:01:28		00:00:30	
18:14:21	Ford	A	00:00:30	2	00:01:28		00:01:00	
18:14:51	SBS Foundation - be inspired - bookendtrust.com	C	00:00:15	2	00:01:28		00:01:00	
18:15:06	BikeExchange.com.au	A	00:00:15	3	00:01:28		00:01:15	
18:15:21	Cutting Edge	P	00:00:30	3	00:01:58		00:01:15	
18:15:51	SEGMENT TWO - Global Village	S	00:11:19	3	00:01:58		00:01:15	
18:27:10	BREAK TWO	B			00:01:58		00:01:15	
18:27:10	SBS Food	P	00:00:30		00:02:28		00:01:15	
18:27:40	Insurance Line	A	00:01:30	1	00:02:28		00:02:45	
18:29:10	The Story of Science	P	00:00:30	1	00:02:58		00:02:45	

8th April, 2011 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

18:29:40	SEGMENT THREEE - Global Village	S	00:00:54	1	00:02:58		00:02:45	
18:30:34	STATION BREAK	B			00:02:58		00:02:45	
18:30:34	East West 101	P	00:02:00		00:04:58		00:02:45	
18:32:34	Clay Aiken	A	00:00:30	1	00:04:58		00:03:15	
18:33:04	The Kingdom Behind the scenes	P	00:00:30	1	00:05:28		00:03:15	
18:33:34	Station Identification	P	00:00:33	1	00:06:01		00:03:15	
18:34:07	SEGMENT ONE - Hairy Bikers' Food Tour of Britain	S	00:09:33	1	00:06:01		00:03:15	
18:43:40	BREAK ONE	B			00:06:01		00:03:15	
18:43:40	Animal Monster Moves	P	00:00:30		00:06:31		00:03:15	
18:44:10	POM	A	00:00:30	1	00:06:31		00:03:45	
18:44:40	SBS Foundation - be inspired - bookendtrust.com	P	00:00:30	1	00:07:01		00:03:45	
18:45:10	Skoda	A	00:00:30	2	00:07:01		00:04:15	
18:45:40	Harvey Norman	A	00:00:30	3	00:07:01		00:04:45	
18:46:10	Italian Food Safari	P	00:00:30	3	00:07:31		00:04:45	
18:46:40	SEGMENT TWO - Hairy Bikers' Food Tour of Britain	S	00:16:37	3	00:07:31		00:04:45	
19:00:00	HOOR	H		3		00:07:31		00:04:45
19:03:17	BREAK TWO	B						
19:03:17	A History of Scotland	P	00:00:30		00:00:30			
19:03:47	Electrolux	A	00:00:15	1	00:00:30		00:00:15	
19:04:02	Harvey Norman	A	00:00:30	2	00:00:30		00:00:45	
19:04:32	Leimo	A	00:00:30	3	00:00:30		00:01:15	
19:05:02	Jalna	A	00:00:15	4	00:00:30		00:01:30	
19:05:17	Incident at Loch Ness	P	00:00:30	4	00:01:00		00:01:30	

8th April, 2011 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

19:05:47	SEGMENT THREE - Hairy Bikers' Food Tour of Britain	S	00:07:07	4	00:01:00		00:01:30	
19:12:54	BREAK THREE	B			00:01:00		00:01:30	
19:12:54	More than a Fiesta	P	00:00:15		00:01:15		00:01:30	
19:13:09	Heston's Feasts	P	00:00:15		00:01:30		00:01:30	
19:13:24	Harvey Norman	A	00:00:30	1	00:01:30		00:02:00	
19:13:54	SBS Foundation - be inspired - bookendtrust.com	C	00:00:15	1	00:01:30		00:02:00	
19:14:09	BikeExchange.com.au	A	00:00:15	2	00:01:30		00:02:15	
19:14:24	POM	A	00:00:30	3	00:01:30		00:02:45	
19:14:54	East West 101	P	00:00:30	3	00:02:00		00:02:45	
19:15:24	SEGMENT FOUR - Hairy Bikers' Food Tour of Britain	S	00:10:56	3	00:02:00		00:02:45	
19:26:20	STATION BREAK	B			00:02:00		00:02:45	
19:26:20	Ninja Warriors / Banzuke	P	00:00:30		00:02:30		00:02:45	
19:26:50	Life's a Zoo DVD - Dymocks JB Hi-fi	P	00:00:30		00:03:00		00:02:45	
19:27:20	SBS Films Promo	P	00:01:00		00:04:00		00:02:45	
19:28:20	Station Identification	P	00:00:33		00:04:33		00:02:45	
19:28:53	SEGMENT ONE - More than a Fiesta	S	00:05:28		00:04:33		00:02:45	
19:34:21	BREAK ONE	B			00:04:33		00:02:45	
19:34:21	The Kingdom Behind the scenes	P	00:00:30		00:05:03		00:02:45	
19:34:51	Skoda	A	00:00:30	1	00:05:03		00:03:15	
19:35:21	Harvey Norman	A	00:00:30	2	00:05:03		00:03:45	
19:35:51	Animal Monster Moves	P	00:00:30	2	00:05:33		00:03:45	
19:36:21	SEGMENT TWO - More than a Fiesta	S	00:05:44	2	00:05:33		00:03:45	
19:42:05	BREAK TWO	B			00:05:33		00:03:45	
19:42:05	Cutting Edge	P	00:00:30		00:06:03		00:03:45	
19:42:35	TPG	A	00:00:15	1	00:06:03		00:04:00	
19:42:50	Electrolux	A	00:00:15	2	00:06:03		00:04:15	
19:43:05	Ford	A	00:00:30	3	00:06:03		00:04:45	
19:43:35	The Story of Science	P	00:00:30	3	00:06:33		00:04:45	

8th April, 2011 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

19:44:05	SEGMENT THREE - More than a Fiesta	S	00:05:22	3	00:06:33		00:04:45	
19:49:27	BREAK THREE	B			00:06:33		00:04:45	
19:49:27	The Kingdom Behind the scenes	P	00:00:15		00:06:48		00:04:45	
19:49:42	Man vs Wild	P	00:00:15		00:07:03		00:04:45	
19:49:57	Jalna	A	00:00:30	1	00:07:03		00:05:15	
19:50:27	Harvey Norman	A	00:00:30	2	00:07:03		00:05:45	
19:50:57	Incident at Loch Ness	P	00:00:30	2	00:07:33		00:05:45	
19:51:27	SEGMENT FOUR - More than a Fiesta	S	00:05:26	2	00:07:33		00:05:45	
19:56:53	STATION BREAK	B			00:07:33		00:05:45	
19:56:53	East West 101	P	00:00:30		00:08:03		00:05:45	
19:57:23	Catastrophe DVD - Dymocks JB Hi-fi	P	00:00:30		00:08:33		00:05:45	
19:57:53	Forbidden Lies	P	00:00:30		00:09:03		00:05:45	
19:58:23	Station Identification	P	00:00:21		00:09:24		00:05:45	
19:58:44	SEGMENT ONE - The Kingdom: Behind the Scenes	S	00:08:55		00:09:24		00:05:45	
20:00:00	HOOR	H				00:09:24		00:05:45
20:07:39	BREAK ONE	B						
20:07:39	Animal Monster Moves	P	00:00:30		00:00:30			
20:08:09	Cathay Pacific	A	00:00:15	1	00:00:30		00:00:15	
20:08:24	Prostate.Org.Au	A	00:00:30	2	00:00:30		00:00:45	
20:08:54	TPG	A	00:00:15	3	00:00:30		00:01:00	
20:09:09	A History of Scotland	P	00:00:30	3	00:01:00		00:01:00	
20:09:39	SEGMENT TWO - The Kingdom: Behind the Scenes	S	00:09:22	3	00:01:00		00:01:00	
20:19:01	BREAK TWO	B			00:01:00		00:01:00	
20:19:01	Cutting Edge	P	00:00:30		00:01:30		00:01:00	
20:19:31	Jalna	A	00:00:30	1	00:01:30		00:01:30	
20:20:01	Skoda	A	00:00:30	2	00:01:30		00:02:00	
20:20:31	The Story of Science	P	00:00:30	2	00:02:00		00:02:00	

8th April, 2011 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

20:21:01	SEGMENT THREE - The Kingdom: Behind the Scenes	S	00:11:36	2	00:02:00		00:02:00	
20:32:37	STATION BREAK	B			00:02:00		00:02:00	
20:32:37	SBS Films Promo	P	00:01:00		00:03:00		00:02:00	
20:33:37	Immigration Nation DVD - Dymocks JB Hi-fi	P	00:00:30		00:03:30		00:02:00	
20:34:07	Station Identification	P	00:00:30		00:04:00		00:02:00	
20:34:37	SEGMENT ONE - A Royal Family	S	00:15:16		00:04:00		00:02:00	
20:49:53	BREAK ONE	B			00:04:00		00:02:00	
20:49:53	Animal Monster Moves	P	00:00:30		00:04:30		00:02:00	
20:50:23	Harvey Norman	A	00:00:30	1	00:04:30		00:02:30	
20:50:53	SBS Foundation - be inspired - bookendtrust.com	P	00:00:15	1	00:04:45		00:02:30	
20:51:08	Mainland Cheese	A	00:00:30	2	00:04:45		00:03:00	
20:51:38	BikeExchange.com.au	A	00:00:15	3	00:04:45		00:03:15	
20:51:53	Skoda	A	00:00:30	4	00:04:45		00:03:45	
20:52:23	SEGMENT TWO - A Royal Family	S	00:13:18	4	00:04:45		00:03:45	
21:00:00	HOUR	H		4		00:04:45		00:03:45
21:05:41	BREAK TWO	B						
21:05:41	Cutting Edge	P	00:00:30		00:00:30			
21:06:11	Mainland Cheese	A	00:00:30	1	00:00:30		00:00:30	
21:06:41	Electrolux	A	00:00:15	2	00:00:30		00:00:45	
21:06:56	Ford	A	00:00:30	3	00:00:30		00:01:15	
21:07:26	TPG	A	00:00:15	4	00:00:30		00:01:30	
21:07:41	SEGMENT THREE - A Royal Family	S	00:14:08	4	00:00:30		00:01:30	
21:21:49	BREAK THREE	B			00:00:30		00:01:30	
21:21:49	East West 101	P	00:00:30		00:01:00		00:01:30	
21:22:19	Leimo	A	00:00:30	1	00:01:00		00:02:00	
21:22:49	Harvey Norman	A	00:00:30	2	00:01:00		00:02:30	
21:23:19	Mainland Cheese	A	00:00:30	3	00:01:00		00:03:00	

8th April, 2011 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

21:23:49	SEGMENT FOUR - A Royal Family	S	00:09:48	3	00:01:00		00:03:00	
21:33:37	STATION BREAK	B			00:01:00		00:03:00	
21:33:37	A History of Scotland	P	00:00:30		00:01:30		00:03:00	
21:34:07	SBS Foundation - AussieHelpers.com.au	C	00:00:30		00:01:30		00:03:00	
21:34:37	Jalna	A	00:00:30	1	00:01:30		00:03:30	
21:35:07	Harvey Norman	A	00:00:30	2	00:01:30		00:04:00	
21:35:37	Ford	A	00:00:30	3	00:01:30		00:04:30	
21:36:07	Family Confidential - Dymocks JB Hi-fi	P	00:00:30	3	00:02:00		00:04:30	
21:36:37	Station Identification	P	00:00:07	3	00:02:07		00:04:30	
21:36:44	Classification Advice - M	C	00:00:13	3	00:02:07		00:04:30	
21:36:57	SEGMENT ONE - Sunflower (MOVIE)	S	00:22:01	3	00:02:07		00:04:30	
21:58:58	BREAK ONE	B			00:02:07		00:04:30	
21:58:58	SBS Films Promo	P	00:00:30		00:02:37		00:04:30	
21:59:28	Mainland Cheese	A	00:00:30	1	00:02:37		00:05:00	
21:59:58	Skoda	A	00:00:30	2	00:02:37		00:05:30	
22:00:00	HOURLY	H		2		00:02:37		00:05:30
22:00:28	Harvey Norman	A	00:00:30	3			00:00:30	
22:00:58	SBS Foundation - GoodReturn.org	C	00:00:30	3			00:00:30	
22:01:28	SEGMENT TWO - Sunflower (MOVIE)	S	00:31:09	3			00:00:30	
22:32:37	BREAK TWO	B					00:00:30	
22:32:37	Incident at Loch Ness	P	00:00:30		00:00:30		00:00:30	
22:33:07	BikeExchange.com.au	A	00:00:15	1	00:00:30		00:00:45	
22:33:22	Ford	A	00:00:30	2	00:00:30		00:01:15	
22:33:52	SBS Foundation - be inspired - bookendtrust.com	C	00:00:15	2	00:00:30		00:01:15	
22:34:07	Mainland Cheese	A	00:00:30	3	00:00:30		00:01:45	
22:34:37	Harvey Norman	A	00:00:30	4	00:00:30		00:02:15	

