Advertising is ruining SBS - I would far rather pay a substantial fee for SBS to have it with NO advertising at all - like PBS in the US or BBC in the UK. My TV licence in the UK costs me 145.50 pounds a year. I would be prepared to pay a similar amount to get rid of the ads on SBS. I try to avoid watching the ads by prerecording everything so that I can skip the ads - but it is a nuisance having to time-delay everything I watch. Clive Williams