8th April, 2011 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

22:35:07	SEGMENT THREE - Sunflower (MOVIE)	S	01:14:50	4	00:00:30		00:02:15	
23:00:00	HOURL	H		4		00:00:30		00:02:15
23:49:57	STATION BREAK	B						
23:49:57	SBS Films Promo	P	00:00:30		00:00:30			
23:50:27	Electrolux	A	00:00:15	1	00:00:30		00:00:15	
23:50:42	Ford	A	00:00:30	2	00:00:30		00:00:45	
23:51:12	Jalna	A	00:00:30	3	00:00:30		00:01:15	
23:51:42	Harvey Norman	A	00:00:30	4	00:00:30		00:01:45	
23:52:12	SBS Foundation - be inspired - bookendtrust.com	C	00:00:15	4	00:00:30		00:01:45	
23:52:27	Coast DVD - Dymocks JB Hi-fi	P	00:00:30	4	00:01:00		00:01:45	
23:52:57	Station Identification	P	00:00:07	4	00:01:07		00:01:45	
23:53:04	Classification Advice - M	C	00:00:12	4	00:01:07		00:01:45	
23:53:16	SEGMENT ONE - New Police Story (MOVIE)	S	00:06:44	4	00:01:07		00:01:45	
00:00:00	HOURL - END OF LOG SESSION (12 MIDNIGHT)	H		4		00:01:07		00:01:45
	Totals					00:25:54		00:23:45

26 April, 2011 - SBS-TV-1 LOG 1200-1800 hours (midday – 6pm)

SBS TV AIRLOG REPORT

Prepared by Save Our SBS Inc

Transmission source: SBS-TV-1
MEL
Date: 26-Apr-11
Airtime log start hour: 12

Airtime	Description	Type	Duration	Ad #	Clock Hour Calculations			
					Acc Promos	Hour Promos	Acc adverts	Hour Adverts
12:00:00	HOOR START OF LOG SESSION (12 NOON)	H						
12:00:00	STATION BREAK (already commenced)	B						
12:00:00	(last second of JB HI-fi-Dymocks)	P	00:00:01		00:00:01			
12:00:01	St George Foundation	A	00:00:30	1	00:00:01		00:00:30	
12:00:31	Russell Watson Dymocks JB Hi-fi	P	00:00:30	1	00:00:31		00:00:30	
12:01:01	STATION ID	P	00:00:15	1	00:00:46		00:00:30	
12:01:16	World Watch Promo	P	00:00:15	1	00:01:01		00:00:30	
12:01:31	SEGMENT ONE - Russian News (World Watch)	S	00:25:52	1	00:01:01		00:00:30	
12:27:23	STATION BREAK	B			00:01:01		00:00:30	
12:27:23	World Watch Promo - sbs.com.au/russian RADIO	P	00:00:30		00:01:31		00:00:30	
12:27:53	TPG	A	00:00:15	1	00:01:31		00:00:45	
12:28:08	Macdonalds	A	00:00:30	2	00:01:31		00:01:15	
12:28:38	Music for Royal Weddings	A	00:00:15	3	00:01:31		00:01:30	
12:28:53	Leimo	A	00:00:30	4	00:01:31		00:02:00	
12:29:23	William & Kate - A Royal Love Story Dymocks JB hi-fi	P	00:00:30	4	00:02:01		00:02:00	
12:29:53	The Story of Science	P	00:00:30	4	00:02:31		00:02:00	
12:30:23	STATION ID	P	00:00:07	4	00:02:38		00:02:00	

26 April, 2011 - SBS-TV-1 LOG 1200-1800 hours (midday – 6pm) continued

12:30:30	World Watch Promo	P	00:00:15	4	00:02:53		00:02:00	
12:30:45	SEGMENT ONE - Turkish News (World Watch)	S	00:26:53	4	00:02:53		00:02:00	
12:57:38	STATION BREAK	B			00:02:53		00:02:00	
12:57:38	Warch Watch Promo - sbs.com.au/turkish RADIO	P	00:00:30		00:03:23		00:02:00	
12:58:08	TPG	A	00:00:15	1	00:03:23		00:02:15	
12:58:23	Red Rooster	A	00:00:30	2	00:03:23		00:02:45	
12:58:53	SBS Foundation	C	00:00:30	2	00:03:23		00:02:45	
12:59:23	Andrew Lloyd Webber Dymocks JB hi-fi	P	00:00:15	2	00:03:38		00:02:45	
12:59:38	InsureMyRide.com.au	A	00:00:15	3	00:03:38		00:03:00	
12:59:53	Twinings	A	00:00:15	4	00:03:38		00:03:15	
13:00:00	HOOR	H		4		00:03:38		00:03:15
13:00:08	Heston's Feasts	P	00:00:15	4	00:00:15			
13:00:23	Eurovision 2010 - ID Promo	P	00:00:28	4	00:00:43			
13:00:51	SEGMENT ONE - Junior Eurovision 2010 (repeat)	S	00:26:57	4	00:00:43			
13:27:48	BREAK ONE	B			00:00:43			
13:27:48	Medicins Sans Frontieres	C	00:01:30		00:00:43			
13:29:18	Macdonalds	A	00:00:15	1	00:00:43		00:00:15	
13:29:33	Allianz	A	00:00:15	2	00:00:43		00:00:30	
13:29:48	When I First Met your Ma - JB Hi-fi	P	00:00:30	2	00:01:13		00:00:30	
13:30:18	Eurovision 2011 Coming Soon Promo	P	00:00:30	2	00:01:43		00:00:30	
13:30:48	SEGMENT TWO - Junior Eurovision 2010 (repeat)	S	00:20:00	2	00:01:43		00:00:30	
13:50:48	BREAK TWO	B			00:01:43		00:00:30	
13:50:48	Italian Food Safari	P	00:00:15		00:01:58		00:00:30	
13:51:03	Lazy Bed	A	00:00:15	1	00:01:58		00:00:45	
13:51:18	InsureMyRide.com.au	A	00:00:15	2	00:01:58		00:01:00	
13:51:33	WOW Storage System	A	00:01:30	3	00:01:58		00:02:30	
13:53:03	UNICEF Eurovision Community Announcement	C	00:01:30	3	00:01:58		00:02:30	

26 April, 2011 - SBS-TV-1 LOG 1200-1800 hours (midday – 6pm) continued

13:54:33	SEGMENT THREE - Junior Eurovision 2010 (repeat)	S	00:20:28	3	00:01:58		00:02:30	
14:00:00	HOURLY	H		3		00:01:58		00:02:30
14:15:01	BREAK THREE	B						
14:15:01	Rockwiz	P	00:00:15		00:00:15			
14:15:16	Insurance Line	A	00:01:00	1	00:00:15		00:01:00	
14:16:16	Food Focus - Jalna	A	00:00:30	2	00:00:15		00:01:30	
14:16:46	Leimo	A	00:00:30	3	00:00:15		00:02:00	
14:17:16	SBS Eurovision Radio	P	00:00:15	3	00:00:30		00:02:00	
14:17:31	SEGMENT FOUR	S	00:42:49	3	00:00:30		00:02:00	
15:00:00	HOURLY	H		3		00:00:30		00:02:00
15:00:20	STATION BREAK	B						
15:00:20	InsureMyRide.com.au	A	00:00:15	1			00:00:15	
15:00:35	Leimo	A	00:00:30	2			00:00:45	
15:01:05	www.bcia.org.au Breast Cancer Foundation	C	00:00:30	2			00:00:45	
15:01:35	Music for Royal Weddings Dymocks JB Hi-fi	P	00:00:15	2	00:00:15		00:00:45	
15:01:50	Jalna	A	00:00:30	3	00:00:15		00:01:15	
15:02:20	Eurovision DVD Compilation Dymocks JB Hi-fi	P	00:00:30	3	00:00:45		00:01:15	
15:02:50	STATION ID	P	00:00:07	3	00:00:52		00:01:15	
15:02:57	Aboriginal Deceased Persons Warning	C	00:00:12	3	00:00:52		00:01:15	
15:03:09	SEGMENT ONE - Living Black	S	00:06:42	3	00:00:52		00:01:15	
15:09:51	BREAK ONE	B			00:00:52		00:01:15	
15:09:51	Insight	P	00:00:15		00:01:07		00:01:15	
15:10:06	East West 101	P	00:00:15		00:01:22		00:01:15	
15:10:21	Brimbank Community Market	A	00:00:30	1	00:01:22		00:01:45	
15:10:51	Immigration Nations DVD Dymocks JB Hi-fi	P	00:00:15	1	00:01:37		00:01:45	
15:11:06	TPG ADSL	A	00:00:15	2	00:01:37		00:02:00	
15:11:21	St George Foundation	C	00:00:30	2	00:01:37		00:02:00	

26 April, 2011 - SBS-TV-1 LOG 1200-1800 hours (midday – 6pm) continued

15:11:51	SEGMENT TWO - Living Black	S	00:11:03	2	00:01:37		00:02:00	
15:22:54	BREAK TWO	B			00:01:37		00:02:00	
15:22:54	Animal Monster Moves	P	00:00:15		00:01:52		00:02:00	
15:23:09	In the Mood Palais Theatre	A	00:00:15	1	00:01:52		00:02:15	
15:23:24	Be Inspired SBS Foundation	C	00:00:30	1	00:01:52		00:02:15	
15:23:54	Leimo	A	00:00:30	2	00:01:52		00:02:45	
15:24:24	Lazy Bed	A	00:00:15	3	00:01:52		00:03:00	
15:24:39	SEGMENT THREE - Living Black	S	00:07:13	3	00:01:52		00:03:00	
15:31:52	STATION BREAK	B			00:01:52		00:03:00	
15:31:52	Cutting Edge	P	00:00:15		00:02:07		00:03:00	
15:32:07	STATION ID	P	00:00:10		00:02:17		00:03:00	
15:32:17	SEGMENT ONE - Letters and Numbers	S	00:10:13		00:02:17		00:03:00	
15:42:30	STATION BREAK	B			00:02:17		00:03:00	
15:42:30	East West 101	P	00:00:15		00:02:32		00:03:00	
15:42:45	Leimo	A	00:00:30	1	00:02:32		00:03:30	
15:43:15	Macdonalds	A	00:00:30	2	00:02:32		00:04:00	
15:43:45	SEGMENT TWO - Letters and Numbers	S	00:07:57	2	00:02:32		00:04:00	
15:51:42	STATION BREAK	B			00:02:32		00:04:00	
15:51:42	Italian Food Safari	P	00:00:15		00:02:47		00:04:00	
15:51:57	Herald Sun	A	00:00:15	1	00:02:47		00:04:15	
15:52:12	Red Rooster	A	00:00:30	2	00:02:47		00:04:45	
15:52:42	TPG	A	00:00:15	3	00:02:47		00:05:00	
15:52:57	SEGMENT THREE - Letters and Numbers	S	00:06:59	3	00:02:47		00:05:00	
15:59:56	STATION BREAK	B			00:02:47		00:05:00	
15:59:56	STATION ID	P	00:00:11		00:02:58		00:05:00	
16:00:00	HOURLY	H				00:02:58		00:05:00

26 April, 2011 - SBS-TV-1 LOG 1200-1800 hours (midday – 6pm) continued

16:00:07	SEGMENT ONE - The Journal (World Watch)	S	00:27:06					
16:27:13	STATION BREAK	B						
16:27:13	Macdonalds	A	00:00:30	1			00:00:30	
16:27:43	Leimo	A	00:00:30	2			00:01:00	
16:28:13	Immigration Nations DVD Dymocks JB Hi-fi	P	00:00:15	2	00:00:15		00:01:00	
16:28:28	Be Inspired SBS Foundation	C	00:00:30	2	00:00:15		00:01:00	
16:28:58	TPG	A	00:00:15	3	00:00:15		00:01:15	
16:29:13	Jalna	A	00:00:30	4	00:00:15		00:01:45	
16:29:43	Mazda	A	00:00:30	5	00:00:15		00:02:15	
16:30:13	STATION ID	P	00:00:07	5	00:00:22		00:02:15	
16:30:20	SEGMENT ONE - PBS News Hour (World Watch)	S	00:03:19	5	00:00:22		00:02:15	
16:33:39	BREAK ONE	B			00:00:22		00:02:15	
16:33:39	SBS Program Breaker ID	P	00:00:03		00:00:25		00:02:15	
16:33:42	Heston's Feasts	P	00:00:15		00:00:40		00:02:15	
16:33:57	U Bank	A	00:00:30	1	00:00:40		00:02:45	
16:34:27	Electrolux	A	00:00:15	2	00:00:40		00:03:00	
16:34:42	Herald Sun	A	00:00:15	3	00:00:40		00:03:15	
16:34:57	Jalna	A	00:00:30	4	00:00:40		00:03:45	
16:35:27	Assistance Dogs	C	00:00:30	4	00:00:40		00:03:45	
16:35:57	Leimo	A	00:00:30	5	00:00:40		00:04:15	
16:36:27	SEGMENT TWO - PBS News Hour (World Watch)	S	00:52:15	5	00:00:40		00:04:15	
17:00:00	HOURLY	H		5		00:00:40		00:04:15
17:28:42	STATION BREAK	B						
17:28:42	Renault	A	00:00:30	1			00:00:30	
17:29:12	TPG ADSL	A	00:00:15	2			00:00:45	
17:29:27	Open Universities Australia	A	00:00:30	3			00:01:15	
17:29:57	Herald Sun	A	00:00:15	4			00:01:30	
17:30:12	Insight	P	00:00:15	4	00:00:15		00:01:30	

26 April, 2011 - SBS-TV-1 LOG 1200-1800 hours (midday – 6pm) continued

17:30:27	STATION ID	P	00:00:08	4	00:00:23		00:01:30	
17:30:35	SEGMENT ONE - Global Village	S	00:10:28	4	00:00:23		00:01:30	
17:41:03	BREAK ONE	B			00:00:23		00:01:30	
17:41:03	SBS Program Breaker ID	P	00:00:04		00:00:27		00:01:30	
17:41:07	Animal Monster Moves	A	00:00:30	1	00:00:27		00:02:00	
17:41:37	Virgin Blue	A	00:00:15	2	00:00:27		00:02:15	
17:41:52	Herald Sun	A	00:00:15	3	00:00:27		00:02:30	
17:42:07	U Bank	A	00:00:30	4	00:00:27		00:03:00	
17:42:37	SEGMENT TWO - Global Village	S	00:13:26	4	00:00:27		00:03:00	
17:56:03	BREAK TWO	B			00:00:27		00:03:00	
17:56:03	SBS Program Breaker ID	P	00:00:04		00:00:31		00:03:00	
17:56:07	Letters and Numbers	P	00:00:15		00:00:46		00:03:00	
17:56:22	Open Universities Australia	A	00:00:30	1	00:00:46		00:03:30	
17:56:52	Mazda	A	00:00:30	2	00:00:46		00:04:00	
17:57:22	Empire of the Seas	P	00:00:15	2	00:01:01		00:04:00	
17:57:37	SEGMENT THREE - Global Village	S	00:00:59	2	00:01:01		00:04:00	
17:58:36	STATION BREAK	B			00:01:01		00:04:00	
17:58:36	SBS World News	P	00:00:30		00:01:31		00:04:00	
17:59:06	East West 101	P	00:00:15		00:01:46		00:04:00	
17:59:21	SBS DVDs Dymocks JB Hi-fi	P	00:00:30		00:02:16		00:04:00	
17:59:51	STATION ID	P	00:00:09		00:02:25		00:04:00	
18:00:00	HOURLY END OF LOG SESSION (6PM)	H				00:02:25		00:04:00
	Totals					00:12:09		00:21:00

6th June, 2012 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight)

SBS TV AIRLOG REPORT

Prepared by Save Our SBS Inc

Transmission source: SBS-TV-1
MEL
Date: 06-Jun-12
Airtime log start hour: 18

Airtime	Description	Type	Duration	Ad #	Clock Hour Calculations			
					Acc Promos	Hour Promos	Acc adverts	Hour Adverts
18:00:00	HOOR - START OF LOG SESSION (6 PM)	H						
18:00:00	STATION BREAK (already commenced)	B						
18:00:00	World News Update	P	00:00:25		00:00:25			
18:00:25	Station Identification	P	00:00:07		00:00:32			
18:00:32	SEGMENT ONE - Letters and Numbers	S	00:08:46		00:00:32			
18:09:18	BREAK ONE	B			00:00:32			
18:09:18	Indian Ocean with Simon Reeve	P	00:00:30		00:01:02			
18:09:48	QBE	A	00:00:30	1	00:01:02		00:00:30	
18:10:18	AyersRockResort	A	00:00:30	2	00:01:02		00:01:00	
18:10:48	Napoleon NGV Exhibition	A	00:00:30	3	00:01:02		00:01:30	
18:11:18	SEGMENT TWO - Letters and Numbers	S	00:08:07	3	00:01:02		00:01:30	
18:19:25	BREAK TWO	B			00:01:02		00:01:30	
18:19:25	World News Update	P	00:00:15		00:01:17		00:01:30	
18:19:40	One Born Every Minute USA	P	00:00:15		00:01:32		00:01:30	
18:19:55	Tobin Brothers	A	00:00:30	1	00:01:32		00:02:00	
18:20:25	Choices Flooring	A	00:00:15	2	00:01:32		00:02:15	
18:20:40	Red Rooster	A	00:00:15	3	00:01:32		00:02:30	

6th June, 2012 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

18:20:55	Fasham Johnson	A	00:00:30	4	00:01:32		00:03:00	
18:21:25	SEGMENT THREE - Letters and Numbers	S	00:07:25	4	00:01:32		00:03:00	
18:28:50	STATION BREAK	B			00:01:32		00:03:00	
18:28:50	Bollywood Star	P	00:00:30		00:02:02		00:03:00	
18:29:20	SBS 2xDVD Package - Dymocks JB Hi-fi	P	00:00:30		00:02:32		00:03:00	
18:29:50	Station Identification	P	00:00:15		00:02:47		00:03:00	
18:30:05	SEGMENT ONE - World News Australia	S	00:19:55		00:02:47		00:03:00	
18:50:00	BREAK ONE	B			00:02:47		00:03:00	
18:50:00	Indian Ocean with Simon Reeve	P	00:00:30		00:03:17		00:03:00	
18:50:30	Bupa	A	00:00:30	1	00:03:17		00:03:30	
18:51:00	TPG	A	00:00:30	2	00:03:17		00:04:00	
18:51:30	Canon	A	00:00:30	3	00:03:17		00:04:30	
18:52:00	NPS	A	00:00:15	4	00:03:17		00:04:45	
18:52:15	Bupa	A	00:00:15	5	00:03:17		00:05:00	
18:52:30	UEFA EURO 2012	P	00:00:30	5	00:03:47		00:05:00	
18:53:00	SEGMENT TWO - World News Australia	S	00:19:02	5	00:03:47		00:05:00	
19:00:00	hour	H		5		00:03:47		00:05:00
19:12:02	BREAK TWO	B						
19:12:02	East to West	P	00:00:30		00:00:30			
19:12:32	AyersRockResort	A	00:00:30	1	00:00:30		00:00:30	
19:13:02	Holden	A	00:00:15	2	00:00:30		00:00:45	
19:13:17	Harvey Norman	A	00:00:30	3	00:00:30		00:01:15	
19:13:47	Gumtree	A	00:00:15	4	00:00:30		00:01:30	
19:14:02	The Story of Wales	P	00:00:15	4	00:00:45		00:01:30	
19:14:17	Living Black	P	00:00:15	4	00:01:00		00:01:30	

6th June, 2012 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

19:14:32	SEGMENT THREE - World News Australia	S	00:06:55	4	00:01:00		00:01:30	
19:21:27	BREAK THREE	B			00:01:00		00:01:30	
19:21:27	Makay: Discovering the Last Eden	P	00:00:15		00:01:15		00:01:30	
19:21:42	Bollywood Star	P	00:00:15		00:01:30		00:01:30	
19:21:57	What's New? Almond Breeze	A	00:00:30	1	00:01:30		00:02:00	
19:22:27	Renault	A	00:01:00	2	00:01:30		00:03:00	
19:23:27	Sponsor Weather Billboard - Renault	C	00:00:10	2	00:01:30		00:03:00	
19:23:37	SEGMENT FOUR - World News Australia	S	00:05:10	2	00:01:30		00:03:00	
19:28:47	STATION BREAK	B	00:00:19		00:01:30		00:03:00	
19:29:06	Lost Worlds / Prophets of Science Fiction	P	00:00:11		00:01:41		00:03:00	
19:29:17	Who do you think you are? - Dymocks JB Hi-fi	P	00:00:30		00:02:11		00:03:00	
19:29:47	Station Identification	P	00:00:11		00:02:22		00:03:00	
19:29:58	Sponsor Opening Billboard - Renault	C	00:00:10		00:02:22		00:03:00	
19:30:08	SEGMENT ONE - Makay: Discovering The Last Eden	S	00:15:49		00:02:22		00:03:00	
19:45:57	BREAK ONE	B			00:02:22		00:03:00	
19:45:57	East to West	P	00:00:30		00:02:52		00:03:00	
19:46:27	Renault	A	00:01:00	1	00:02:52		00:04:00	
19:47:27	NPS	A	00:00:15	2	00:02:52		00:04:15	
19:47:42	Red Rooster	A	00:00:15	3	00:02:52		00:04:30	
19:47:57	ANZ	A	00:00:30	4	00:02:52		00:05:00	
19:48:27	SEGMENT TWO - Makay: Discovering the Last Eden	S	00:14:56	4	00:02:52		00:05:00	
20:00:00	HOOR	H		4		00:02:52		00:05:00
20:03:23	BREAK TWO	B						
20:03:23	Island Feast with Peter Kuruvita	P	00:00:30		00:00:30			
20:03:53	Renault	A	00:00:30	1	00:00:30		00:00:30	
20:04:23	RAMS	A	00:00:30	2	00:00:30		00:01:00	
20:04:53	Harvey Norman	A	00:00:30	3	00:00:30		00:01:30	

6th June, 2012 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

20:05:23	SEGMENT THREE - Makay: Discovering the Last Eden	S	00:10:31	3	00:00:30		00:01:30	
20:15:54	BREAK THREE	B			00:00:30		00:01:30	
20:15:54	Indian Ocean with Simon Reeve	P	00:00:15		00:00:45		00:01:30	
20:16:09	The Story of Wales	P	00:00:15		00:01:00		00:01:30	
20:16:24	AyersRockResort	A	00:00:30	1	00:01:00		00:02:00	
20:16:54	TAC	A	00:00:30	2	00:01:00		00:02:30	
20:17:24	SpecSavers	A	00:00:30	3	00:01:00		00:03:00	
20:17:54	SEGMENT FOUR - Makay: Discovering the Last Eden	S	00:10:56	3	00:01:00		00:03:00	
20:28:50	STATION BREAK	B			00:01:00		00:03:00	
20:28:50	Sponsor Closing Billboard - Renault	C	00:00:10		00:01:00		00:03:00	
20:29:00	Who do you think you are? - Dymocks JB Hi-fi	P	00:00:30		00:01:30		00:03:00	
20:29:30	World News Update	P	00:01:00		00:02:30		00:03:00	
20:30:30	Sponsor Opening Billboard - Renault	C	00:00:10		00:02:30		00:03:00	
20:30:40	Classification Advice - M	C	00:00:12		00:02:30		00:03:00	
20:30:52	SEGMENT ONE - Indian Ocean with Simon Reeve	S	00:12:55		00:02:30		00:03:00	
20:43:47	BREAK ONE	B			00:02:30		00:03:00	
20:43:47	East to West	P	00:00:30		00:03:00		00:03:00	
20:44:17	Renault	A	00:00:30	1	00:03:00		00:03:30	
20:44:47	Canon	A	00:00:30	2	00:03:00		00:04:00	
20:45:17	Red Rooster	A	00:00:15	3	00:03:00		00:04:15	
20:45:32	Fasham Johnson	A	00:00:30	4	00:03:00		00:04:45	
20:46:02	Natuzzi	A	00:00:15	5	00:03:00		00:05:00	
20:46:17	SEGMENT TWO - Indian Ocean with Simon Reeve	S	00:16:18	5	00:03:00		00:05:00	
21:00:00	HOOR	H		5		00:03:00		00:05:00
21:02:35	BREAK TWO	B						
21:02:35	Bollywood Star	P	00:00:30		00:00:30			
21:03:05	Renault	A	00:00:30	1	00:00:30		00:00:30	
21:03:35	Bupa	A	00:00:30	2	00:00:30		00:01:00	

6th June, 2012 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

21:04:05	Red Rooster	A	00:00:15	3	00:00:30		00:01:15	
21:04:20	Bupa	A	00:00:15	4	00:00:30		00:01:30	
21:04:35	SEGMENT THREE - Indian Ocean with Simon Reeve	S	00:15:21	4	00:00:30		00:01:30	
21:19:56	BREAK THREE	B			00:00:30		00:01:30	
21:19:56	East to West	P	00:00:15		00:00:45		00:01:30	
21:20:11	Renault	A	00:00:30	1	00:00:45		00:02:00	
21:20:41	Medicins Sans Frontieres	A	00:00:30	2	00:00:45		00:02:30	
21:21:11	James Squires Beer - Peter Kuruvita	A	00:00:30	3	00:00:45		00:03:00	
21:21:41	SEGMENT FOUR - Indian Ocean with Simon Reeve	S	00:10:47	3	00:00:45		00:03:00	
21:32:28	STATION BREAK	B			00:00:45		00:03:00	
21:32:28	Sponsor Closing Billboard - Renault	C	00:00:10		00:00:45		00:03:00	
21:32:38	Crocodile's Lair / Indian Ocean	P	00:00:30		00:01:15		00:03:00	
21:33:08	World News Update	P	00:01:01		00:02:16		00:03:00	
21:34:09	Station Identification	P	00:00:08		00:02:24		00:03:00	
21:34:17	SEGMENT ONE - East to West	S	00:17:36		00:02:24		00:03:00	
21:51:53	BREAK ONE	B			00:02:24		00:03:00	
21:51:53	Island Feast with Peter Kuruvita	P	00:00:30		00:02:54		00:03:00	
21:52:23	Napoleon NGV Exhibition	A	00:00:30	1	00:02:54		00:03:30	
21:52:53	Colonial First State	A	00:00:15	2	00:02:54		00:03:45	
21:53:08	Gumtree	A	00:00:15	3	00:02:54		00:04:00	
21:53:23	Natuzzi	A	00:00:15	4	00:02:54		00:04:15	
21:53:38	Holden	A	00:00:15	5	00:02:54		00:04:30	
21:53:53	SpecSavers	A	00:00:30	6	00:02:54		00:05:00	
21:54:23	SEGMENT TWO - East to West	S	00:16:40	6	00:02:54		00:05:00	
22:00:00	HOOR	H		6		00:02:54		00:05:00
22:11:03	BREAK TWO	B						
22:11:03	The Story of Wales	P	00:00:30		00:00:30			
22:11:33	Probiotica	A	00:00:30	1	00:00:30		00:00:30	

6th June, 2012 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

22:12:03	Holden	A	00:00:15	2	00:00:30		00:00:45	
22:12:18	Natuzzi	A	00:00:15	3	00:00:30		00:01:00	
22:12:33	AMEX	A	00:00:30	4	00:00:30		00:01:30	
22:13:03	SEGMENT THREE - East to West	S	00:07:00	4	00:00:30		00:01:30	
22:20:03	BREAK THREE	B			00:00:30		00:01:30	
22:20:03	World News Update	P	00:00:15		00:00:45		00:01:30	
22:20:18	Dino Gangs / Prophets of Science Fictions	P	00:00:30		00:01:15		00:01:30	
22:20:48	Fasham Johnson	A	00:00:30	1	00:01:15		00:02:00	
22:21:18	Shell	A	00:00:30	2	00:01:15		00:02:30	
22:21:48	World Vision	A	00:00:30	3	00:01:15		00:03:00	
22:22:18	SEGMENT FOUR - East to West	S	00:13:59	3	00:01:15		00:03:00	
22:36:17	STATION BREAK	B			00:01:15		00:03:00	
22:36:17	SBS 2xDVD Package - Dymocks JB Hi-fi	P	00:00:30		00:01:45		00:03:00	
22:36:47	Station Identification	P	00:00:07		00:01:52		00:03:00	
22:36:54	SEGMENT ONE - World News Australia	S	00:08:33		00:01:52		00:03:00	
22:45:27	BREAK ONE	B			00:01:52		00:03:00	
22:45:27	French Food / Island Feast / Heston's Feasts	P	00:00:30		00:02:22		00:03:00	
22:45:57	Fasham Johnson	A	00:00:30	1	00:02:22		00:03:30	
22:46:27	Natuzzi	A	00:00:15	2	00:02:22		00:03:45	
22:46:42	Land Rover	A	00:00:15	3	00:02:22		00:04:00	
22:46:57	AMEX	A	00:00:30	4	00:02:22		00:04:30	
22:47:27	UEFA EURO 2012	P	00:00:30	4	00:02:52		00:04:30	
22:47:57	SEGMENT TWO - World News Australia	S	00:12:38	4	00:02:52		00:04:30	
23:00:00	HOOR	H		4		00:02:52		00:04:30
23:00:35	BREAK TWO	B						
23:00:35	Bollywood Star	P	00:00:30		00:00:30			
23:01:05	Teletruck.com.au	A	00:00:30	1	00:00:30		00:00:30	
23:01:35	Sleep Number - Harvery Norman / Domayne	A	00:00:30	2	00:00:30		00:01:00	

6th June, 2012 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

23:02:05	Medibank	A	00:00:30	3	00:00:30		00:01:30	
23:02:35	Dino Gangs / Prophets of Science Fictions	P	00:00:30	3	00:01:00		00:01:30	
23:03:05	SEGMENT THREE - World News Australia	S	00:04:20	3	00:01:00		00:01:30	
23:07:25	STATION BREAK	B			00:01:00		00:01:30	
23:07:25	Living Black	P	00:00:30		00:01:30		00:01:30	
23:07:55	Medibank	A	00:00:30	1	00:01:30		00:02:00	
23:08:25	World Vision	A	00:01:00	2	00:01:30		00:03:00	
23:09:25	RAMS	A	00:00:15	3	00:01:30		00:03:15	
23:09:40	Gumtree	A	00:00:15	4	00:01:30		00:03:30	
23:09:55	SBS Feast Magazine	P	00:00:30	4	00:02:00		00:03:30	
23:10:25	The Story of Wales	P	00:00:30	4	00:02:30		00:03:30	
23:10:55	Station Identification	P	00:00:09	4	00:02:39		00:03:30	
23:11:04	Classification Advice - M	C	00:00:11	4	00:02:39		00:03:30	
23:11:15	SEGMENT ONE - Rapt (Movie)	S	00:23:15	4	00:02:39		00:03:30	
23:34:30	BREAK ONE	B			00:02:39		00:03:30	
23:34:30	Bollywood Star / Rab Ne Bana Di Jodi	P	00:00:30		00:03:09		00:03:30	
23:35:00	AMEX	A	00:00:30	1	00:03:09		00:04:00	
23:35:30	Holden	A	00:00:15	2	00:03:09		00:04:15	
23:35:45	TPG	A	00:00:30	3	00:03:09		00:04:45	
23:36:15	Tobin Brothers	A	00:00:30	4	00:03:09		00:05:15	
23:36:45	Quit	A	00:00:30	5	00:03:09		00:05:45	
23:37:15	Red Rooster	A	00:00:15	6	00:03:09		00:06:00	
23:37:30	SEGMENT TWO - Rapt (Movie)	S	00:22:30	6	00:03:09		00:06:00	
00:00:00	HOURLY - END OF LOG SESSION (12 MIDNIGHT)	H		6		00:03:09		00:06:00
	Totals					00:18:34		00:30:30

13th February, 2014 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight)

SBS TV AIRLOG REPORT

Prepared by Save Our SBS Inc

Transmission source: SBS-TV-1
MEL
Date: 13-Feb-14
Airtime log start hour: 18

Airtime	Description	Type	Duration	Ad #	Clock Hour Calculations			
					Acc Promos	Hour Promos	Acc adverts	Hour Adverts
18:00:00	HOOR - START OF LOG SESSION (6PM)	H						
18:00:00	STATION BREAK (ALREADY COMMENCED)	B						
18:00:00	The Feed (1930 Mon-Thu)	P	00:00:28		00:00:28			
18:00:28	SBS Feast	P	00:00:30		00:00:58			
18:00:58	SEGMENT ONE - The Lakes with Rory Mc Grath	S	00:11:23		00:00:58			
18:12:21	BREAK ONE	B			00:00:58			
18:12:21	Mexican Fiesta with Peter Kuruvita	P	00:00:30		00:01:28			
18:12:51	M&Ms	A	00:00:15	1	00:01:28		00:00:15	
18:13:06	World Vision	A	00:00:30	2	00:01:28		00:00:45	
18:13:36	Citibank	A	00:00:45	3	00:01:28		00:01:30	
18:14:21	Shame	P	00:00:30	3	00:01:58		00:01:30	
18:14:51	SEGMENT TWO - The Lakes with Rory Mc Grath	S	00:05:22	3	00:01:58		00:01:30	
18:20:13	BREAK TWO			3	00:01:58		00:01:30	
18:20:13	SBS World News Update	P	00:00:15	3	00:02:13		00:01:30	
18:20:28	Indian Ocean with Simon Reeve	P	00:00:30	3	00:02:43		00:01:30	
18:20:58	Optimum dog food	A	00:00:30	4	00:02:43		00:02:00	
18:21:28	Melbourne Food and Wine Festival	A	00:00:30	5	00:02:43		00:02:30	

13th February, 2014 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

18:21:58	Woolworths	A	00:00:30	6	00:02:43		00:03:00	
18:22:28	SEGMENT THREE - The Lakes with Rory Mc Grath	S	00:06:29	6	00:02:43		00:03:00	
18:28:57	STATION BREAK			6	00:02:43		00:03:00	
18:28:57	Shame	P	00:00:30	6	00:03:13		00:03:00	
18:29:27	Dymocks	P	00:00:30	6	00:03:43		00:03:00	
18:29:57	Station Identification	P	00:00:14	6	00:03:57		00:03:00	
18:30:11	SEGMENT ONE - World News Australia	S	00:15:32	6	00:03:57		00:03:00	
18:45:43	BREAK ONE	B			00:03:57		00:03:00	
18:45:43	Mexican Fiesta with Peter Kuruvita	P	00:00:30		00:04:27		00:03:00	
18:46:13	Public Transport Victoria	A	00:00:15	1	00:04:27		00:03:15	
18:46:28	Coles	A	00:00:30	2	00:04:27		00:03:45	
18:46:58	Etihad	A	00:00:30	3	00:04:27		00:04:15	
18:47:28	Renault	A	00:00:30	4	00:04:27		00:04:45	
18:47:58	Coles Express	A	00:00:15	5	00:04:27		00:05:00	
18:48:13	Insight	P	00:00:30	5	00:04:57		00:05:00	
18:48:43	SEGMENT TWO - World News Australia	S	00:20:17	5	00:04:57		00:05:00	
19:00:00	HOOR	H		5		00:04:57		00:05:00
19:09:00	BREAK TWO	B						
19:09:00	Shame	P	00:00:30		00:00:30			
19:09:30	Coles	A	00:00:30	1	00:00:30		00:00:30	
19:10:00	Victorian Government - Police	A	00:00:30	2	00:00:30		00:01:00	
19:10:30	eHarmony	A	00:00:30	3	00:00:30		00:01:30	
19:11:00	The Feed (1930 Mon-Thu)	P	00:00:30	3	00:01:00		00:01:30	

13th February, 2014 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

19:11:30	SEGMENT THREE - World News Australia	S	00:10:18	3	00:01:00		00:01:30	
19:21:48	BREAK THREE	B			00:01:00		00:01:30	
19:21:48	Mexican Fiesta with Peter Kuruvita	P	00:00:15		00:01:15		00:01:30	
19:22:03	Blackout	P	00:00:15		00:01:30		00:01:30	
19:22:18	sunsmart.com.au	A	00:00:15	1	00:01:30		00:01:45	
19:22:33	ING Direct	A	00:00:30	2	00:01:30		00:02:15	
19:23:03	eHarmony	A	00:00:15	3	00:01:30		00:02:30	
19:23:18	PepsiMax	A	00:00:30	4	00:01:30		00:03:00	
19:23:48	Dateline	P	00:00:30	4	00:02:00		00:03:00	
19:24:18	SEGMENT FOUR - World News Australia	S	00:04:53	4	00:02:00		00:03:00	
19:29:11	STATION BREAK	B			00:02:00		00:03:00	
19:29:11	Thursday FC	P	00:00:15		00:02:15		00:03:00	
19:29:26	SBS Tonight Lineup Promo	P	00:00:10		00:02:25		00:03:00	
19:29:36	Destination Flavour	P	00:00:30		00:02:55		00:03:00	
19:30:06	SEGMENT ONE - Mexican Fiesta with Peter Kuruvita	S	00:11:01		00:02:55		00:03:00	
19:41:07	BREAK ONE	B			00:02:55		00:03:00	
19:41:07	Blackout	P	00:00:30		00:03:25		00:03:00	
19:41:37	The Essential Ingredient	A	00:00:30	1	00:03:25		00:03:30	
19:42:07	Mandela	A	00:00:15	2	00:03:25		00:03:45	
19:42:22	Good Guys	A	00:00:15	3	00:03:25		00:04:00	
19:42:37	eHarmony	A	00:00:30	4	00:03:25		00:04:30	
19:43:07	SEGMENT TWO - Mexican Fiesta with Peter Kuruvita	S	00:07:04	4	00:03:25		00:04:30	
19:50:11	BREAK TWO	B			00:03:25		00:04:30	
19:50:11	Insight	P	00:00:30		00:03:55		00:04:30	
19:50:41	iPad Air	A	00:00:30	1	00:03:55		00:05:00	
19:51:11	Woolworths	A	00:00:30	2	00:03:55		00:05:30	

13th February, 2014 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

19:51:41	SEGMENT THREE - Mexican Fiesta with Peter Kuruvita	S	00:08:25	2	00:03:55		00:05:30	
20:00:00	HOOR	H		2		00:03:55		00:05:30
20:00:06	STATION BREAK	B						
20:00:06	SBS ID Promo Lineup	P	00:00:10		00:00:10			
20:00:16	SEGMENT ONE - Gourmet Farmer	S	00:07:49		00:00:10			
20:08:05	BREAK ONE	B			00:00:10			
20:08:05	Rectify	P	00:00:15		00:00:25			
20:08:20	TAC	A	00:00:30	1	00:00:25		00:00:30	
20:08:50	iPad Air	A	00:00:30	2	00:00:25		00:01:00	
20:09:20	TPG	A	00:00:30	3	00:00:25		00:01:30	
20:09:50	SEGMENT TWO - Gourmet Farmer	S	00:10:57	3	00:00:25		00:01:30	
20:20:47	BREAK TWO	B			00:00:25		00:01:30	
20:20:47	Blackout	P	00:00:15		00:00:40		00:01:30	
20:21:02	Subaru	A	00:00:15	1	00:00:40		00:01:45	
20:21:17	Mandela	A	00:00:15	2	00:00:40		00:02:00	
20:21:32	Medibank	A	00:00:30	3	00:00:40		00:02:30	
20:22:02	SEGMENT THREE - Gourmet Farmer	S	00:08:03	3	00:00:40		00:02:30	
20:30:05	STATION BREAK	B			00:00:40		00:02:30	
20:30:05	The Feed (1930 Mon-Thu)	P	00:00:15		00:00:55		00:02:30	
20:30:20	DVD - Dymocks	P	00:00:30		00:01:25		00:02:30	
20:30:50	World News Update	P	00:01:00		00:02:25		00:02:30	
20:31:50	Sponsor Opening Billboard - Peroni	C	00:00:10		00:02:25		00:02:30	
20:32:00	SEGMENT ONE - Italy Unpacked	S	00:13:20		00:02:25		00:02:30	
20:45:20	BREAK ONE	B			00:02:25		00:02:30	
20:45:20	Rectify	P	00:00:30		00:02:55		00:02:30	
20:45:50	Peroni	A	00:00:30	1	00:02:55		00:03:00	
20:46:20	ahm	A	00:00:15	2	00:02:55		00:03:15	
20:46:35	Industry super funds	A	00:00:45	3	00:02:55		00:04:00	

13th February, 2014 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

20:47:20	iPad Air	A	00:00:30	4	00:02:55		00:04:30	
20:47:50	SEGMENT TWO - Italy Unpacked	S	00:15:36	4	00:02:55		00:04:30	
21:00:00	HOOR	H		4		00:02:55		00:04:30
21:03:26	BREAK TWO	B						
21:03:26	Dateline	P	00:00:15		00:00:15			
21:03:41	Peroni	A	00:00:30	1	00:00:15		00:00:30	
21:04:11	Zoos Victoria	A	00:00:30	2	00:00:15		00:01:00	
21:04:41	MSO	A	00:00:30	3	00:00:15		00:01:30	
21:05:11	SEGMENT THREE - Italy Unpacked	S	00:10:47	3	00:00:15		00:01:30	
21:15:58	BREAK THREE	B			00:00:15		00:01:30	
21:15:58	Rectify	P	00:00:15		00:00:30		00:01:30	
21:16:13	Super Amart	A	00:00:15	1	00:00:30		00:01:45	
21:16:28	Tasmania	A	00:00:30	2	00:00:30		00:02:15	
21:16:58	CUA	A	00:00:15	3	00:00:30		00:02:30	
21:17:13	MSO	A	00:00:30	4	00:00:30		00:03:00	
21:17:43	SEGMENT FOUR - Italy Unpacked	S	00:17:32	4	00:00:30		00:03:00	
21:35:15	STATION BREAK	B			00:00:30		00:03:00	
21:35:15	Closing Billboard - Peroni	C	00:00:10		00:00:30		00:03:00	
21:35:25	Blackout	P	00:00:15		00:00:45		00:03:00	
21:35:40	Feast	P	00:00:30		00:01:15		00:03:00	
21:36:10	World News Update	P	00:01:00		00:02:15		00:03:00	
21:37:10	Opening Billboard - BMW	C	00:00:10		00:02:15		00:03:00	
21:37:20	Classification Advice	C	00:00:08		00:02:15		00:03:00	

13th February, 2014 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

21:37:28	SEGMENT ONE - Rectify	S	00:17:21		00:02:15		00:03:00	
21:54:49	BREAK ONE	B			00:02:15		00:03:00	
21:54:49	Shame	P	00:00:30		00:02:45		00:03:00	
21:55:19	BMW	A	00:00:30	1	00:02:45		00:03:30	
21:55:49	Zoos Victoria	A	00:00:30	2	00:02:45		00:04:00	
21:56:19	Telstra	A	00:01:00	3	00:02:45		00:05:00	
21:57:19	Insight	P	00:00:30	3	00:03:15		00:05:00	
21:57:49	SEGMENT TWO - Rectify	S	00:08:01	3	00:03:15		00:05:00	
22:00:00	HOOR	H		3		00:03:15		00:05:00
22:05:50	BREAK THREE	B						
22:05:50	Indian Ocean with Simon Reeve	P	00:00:30		00:00:30			
22:06:20	BMW	A	00:00:30	1	00:00:30		00:00:30	
22:06:50	Fasham	A	00:00:30	2	00:00:30		00:01:00	
22:07:20	Coles	A	00:00:15	3	00:00:30		00:01:15	
22:07:35	sunsmart.com.au	A	00:00:15	4	00:00:30		00:01:30	
22:07:50	The Feed (1930 Mon-Thu)	P	00:00:30	4	00:01:00		00:01:30	
22:08:20	SEGMENT THREE - Rectify	S	00:10:20	4	00:01:00		00:01:30	
22:18:40	BREAK THREE	B			00:01:00		00:01:30	
22:18:40	World News Update	P	00:00:15		00:01:15		00:01:30	
22:18:55	Blackout	P	00:00:30		00:01:45		00:01:30	
22:19:25	iinet	A	00:00:30	1	00:01:45		00:02:00	
22:19:55	zuji	A	00:00:30	2	00:01:45		00:02:30	
22:20:25	Amex	A	00:00:15	3	00:01:45		00:02:45	
22:20:40	iinet	A	00:00:15	4	00:01:45		00:03:00	
22:20:55	Dateline	P	00:00:30	4	00:02:15		00:03:00	

13th February, 2014 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

22:21:25	SEGMENT FOUR - Rectify	S	00:07:32	4	00:02:15		00:03:00	
22:28:57	STATION BREAK	B			00:02:15		00:03:00	
22:28:57	Closing Billboard - BMW	C	00:00:10		00:02:15		00:03:00	
22:29:07	Rectify	P	00:00:30		00:02:45		00:03:00	
22:29:37	DVD - Dymocks	P	00:00:30		00:03:15		00:03:00	
22:30:07	Shame	P	00:00:30		00:03:45		00:03:00	
22:30:37	The Feed (1930 Mon-Thu)	P	00:00:30		00:04:15		00:03:00	
22:31:07	SEGMENT ONE - World News Australia	S	00:12:00		00:04:15		00:03:00	
22:43:07	BREAK ONE	B			00:04:15		00:03:00	
22:43:07	Blackout	P	00:00:30		00:04:45		00:03:00	
22:43:37	Telstra	A	00:01:00	1	00:04:45		00:04:00	
22:44:37	zuji	A	00:00:30	2	00:04:45		00:04:30	
22:45:07	SEGMENT TWO - World News Australia	S	00:10:52	2	00:04:45		00:04:30	
22:55:59	BREAK TWO	B			00:04:45		00:04:30	
22:55:59	Thursday FC	P	00:00:15		00:05:00		00:04:30	
22:56:14	Insight	P	00:00:15		00:05:15		00:04:30	
22:56:29	Spirit of Tasmania	A	00:00:30	1	00:05:15		00:05:00	
22:56:59	eHarmony	A	00:00:30	2	00:05:15		00:05:30	
22:57:29	Fantastic Furniture	A	00:00:15	3	00:05:15		00:05:45	
22:57:44	zuji	A	00:00:15	4	00:05:15		00:06:00	
22:57:59	SEGMENT THREE - World News Australia	S	00:03:08	4	00:05:15		00:06:00	
23:00:00	HOOR	H		4		00:05:15		00:06:00
23:01:07	STATION BREAK	B						
23:01:07	The Feed (1930 Mon-Thu)	P	00:00:15		00:00:15			
23:01:22	Station Identification	C	00:00:15		00:00:15			
23:01:37	Opening Billboard -TAB.com.au plus TAC	C	00:00:10		00:00:15			

13th February, 2014 - SBS-TV-1 LOG 1800-2400 hours (6pm – midnight) continued

23:01:47	SEGMENT ONE - Thursday FC	S	00:17:09		00:00:15			
23:18:56	BREAK ONE	B			00:00:15			
23:18:56	Soccer Match promo	P	00:00:15		00:00:30			
23:19:11	Defence Force Academy	A	00:00:30	1	00:00:30		00:00:30	
23:19:41	Hyundai	A	00:00:30	2	00:00:30		00:01:00	
23:20:11	Ashley & Martin	A	00:00:15	3	00:00:30		00:01:15	
23:20:26	Tab.com.au	A	00:00:15	4	00:00:30		00:01:30	
23:20:41	McDonalds	A	00:00:30	5	00:00:30		00:02:00	
23:21:11	Indian Ocean with Simon Reeve	P	00:00:15	5	00:00:45		00:02:00	
23:21:26	SEGMENT TWO - Thursday FC	S	00:11:20	5	00:00:45		00:02:00	
23:32:46	BREAK TWO	B			00:00:45		00:02:00	
23:32:46	Shame	P	00:00:30		00:01:15		00:02:00	
23:33:16	TAB.com.au	A	00:00:15	1	00:01:15		00:02:15	
23:33:31	Hyundai	A	00:00:30	2	00:01:15		00:02:45	
23:34:01	TAB.com.au	A	00:00:15	3	00:01:15		00:03:00	
23:34:16	Defence Force Academy	A	00:00:30	4	00:01:15		00:03:30	
23:34:46	Dateline	P	00:00:15	4	00:01:30		00:03:30	
23:35:01	SEGMENT THREE - Thursday FC	S	00:18:54	4	00:01:30		00:03:30	
23:53:55	BREAK FOUR	B			00:01:30		00:03:30	
23:53:55	Blackout	P	00:00:15		00:01:45		00:03:30	
23:54:10	TAC	A	00:00:30	1	00:01:45		00:04:00	
23:54:40	TAB.com.au	A	00:00:15	2	00:01:45		00:04:15	
23:54:55	Ashley & Martin	A	00:00:15	3	00:01:45		00:04:30	
23:55:10	Hyundai	A	00:00:30	4	00:01:45		00:05:00	
23:55:40	Rectify	P	00:00:15	4	00:02:00		00:05:00	
23:55:55	SEGMENT FOUR - Thursday FC	S	00:04:05	4	00:02:00		00:05:00	
00:00:00	HOUR - END OF LOG SESSION (12 MIDNIGHT)	H		4		00:02:00		00:05:00
	Totals					00:22:17		00:31:00

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight)

SBS TV AIRLOG REPORT

Prepared by Save Our SBS Inc

Transmission source: SBS-TV-2
MEL
Date: 20-Feb-14
Airtime log start hour: 18

Airtime	Description	Type	Duration	Ad #	Clock Hour Calculations			
					Acc Promos	Hour Promos	Acc adverts	Hour Adverts
18:00:00	HOOR - START OF LOG SESSION (6PM)	H						
18:00:00	FINAL SEGMENT - Iron Chef (already commenced)	S	00:06:07					
18:06:07	STATION BREAK	B						
18:06:07	SBS Programme ID Lineup	P	00:00:15		00:00:15			
18:06:22	SEGMENT ONE - Ninja Warrior	S	00:07:48		00:00:15			
18:14:10	BREAK ONE	B			00:00:15			
18:14:10	Promo ID breaker	P	00:00:05		00:00:20			
18:14:15	The Feed	P	00:00:15		00:00:35			
18:14:30	Navy	A	00:00:30	1	00:00:35		00:00:30	
18:15:00	Emergency Victoria	A	00:00:30	2	00:00:35		00:01:00	
18:15:30	Promo ID breaker	P	00:00:05	2	00:00:40		00:01:00	
18:15:35	SEGMENT TWO - Ninja Warrior	S	00:04:32	2	00:00:40		00:01:00	
18:20:07	BREAK TWO	B			00:00:40		00:01:00	
18:20:07	Promo ID breaker	P	00:00:05		00:00:45		00:01:00	
18:20:12	Mexican Fiesta with Peter Kuruvita	P	00:00:15		00:01:00		00:01:00	
18:20:27	Renault	A	00:00:30	1	00:01:00		00:01:30	
18:20:57	ahm	A	00:00:15	2	00:01:00		00:01:45	

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

18:21:12	Police Victoria	A	00:00:15	3	00:01:00		00:02:00	
18:21:27	Promo ID breaker	P	00:00:05	3	00:01:05		00:02:00	
18:21:32	SEGMENT THREE - Ninja Warrior	S	00:03:43	3	00:01:05		00:02:00	
18:25:15	BREAK THREE	B			00:01:05		00:02:00	
18:25:15	Promo ID breaker	P	00:00:05		00:01:10		00:02:00	
18:25:20	Orphan Black	P	00:00:15		00:01:25		00:02:00	
18:25:35	Defence Force Academy	A	00:00:30	1	00:01:25		00:02:30	
18:26:05	Ancestry.com.au	A	00:00:30	2	00:01:25		00:03:00	
18:26:35	Promo ID breaker	P	00:00:05	2	00:01:30		00:03:00	
18:26:40	SEGMENT FOUR - Ninja Warrior	S	00:04:57	2	00:01:30		00:03:00	
18:31:37	STATION BREAK	B			00:01:30		00:03:00	
18:31:37	The Feed	P	00:00:31		00:02:01		00:03:00	
18:32:08	SBS Programme ID Lineup	P	00:00:14		00:02:15		00:03:00	
18:32:22	SEGMENT ONE - If you are the One	S	00:25:17		00:02:15		00:03:00	
18:57:39	BREAK ONE	B			00:02:15		00:03:00	
18:57:39	Promo ID breaker	P	00:00:05		00:02:20		00:03:00	
18:57:44	Mexican Fiesta with Peter Kuruvita	P	00:00:30		00:02:50		00:03:00	
18:58:14	ANZ	A	00:00:30	1	00:02:50		00:03:30	
18:58:44	Pedigree	A	00:00:15	2	00:02:50		00:03:45	
18:58:59	Super Amart	A	00:00:15	3	00:02:50		00:04:00	
18:59:14	Optus	A	00:00:30	4	00:02:50		00:04:30	
18:59:44	Holden Commodore	A	00:00:30	5	00:02:50		00:05:00	
19:00:00	HOOR	H		5		00:02:50		00:05:00
19:00:14	Promo ID breaker	P	00:00:05	5	00:00:05			

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

19:00:19	SEGMENT TWO - If you are the One	S	00:13:31	5	00:00:05			
19:13:50	BREAK TWO	B			00:00:05			
19:13:50	If you are the One	P	00:00:12		00:00:17			
19:14:02	Medibank	A	00:00:30	1	00:00:17		00:00:30	
19:14:32	ANZ	A	00:00:30	2	00:00:17		00:01:00	
19:15:02	MSO	A	00:00:30	3	00:00:17		00:01:30	
19:15:32	Promo ID breaker	P	00:00:06	3	00:00:23		00:01:30	
19:15:38	SEGMENT THREE - If you are the One	S	00:08:03	3	00:00:23		00:01:30	
19:23:41	BREAK FOUR	B			00:00:23		00:01:30	
19:23:41	Promo ID breaker	P	00:00:05		00:00:28		00:01:30	
19:23:46	The Feed	P	00:00:15		00:00:43		00:01:30	
19:24:01	Sydney Gay and Lesbian Mardi Gras	P	00:00:30		00:01:13		00:01:30	
19:24:31	Caravan and Camping Show	A	00:00:30	1	00:01:13		00:02:00	
19:25:01	Fantastic Furniture	A	00:00:15	2	00:01:13		00:02:15	
19:25:16	Schmackos	A	00:00:15	3	00:01:13		00:02:30	
19:25:31	TPG	A	00:00:30	4	00:01:13		00:03:00	
19:26:01	Promo ID breaker	P	00:00:05	4	00:01:18		00:03:00	
19:26:06	SEGMENT FOUR - If you are the One	S	00:05:34	4	00:01:18		00:03:00	
19:31:40	STATION BREAK	B			00:01:18		00:03:00	
19:31:40	If you are the One	P	00:00:15		00:01:33		00:03:00	
19:31:55	DVD - Dymocks	P	00:00:30		00:02:03		00:03:00	
19:32:25	Promo ID breaker	P	00:00:08		00:02:11		00:03:00	
19:32:33	SEGMENT ONE - The Feed	S	00:05:17		00:02:11		00:03:00	
19:37:50	BREAK ONE	B			00:02:11		00:03:00	
19:37:50	Rectify	P	00:00:30		00:02:41		00:03:00	
19:38:20	Ancestry.com.au	A	00:00:30	1	00:02:41		00:03:30	
19:38:50	ANZ	A	00:00:30	2	00:02:41		00:04:00	
19:39:20	The Returned	P	00:00:30	2	00:03:11		00:04:00	

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

19:39:50	SEGMENT TWO - The Feed	S	00:11:40	2	00:03:11		00:04:00	
19:51:30	BREAK TWO	B			00:03:11		00:04:00	
19:51:30	Middle Billboard - Steadfast	C	00:00:10		00:03:11		00:04:00	
19:51:40	30 Rock	P	00:00:15		00:03:26		00:04:00	
19:51:55	A League Soccer	P	00:00:15		00:03:41		00:04:00	
19:52:10	Steadfast	A	00:00:30	1	00:03:41		00:04:30	
19:52:40	zuji	A	00:00:15	2	00:03:41		00:04:45	
19:52:55	Fantastic Furniture	A	00:00:15	3	00:03:41		00:05:00	
19:53:10	Sydney Gay and Lesbian Mardi Gras	P	00:00:30	3	00:04:11		00:05:00	
19:53:40	SEGMENT THREE - The Feed	S	00:07:18	3	00:04:11		00:05:00	
20:00:00	HOOR	H		3		00:04:11		00:05:00
20:00:58	STATION BREAK	B						
20:00:58	Monday Lineup	P	00:00:30		00:00:30			
20:01:28	DVD - Dymocks	P	00:00:30		00:01:00			
20:01:58	Orphan Black	P	00:00:30		00:01:30			
20:02:28	SBS Movie Festival Promo	P	00:00:10		00:01:40			
20:02:38	Station Identification	P	00:00:40		00:02:20			
20:03:18	Classification Advice	C	00:00:10		00:02:20			
20:03:28	SEGMENT ONE - 30 Rock	S	00:04:51		00:02:20			
20:08:19	BREAK ONE	B			00:02:20			
20:08:19	Promo ID breaker	P	00:00:05		00:02:25			
20:08:24	A League Soccer	P	00:00:15		00:02:40			
20:08:39	Plane Crash	P	00:00:30		00:03:10			
20:09:09	Telstra	A	00:00:15	1	00:03:10		00:00:15	
20:09:24	TAC	A	00:00:30	2	00:03:10		00:00:45	
20:09:54	TAB.com.au	A	00:00:15	3	00:03:10		00:01:00	
20:10:09	TPG	A	00:00:30	4	00:03:10		00:01:30	
20:10:39	Orphan Black	P	00:00:15	4	00:03:25		00:01:30	

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

20:10:54	Promo ID breaker	P	00:00:05	4	00:03:30		00:01:30	
20:10:59	SEGMENT TWO - 30 Rock	S	00:07:51	4	00:03:30		00:01:30	
20:18:50	BREAK TWO	B			00:03:30		00:01:30	
20:18:50	Promo ID breaker	P	00:00:04		00:03:34		00:01:30	
20:18:54	Rectify	P	00:00:30		00:04:04		00:01:30	
20:19:24	Caravan and Camping Show	A	00:00:30	1	00:04:04		00:02:00	
20:19:54	Optus	A	00:00:30	2	00:04:04		00:02:30	
20:20:24	PepsiMax	A	00:00:30	3	00:04:04		00:03:00	
20:20:54	SBS Monday Programme ID Lineup	P	00:00:35	3	00:04:39		00:03:00	
20:21:29	SEGMENT THREE - 30 Rock	S	00:07:46	3	00:04:39		00:03:00	
20:29:15	STATION BREAK	B			00:04:39		00:03:00	
20:29:15	The Feed	P	00:00:30		00:05:09		00:03:00	
20:29:45	DVD - Dymocks	P	00:00:30		00:05:39		00:03:00	
20:30:15	Orphan Black	P	00:00:30		00:06:09		00:03:00	
20:30:45	Sydney Gay and Lesbian Mardi Gras	P	00:00:30		00:06:39		00:03:00	
20:31:15	SBS Movie Festival Promo	P	00:00:10		00:06:49		00:03:00	
20:31:25	Station Identification	P	00:00:40		00:07:29		00:03:00	
20:32:05	Classification Advice	C	00:00:20		00:07:29		00:03:00	
20:32:25	SEGMENT ONE - South Park	S	00:07:56		00:07:29		00:03:00	
20:40:21	BREAK ONE	B			00:07:29		00:03:00	
20:40:21	Promo ID breaker	P	00:00:05		00:07:34		00:03:00	
20:40:26	A League Soccer	P	00:00:15		00:07:49		00:03:00	
20:40:41	If you are the One	P	00:00:15		00:08:04		00:03:00	
20:40:56	TAC	A	00:00:30	1	00:08:04		00:03:30	
20:41:26	McDonalds	A	00:00:30	2	00:08:04		00:04:00	
20:41:56	Hyundai	A	00:00:30	3	00:08:04		00:04:30	
20:42:26	Plane Crash	P	00:00:30	3	00:08:34		00:04:30	
20:42:56	Promo ID breaker	P	00:00:05	3	00:08:39		00:04:30	

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

20:43:01	SEGMENT TWO - South Park	S	00:07:18	3	00:08:39		00:04:30	
20:50:19	BREAK TWO	B			00:08:39		00:04:30	
20:50:19	Promo ID breaker	P	00:00:05		00:08:44		00:04:30	
20:50:24	Boondocks	P	00:00:30		00:09:14		00:04:30	
20:50:54	TAC	A	00:00:30	1	00:09:14		00:05:00	
20:51:24	McDonalds	A	00:00:30	2	00:09:14		00:05:30	
20:51:54	SBS Movie Festival Promo	P	00:00:30	2	00:09:44		00:05:30	
20:52:24	Promo ID breaker	P	00:00:05	2	00:09:49		00:05:30	
20:52:29	SEGMENT THREE - South Park	S	00:06:46	2	00:09:49		00:05:30	
20:59:15	STATION BREAK	B			00:09:49		00:05:30	
20:59:15	A League Soccer	P	00:00:15		00:10:04		00:05:30	
20:59:30	Plane Crash	P	00:00:30		00:10:34		00:05:30	
21:00:00	HOOR	H				00:10:34		00:05:30
21:00:00	FourFourTwo Magazine - SBS	P	00:00:30		00:00:30			
21:00:30	Monday Programme ID Lineup	P	00:00:15		00:00:45			
21:00:45	Station Identification	P	00:00:20		00:01:05			
21:01:05	Classification Advice	C	00:00:20		00:01:05			
21:01:25	SEGMENT ONE - South Park	S	00:07:03		00:01:05			
21:08:28	BREAK ONE	B			00:01:05			
21:08:28	Promo ID breaker	P	00:00:06		00:01:11			
21:08:34	If you are the One	P	00:00:30		00:01:41			
21:09:04	TAB.com.au	A	00:00:30	1	00:01:41		00:00:30	
21:09:34	Surf Life Saving	A	00:01:00	2	00:01:41		00:01:30	
21:10:34	Sydney Gay and Lesbian Mardi Gras	P	00:00:30	2	00:02:11		00:01:30	
21:11:04	Promo ID breaker	P	00:00:06	2	00:02:17		00:01:30	

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

21:11:10	SEGMENT TWO - South Park	S	00:08:57	2	00:02:17		00:01:30	
21:20:07	BREAK TWO	B			00:02:17		00:01:30	
21:20:07	Promo ID breaker	P	00:00:05		00:02:22		00:01:30	
21:20:12	The Boondocks	P	00:00:30		00:02:52		00:01:30	
21:20:42	TAB.com.au	A	00:00:30	1	00:02:52		00:02:00	
21:21:12	Hynudai	A	00:00:30	2	00:02:52		00:02:30	
21:21:42	SBS Movie Festival Promo	P	00:00:30	2	00:03:22		00:02:30	
21:22:12	Promo ID breaker	P	00:00:05	2	00:03:27		00:02:30	
21:22:17	SEGMENT THREE - South Park	S	00:05:59	2	00:03:27		00:02:30	
21:28:16	STATION BREAK	B			00:03:27		00:02:30	
21:28:16	The Feed	P	00:00:30		00:03:57		00:02:30	
21:28:46	Plane Crash	P	00:00:30		00:04:27		00:02:30	
21:29:16	FourFourTwo Magazine - SBS	P	00:00:30		00:04:57		00:02:30	
21:29:46	SBS Monday Programme ID Lineup	P	00:00:15		00:05:12		00:02:30	
21:30:01	A League Soccer	P	00:00:15		00:05:27		00:02:30	
21:30:16	Classification Advice	C	00:00:10		00:05:27		00:02:30	
21:30:26	SEGMENT ONE - American Weed	S	00:10:58		00:05:27		00:02:30	
21:41:24	BREAK ONE	B			00:05:27		00:02:30	
21:41:24	Promo ID breaker	P	00:00:05		00:05:32		00:02:30	
21:41:29	The Boondocks	P	00:00:30		00:06:02		00:02:30	
21:41:59	Melbourne Food and Wine Festival	A	00:00:30	1	00:06:02		00:03:00	
21:42:29	Optus	A	00:00:30	2	00:06:02		00:03:30	
21:42:59	Holden	A	00:00:30	3	00:06:02		00:04:00	
21:43:29	Emergency Victoria	A	00:00:30	4	00:06:02		00:04:30	
21:43:59	Promo ID breaker	P	00:00:05	4	00:06:07		00:04:30	

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

21:44:04	SEGMENT TWO - American Weed	S	00:10:35	4	00:06:07		00:04:30	
21:54:39	BREAK TWO	B			00:06:07		00:04:30	
21:54:39	Promo ID breaker	P	00:00:05		00:06:12		00:04:30	
21:54:44	SBS Monday Programme ID Lineup	P	00:00:30		00:06:42		00:04:30	
21:55:14	TAC	A	00:00:30	1	00:06:42		00:05:00	
21:55:44	ANZ	A	00:00:30	2	00:06:42		00:05:30	
21:56:14	Optus	A	00:00:30	3	00:06:42		00:06:00	
21:56:44	Promo ID breaker	P	00:00:05	3	00:06:47		00:06:00	
21:56:49	SEGMENT THREE - American Weed	S	00:10:35	3	00:06:47		00:06:00	
22:00:00	HOOR	H		3		00:06:47		00:06:00
22:07:24	BREAK THREE	B						
22:07:24	Promo ID breaker	P	00:00:05		00:00:05			
22:07:29	The Boondocks	P	00:00:30		00:00:35			
22:07:59	PepsiMax	A	00:00:30	1	00:00:35		00:00:30	
22:08:29	eHarmony	A	00:00:15	2	00:00:35		00:00:45	
22:08:44	sunsmart.com.au	A	00:00:15	3	00:00:35		00:01:00	
22:08:59	RaboDirect	A	00:00:30	4	00:00:35		00:01:30	
22:09:29	Promo ID breaker	P	00:00:05	4	00:00:40		00:01:30	
22:09:34	SEGMENT FOUR - American Weed	S	00:15:51	4	00:00:40		00:01:30	
22:25:25	STATION BREAK	B			00:00:40		00:01:30	
22:25:25	Sydney Gay and Lesbian Mardi Gras	P	00:00:30		00:01:10		00:01:30	
22:25:55	DVD - Dymocks	P	00:00:30		00:01:40		00:01:30	
22:26:25	SEGMENT ONE - The Feed	S	00:05:17		00:01:40		00:01:30	
22:31:42	BREAK ONE	B			00:01:40		00:01:30	
22:31:42	The Returned	P	00:00:30		00:02:10		00:01:30	
22:32:12	Telstra	A	00:00:15	1	00:02:10		00:01:45	
22:32:27	Holden	A	00:00:30	2	00:02:10		00:02:15	
22:32:57	Cenovis	A	00:00:15	3	00:02:10		00:02:30	

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

22:33:12	TPG	A	00:00:30	4	00:02:10		00:03:00	
22:33:42	SEGMENT TWO - The Feed	S	00:11:39	4	00:02:10		00:03:00	
22:45:21	BREAK TWO	B			00:02:10		00:03:00	
22:45:21	SBS Monday Programme ID Lineup	P	00:00:30		00:02:40		00:03:00	
22:45:51	WorkSafe	A	00:00:45	1	00:02:40		00:03:45	
22:46:36	TAB.com.au	A	00:00:15	2	00:02:40		00:04:00	
22:46:51	TPG	A	00:00:30	3	00:02:40		00:04:30	
22:47:21	SEGMENT THREE - The Feed	S	00:07:18	3	00:02:40		00:04:30	
22:54:39	STATION BREAK	B			00:02:40		00:04:30	
22:54:39	Orphan Black	P	00:00:15		00:02:55		00:04:30	
22:54:54	DVD - Dymocks	P	00:00:30		00:03:25		00:04:30	
22:55:24	SEGMENT ONE - Comedy Bang! Bang!	S	00:08:22		00:03:25		00:04:30	
23:00:00	HOOR	H				00:03:25		00:04:30
23:03:46	BREAK ONE	B						
23:03:46	Promo ID breaker	P	00:00:05		00:00:05			
23:03:51	SBS Monday Programme ID Lineup	P	00:00:30		00:00:35			
23:04:21	Medibank	A	00:00:30	1	00:00:35		00:00:30	
23:04:51	zuji	A	00:00:30	2	00:00:35		00:01:00	
23:05:21	Promo ID breaker	P	00:00:05	2	00:00:40		00:01:00	
23:05:26	SEGMENT TWO - Comedy Bang! Bang!	S	00:04:25	2	00:00:40		00:01:00	
23:09:51	BREAK TWO	B			00:00:40		00:01:00	
23:09:51	Promo ID breaker	P	00:00:05		00:00:45		00:01:00	
23:09:56	The Returned	P	00:00:15		00:01:00		00:01:00	
23:10:11	Spirit of Tasmania	A	00:00:30	1	00:01:00		00:01:30	
23:10:41	Promo ID breaker	P	00:00:05	1	00:01:05		00:01:30	

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

23:10:46	SEGMENT THREE - Comedy Bang! Bang!	S	00:04:13	1	00:01:05		00:01:30	
23:14:59	BREAK THREE	B			00:01:05		00:01:30	
23:14:59	Promo ID breaker	P	00:00:05		00:01:10		00:01:30	
23:15:04	The Feed	P	00:00:15		00:01:25		00:01:30	
23:15:19	ANZ	A	00:00:30	1	00:01:25		00:02:00	
23:15:49	Promo ID breaker	P	00:00:05	1	00:01:30		00:02:00	
23:15:54	SEGMENT FOUR - Comedy Bang! Bang!	S	00:04:37	1	00:01:30		00:02:00	
23:20:31	STATION BREAK	B			00:01:30		00:02:00	
23:20:31	Orphan Black	P	00:00:15		00:01:45		00:02:00	
23:20:46	Books - Dymocks	P	00:00:30		00:02:15		00:02:00	
23:21:16	Classification Advice	C	00:00:10		00:02:15		00:02:00	
23:21:26	SEGMENT ONE - The Returned	S	00:13:14		00:02:15		00:02:00	
23:34:40	BREAK ONE	B			00:02:15		00:02:00	
23:34:40	Promo ID breaker	P	00:00:05		00:02:20		00:02:00	
23:34:45	SBS American Indie Film Season	P	00:00:30		00:02:50		00:02:00	
23:35:15	Windows	A	00:00:30	1	00:02:50		00:02:30	
23:35:45	PepsiMax	A	00:00:30	2	00:02:50		00:03:00	
23:36:15	Rise Buffet Bar	A	00:00:30	3	00:02:50		00:03:30	
23:36:45	2014 Grand Prix	A	00:00:30	4	00:02:50		00:04:00	
23:37:15	Promo ID breaker	P	00:00:06	4	00:02:56		00:04:00	
23:37:21	SEGMENT TWO - The Returned	S	00:13:20	4	00:02:56		00:04:00	
23:50:41	BREAK TWO	B	00:00:05		00:02:56		00:04:00	
23:50:46	Promo ID breaker	P			00:02:56		00:04:00	
23:50:46	Orphan Black	P	00:00:30		00:03:26		00:04:00	
23:51:16	TAC	A	00:00:30	1	00:03:26		00:04:30	
23:51:46	eHarmony	A	00:00:15	2	00:03:26		00:04:45	
23:52:01	TAB.com.au	A	00:00:15	3	00:03:26		00:05:00	
23:52:16	Rise Buffet Bar	A	00:00:30	4	00:03:26		00:05:30	

20th February, 2014 - SBS-TV-2 LOG 1800-2400 hours (6pm – midnight) continued

23:52:46	Promo ID breaker	P	00:00:05	4	00:03:31		00:05:30	
23:52:51	SEGMENT THREE - The Returned	S	00:07:09	4	00:03:31		00:05:30	
00:00:00	HOUR - END OF LOG SESSION (12 MIDNIGHT)	H		4		00:03:31		00:05:30
	Totals					00:31:18		00:31:30

APPENDIX 3

Blurb to the petition: *Preserve its Integrity! Don't Increase Ads on SBS*

The text and references below appeared on the same webpage as the petition (see page 2).



Why is this important?

The further commercialisation of SBS will take it to the brink of a shadow of its former self and amounts to a strangling of the world's first multicultural broadcaster.

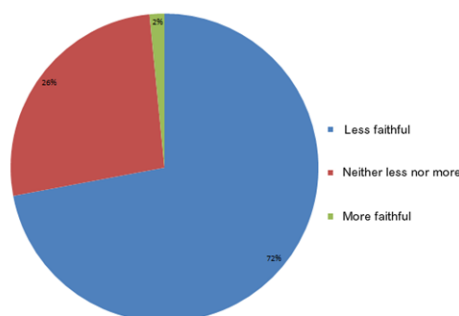
Australia's public broadcasters should be adequately funded from the public purse however despite making an election promise not to cut SBS or the ABC^[1], the Abbott government has slashed funding twice to both since being elected, and now the government proposes to increase advertising on SBS radio and TV by ad-averaging^{[2][3]}.

The Lewis efficiency review into SBS was supposed to focus on back office efficiencies. More ads is hardly a back office change. It's a full frontal in-your-face change, forever.

Increased advertising will lead to SBS being less efficient in its primary function – Charter compliance – not more efficient.

As a result of SBS advertising increases in recent years (due to in-program advertising), compliance with the Charter decreased significantly^[4].

Faithfulness to the SBS Charter since in-program advertising began



SOSBS, *Impact of budget cuts and increasing advertising on SBS in primetime*
(a national study of 2044 SBS viewers), 10/12/14, pg 7

The Lewis review acknowledged there will be risks to Charter related content and LOTE programming as a consequence of further increases in advertising^[5]. Reputable evidence worldwide and locally shows populist programming dominate and non-adherence to Charter is proportional to the placement of advertising^{[6][7]}. If the review had been serious about SBS becoming more efficient in Charter compliance, this opportunity would have been used to remove in-program commercial breaks, not ramp them up.

When the Fraser Coalition government established SBS television in 1980, it was on the back of two multilingual radio stations formed under the Whitlam Labor government and bi-partisan support for multiculturalism. SBS played and still plays an important role in social cohesion and inclusion in Australia however this drastic commercialisation threatens its special purpose.

SBS is already conflicted with the current placement of commercial breaks inside programs, and an increase in advertising will only further make the advertiser the client, instead of the viewer.

Until 2007, SBS did not have ads within programs but side-stepping the Parliament, community debate and the courts, SBS exploited a loophole in the law to do so. Any further increase in advertising will critically jeopardise the integrity and mandate of SBS, and undermine its ability to espouse multiculturalism, social cohesion and inclusion.

Audiences love SBS and would love it a whole lot more without more commercial breaks continually disrupting programs. It is not fair play to increase advertising, take money from and reduce the budget set aside for SBS. Financially, SBS is a very efficient broadcaster operating on a budget that is far less than any other network.

“This is no way to treat SBS which has made a remarkable contribution to the success of Australia as an inclusive and cohesive multi-culture. And you’d think in terms of counter terrorism the role of SBS in inclusion and cohesion would be more important now than ever before. What we’ve got here is an ideological aversion to public broadcasting”[8].

This changes the dynamic of any government commitment to multiculturalism and the role of SBS as a valuable link in engaging culturally and linguistically diverse people in a socially cohesive society, furthermore if the proposal becomes law, SBS will be required to hand over the advertising revenue from increased ads to government. Nothing in the Minister's statement[9] requires SBS part with any ad revenue if the proposal to increase advertising fails to become law and that consistently remains the official line of government and SBS[10][11]. If it does become law, the government will take \$28.5m of SBS's ad revenue – the amount that SBS predict they will earn from more ads. If the proposal fails to become law, SBS will keep all of its ad revenue – the status quo.

Money earned by the new regime for ads is no more than money removed from the budget. It's a cut.

Advertising revenue has never been additional income for SBS. The more successful SBS is at generating revenue from advertising, the further it departs from its Charter and the greater it is then underfunded by government.

Regardless of whose idea it was or when[12], increasing ads is another step in the awful commercialisation and trashing of SBS and has not been welcomed by anyone. SBS audiences don't want it, SBS staff don't want it, the individual communities SBS works in partnership with certainly don't want it, community and commercial[13] broadcasters don't want it. No one wants it. It is bad policy and not wanted under any circumstances.



**Margaret Pomeranz AM
& Quentin Dempster AM**

Sponsored by Save Our SBS and GetUp!



References to the petition blurb

[1] Mr Abbott, 'there will be no cuts to the ABC or SBS', SBS World News Australia video, 6/9/13, (Mr Abbott the night before the election)
<http://www.sbs.com.au/news/article/2013/09/06/no-cuts-abc-or-sbs-abbott>

[2] The Hon Malcolm Turnbull MP, Minister for Communications, 19/11/14, *National Broadcasters to implement efficiency measures*,
http://www.minister.communications.gov.au/malcolm_turnbull/news/national_broadcasters_to_implement_efficiency_measures#.VILfNskXJZ6

[3] The Hon Malcolm Turnbull MP, Minister for Communications, 19/11/2014, *The Future of our Public Broadcasters*,
http://www.minister.communications.gov.au/malcolm_turnbull/speeches/the_future_of_our_public_broadcasters#.VG6qi8kXJZ4

[4] Senate Select Committee into the Abbott Government's Budget Cuts, SOSBS, 10/12/14, *Impact of budget cuts and increasing advertising on SBS in primetime*, upon reading the Charter:- [a] 72.1% & [b] 71.6% - of SBS viewers nationally said, 'SBS is less faithful to the Charter since it introduced in-program advertising' (pages 3, 7, 15, 18 - a 2013 study of 2044 viewers; a 2008 study of 1733 viewers).
<http://www.aph.gov.au/DocumentStore.ashx?id=000b1891-1c2e-4408-ab68-1e0b0947765b&subId=302262>

[5] Department of Communications, *The ABC and SBS Efficiency Study Report* (redacted), April 2014, if advertising is increased "there will be a greater pressure on SBS management to consider the trade-off of delivering on commercial expectations, against delivering those functions described in the SBS Charter" – and – "further changes to advertising content [on SBS] ... risks ... the amount of Charter-related content (for example, Language other than English (LOTE) programming), risks to independence, and the decrease in distinctive content in favour of a broader, more populist schedule." (pg 85)
http://www.minister.communications.gov.au/_data/assets/pdf_file/0003/63570/ABC_and_SBS_efficiency_report_Redacted.pdf

[6] McKinsey & Co, 1999, *Public Service Broadcasters Around the World*, London, (mimeo) - BBC commissioned study of public service broadcasters in 19 different countries, concluded that an increased dependence on advertising led unavoidably to a more populist and less distinctive schedule.

[7] Dr C Lawe Davies, C 1997, *Multicultural Broadcasting in Australia: policies, institutions and programming*, 1975-1995, PhD thesis, University of Queensland.

[8] Quentin Dempster, 9/10/14, *Politics In The Pub*, public talk, YouTube video
http://youtu.be/HxHuB_vYqIA

[9] The Hon Malcolm Turnbull MP, Minister for Communications, 19/11/14, *National Broadcasters to implement efficiency measures*,
http://www.minister.communications.gov.au/malcolm_turnbull/news/national_broadcasters_to_implement_efficiency_measures#.VILfNskXJZ6

[10] Hansard Proof, Senate Environment & Communications Legislation Committee, 25/11/14: Senator Urquhart (Labor) asked "if the legislation to increase the amount of ads SBS can show in prime time does not pass the parliament then [would] SBS be asked to find another \$28.5 million worth of cuts in the organisation?" Answering for the government, Senator Birmingham (Liberal) said, "... that is a hypothetical question". After further discussion Senator Birmingham did not state that SBS would be required to hand a portion of advertising revenue to government if the bill fails to become law (pg 15 - PDF 19)
<http://parlinfo.aph.gov.au/parlInfo/search/display/display.w3p;query=Id:committees/estimate/8064138f-36ef-4588-b531-23ded4cfe308/0000>

[11] Hansard Proof, Senate Select Committee into the Abbott Government's Budget Cuts, 12/12/14: Acting Chair - Senator Ludlam (Greens) asked if SBS would have a budget hole if the bill to increase advertising did not pass the Senate. Answering for SBS, Mr Ebeid (Managing Director) said, "the minister made it very clear that [a reduction of \$28.5m] is dependent on [the bill to increase advertising] passing through the Senate" (pg 26 - PDF 30)
[http://parlinfo.aph.gov.au/parlInfo/download/committees/commsen/997410cb-4f6f-4745-91d4-ea41b3361293/toc_pdf/Select Committee into the Abbott Government's Budget Cuts_2014_12_12_3139.pdf](http://parlinfo.aph.gov.au/parlInfo/download/committees/commsen/997410cb-4f6f-4745-91d4-ea41b3361293/toc_pdf/Select%20Committee%20into%20the%20Abbott%20Government's%20Budget%20Cuts_2014_12_12_3139.pdf)

[12] Hansard Proof, Senate Environment & Communications Legislation Committee, 25/11/14: Senator Canavan (LNP QLD) asked senior public servants if SBS had wanted to increase advertising "before the Lewis review started" (the 31/1/14 ABC-SBS Efficiency Study). Answering for the Department of Communications, Ms Nerida O'Loughlin (Deputy Secretary,) & Dr Simon Pelling (First Assistant Secretary, Consumer and Content Division) said overtime "yes" and confirmed that SBS had raised increasing ads before the Lewis review (pg 12 - PDF 16)
<http://parlinfo.aph.gov.au/parlInfo/search/display/display.w3p;query=Id:committees/estimate/8064138f-36ef-4588-b531-23ded4cfe308/0000>

[13] Senate Select Committee into the Abbott Government's Budget Cuts, Free TV Australia, 8/12/2014, *Special Inquiry into the ABC and SBS Budget cuts*, (pg 2 - PDF 3) <http://www.aph.gov.au/DocumentStore.ashx?id=9053419e-0475-47ea-b78e-fdeace0b6933&subId=302161>

APPENDIX 4

Data 2013 Study



The online survey was open to any interested person with internet access. The total number of genuine participants from real people was 2044 and no automated or robot (spam) entries were counted. The (*figure %*) is the percentage of the 2044 surveyed while the (*n = figure*) is the total number of people who gave the answer cited. Links were provided to the SBS Charter, the Act, and the Codes of Practice in the questions that referred to them.

1) Do you want SBS to devise a plan to remove all advertising from within programs?

Yes	94.5%	n = 1932
No	5.5%	n = 112

2) How strongly do you agree or disagree with this statement: “As a public broadcaster advertising ought to have no place on SBS but should be left to commercial broadcasters instead”.

I strongly agree	80.7%	n = 1650
I somewhat agree	13.6%	n = 277
I neither agree nor disagree	1.9%	n = 39
I somewhat disagree	2.7%	n = 56
I strongly disagree	1.1%	n = 22

3) The SBS Charter begins “The principal function of the SBS is to provide multilingual and multicultural radio and television services. . .” Since SBS-TV introduced in-program advertising, how faithful do you think it is to the SBS Charter?

Less faithful to the Charter now than it used to be	72.1%	n = 1473
Neither less nor more faithful to the Charter now than it used to be	26.4%	n = 539
More faithful to the Charter now than it used to be	1.6%	n = 32

4) Last year, in prime-time viewing weeknights between 6pm and 11pm, SBS-ONE had few programs exclusively or predominately in languages other than English (LOTE) and SBS TWO had a mixture. As the nation’s multicultural broadcaster, do you think SBS ONE & SBS TWO should broadcast more foreign language programs in prime-time viewing than has occurred?

Yes	52.0%	n = 1063
It is okay — leave it as it is	44.9%	n = 917
No — less LOTE programs please	3.1%	n = 64

5) Imported and foreign language programs cost less than local content. SBS is bound by a Charter obligation that it broadcast programs in “preferred languages” and is exempt from the requirement placed on other TV networks to broadcast a quota of Australian content. SBS believe if there were no in-program commercial breaks, then there would be less local content and it would not be able to expand. Considering the foregoing, which one of the two choices below do you want SBS to implement?

Restrict advertising to between programs only (as it used to be) but with little or no expansion, possibly less local content and more imported and foreign language programs	93.4%	n = 1910
Keep the in-program commercial breaks (as it is now) and expand SBS, possibly with more local content and perhaps fewer imported programs	6.6 %	n = 134

6) Do you find the in-program commercial breaks disruptive and an impediment to your viewing experience?

Yes	96.7%	n = 1976
No	3.3%	n = 68

7) The SBS Act permits SBS to broadcast advertisements “before programs commence, after programs end or during natural program breaks”. SBS believes it may place breaks within programs where one did not exist and all in-program advertising only occurs during natural breaks. Which one of the two statements below would you most strongly agree with as applying in the majority of cases to the placement of in-program advertisements in SBS television programs?

Most in-program advertising breaks look forced or artificially contrived; it would be misleading to describe these as natural program breaks	91.7%	n = 1875
Most in-program advertising breaks seem natural to the program context; it would be fair to describe these as natural program breaks	8.3 %	n = 169

8) The SBS Codes of Practice used to allow viewers to lodge formal complaints if concerned that advertisements were broadcast in non-natural program breaks. SBS removed that provision with the advent of full in-program advertising and as a result, the industry regulator is no longer able to consider such matters. Do you want the Codes amended so that if a viewer spots a break that is not a natural program break a complaint can be made under the Codes?

Yes	87.6%	n = 1790
No	2.5%	n = 52
I do not care	9.9%	n = 202

9) Do you think SBS is now subject to commercial influence or interference compared to how it was 10 years ago?

Yes	76.8 %	n = 1570
No	2.7 %	n = 55
I am not sure	20.5 %	n = 419

10) How important is it to you that advertising and disruptive breaks be moved out of SBS television programs (free-to-air & internet services)?

Very important	80.8%	n = 1651
Somewhat important	16.6%	n = 339
Not important	2.6%	n = 54

11) Since SBS-TV introduced in-program advertising, how relevant is SBS to you now?

Less relevant now than before	60.7%	n = 1240
The same relevance now as before	37.8%	n = 773
More relevant now than before	1.5%	n = 31

12) SBS is bound by a Charter requirement that it “contribute to the overall diversity of Australian television and radio services”. Comparing now to the years before SBS placed advertisements within programs, how diverse do you believe SBS is?

Less diverse now	57.1%	n = 1168
Neither less nor more diverse now	40.2%	n = 821
More diverse now	2.7%	n = 55

13) Do you think increases in public funding ought to be withheld from SBS until it plans to move all advertisements and promos from within programs to between them – like it used to be?

Yes	47.7%	n = 974
No	29.7%	n = 608
I am not sure	22.6%	n = 462

14) No matter how much funding increases, SBS intends to maintain all commercial breaks in their current form. Do you support this?

Yes	4.9%	n = 101
No	95.1%	n = 3921

15) Would you approve if a Minister or Parliament required that SBS present television programs without commercial break disruptions (no in-program breaks), on free-to-air & internet services?

Yes	92.1%	n = 1883
No	2.9%	n = 60
I am undecided	4.9%	n = 101

My origin is:

Australian born of Australian born parents	50.0%	n = 1023
Australian born of at least one parent not born in Australia	14.0%	n = 286
Not born in Australia but at least one parent was Australian born	2.0%	n = 41
Not born in Australia and neither parents born in Australia	33.0%	n = 674
Unspecified	1.0%	n = 20
TOTAL	100%	n = 2044

ACT 3% n = 61, NT 1% n = 17, WA 8% n = 155, NSW 39% n = 806, VIC 22% n = 439, QLD 14% n = 285, SA 11% n = 226, TAS 2% n = 35 (TOTALs 100% n = 2044)

My Name (space required between your first & surnames):

My Email Address *

I Confirm My Email Address *

16) Any additional comments?

A total of 717 comments were submitted and a representative sample is shown at page 3 of this submission.

APPENDIX 5

Data 2008 Study



This online one minute survey was about SBS. In addition to the nine multiple choice questions, participants were also asked for their post-code. The total number of people surveyed was 1733 participants.

1) In the past six months, how often did you watch SBS-TV?

16	0.92%	=	"A lot"
149	8.6%	=	"Somewhat"
618	35.7%	=	"Not much"
947	54.7%	=	"Never"

2) In the past six months, how often did you listen to SBS-radio?

1023	59.0%	=	"A lot"
484	27.9%	=	"Somewhat"
179	10.3%	=	"Not much"
44	2.5%	=	"Never"

3) Would you like SBS-TV to stop interrupting programs for commercial breaks?

1669	96.3%	=	"Yes"
64	3.7%	=	"No"

4) SBS-TV began interrupting programs for commercial breaks in late 2006. How frequently do you now watch SBS-TV compared to before, when there were no commercial break interruptions?

809	46.7%	=	"Less now than before"
497	28.7%	=	"Somewhat less now than before"
402	23.2%	=	"About the same now as before"
21	1.2%	=	"More now than before"

5) Do you want the government to legislate to prevent programs from being interrupted on SBS-TV?

1661	95.9%	=	"Yes"
72	4.1%	=	"No"

6) Given that SBS is a public, tax payer funded broadcaster, do you want SBS to be better funded from the public purse so that it is not reliant on advertising at all?

1682	97.1%	=	"Yes"
51	2.9%	=	"No"

7) Since SBS-TV became more ‘commercial’, how faithful do you think SBS-TV is to the SBS Charter?

1240	71.6%	=	<i>“Less faithful to the Charter now than it used to be”</i>
110	6.3%	=	<i>“Neither less nor more faithful to the Charter now than it used to be”</i>
8	0.5%	=	<i>“More faithful to the Charter now than it used to be”</i>
372	21.5%	=	<i>“I am not sure”</i>

8) Given that SBS was established as our multicultural broadcaster, do you think SBS-TV should broadcast more programs in languages other than English (LOTE) in prime-time viewing than it currently does?

968	55.9%	=	<i>“Yes (more LOTE programs please): SBS should have <u>more</u> programs in languages other than English during prime-time (evening) viewing”</i>
57	3.3%	=	<i>“It is now okay (leave it as it is): SBS should <u>neither</u> increase nor decrease the number of programs that are in languages other than English during prime-time (evening) viewing”</i>
708	40.9%	=	<i>“No (less LOTE programs please): SBS should have <u>less</u> programs in languages other than English in prime-time (evening) viewing”</i>

9) Do you want SBS to cease broadcasting advertisements completely?

1440	83.1%	=	<i>“Yes”</i>
293	16.9%	=	<i>“No”</i>

10) Any additional comments?

A State by State break down of participants:

618	were from <i>NSW/ACT</i>
10	were from <i>NT</i>
164	were from <i>QLD</i>
153	were from <i>SA</i>
25	were from <i>TAS</i>
274	were from <i>VIC</i>
100	were from <i>WA</i>
28	were from <i>elsewhere</i>

NOTE: The total number of genuine responses was 1733. The reason why the total percentage of responses to each question did not add up to the total of overall responses is because a small number of people did not answer every question and in the case of YES/NO answers a null response was treated as NO and in the case of Q8, a null response was treated as OK. There were seven bot responses out of 1733 participants. More than 99 percent of responses were genuine responses from real people.

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