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2 July 2015

Committee Secretary  
Senate Standing Committee on  
Environment and Communications Committee  
Parliament House  
Canberra ACT 2600

Dear Committee Secretary

**Senate Estimate Questions on Notice**

I write with regard to the Senate Standing Committee on Environment and Communications Additional Budget Estimates of 27 May 2015.

SBS would like to take this opportunity to correct the record. During a discussion on *Struggle Street*, Senator Dastyari described a *Struggle Street* recruitment flyer, the Chief Content Officer, Ms Helen Kellie, advised the time that she had not previously seen this flyer. Upon reflection, following Budget Estimates, Ms Kellie thinks that she may have been shown this flyer at a meeting with Blacktown City Council on 1 May 2016.

In addition, with regard to the discussion on advertising flexibility, Senator Ludlam asked for a copy of the SBS questionnaire that was undertaken as research into audience views on advertising. It is the same questionnaire that was provided on notice in response to a request following the consideration of the Advertising Flexibility Bill 2015 by the Environment and Communications Committee. I attach a copy of this questionnaire to this correspondence.

Please contact my Head of Government Relations and Regulatory Affairs, Mr Todd Loydell, at email address [todd.loydell@sbs.com.au](mailto:todd.loydell@sbs.com.au) or on telephone with any further questions.

Sincerely,

**Michael Ebeid**  
CEO & Managing Director  
SBS Corporation

**A story of billions:** Between 1989 and 2011, the world's population increased by one billion, bringing the total to seven billion. As the tale of humanity rises and Australia becomes more populous, as well as more diverse, one broadcaster is uniquely positioned to speak to its burgeoning audience – the multicultural, multilingual, multi-faceted SBS. Available now on your television, radio, computer, phone and just about every device used by humans, for telling our stories.

*Seven Billion Stories and counting...*

## Ad Legislation Questionnaire

As a result of the ABC and SBS *Efficiency Study* conducted by the federal government in 2014, SBS received a \$53.7 million funding cut. Off the back of this, last month, the government put a bill forward to parliament to give SBS the opportunity to offset some of those cuts, with greater advertising flexibility.

In this short questionnaire, we would like to tell you more about those proposed changes and hear what you think of them.

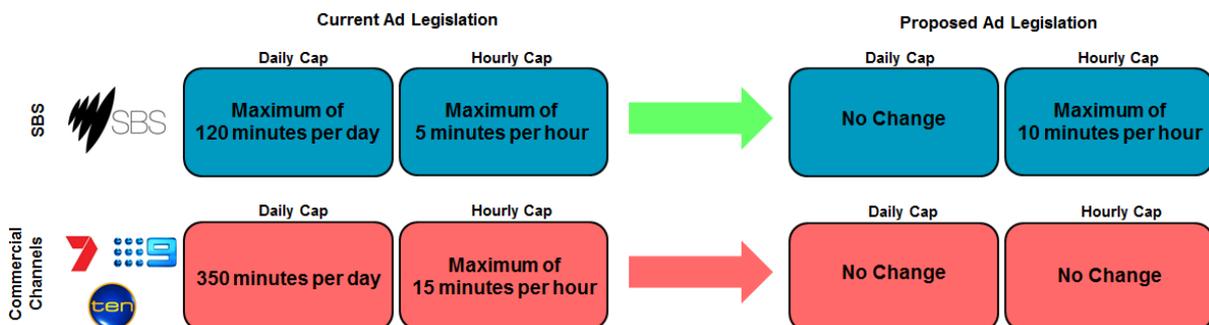
By completing this questionnaire you **get a chance to win a \$50 Coles Myer gift card** and will also get an entry in our quarterly draw for the chance to **win more \$50 Coles Myer gift cards**.

[Click here to access the full terms and conditions for this study.](#)

[Click here to access the full terms and conditions for the quarterly draw.](#)

I have read the terms and conditions and understand the requirements of entry into the competitions

Q	BillIntro	<p>Last month, Malcolm Turnbull, Minister for Communications introduced a bill to parliament to enable SBS to use its current 120 minutes of advertising per day differently. In the proposed bill, SBS' daily advertising cap (120 minutes) wouldn't change. However, SBS would be given the flexibility to increase advertising by up to 10 minutes per hour during the evening broadcast.</p> <p>Here is a diagram highlighting the proposed changes.</p>
Choose an item.		



Q	Awareness	Were you aware of these changes to SBS' advertising proposed by the federal government?
Single Choice Buttons		

No  
 Unsure  
 Yes

Q	LikeChanges1	How do you feel about the proposed changes to SBS' advertising?
Single Choice Buttons		

Strongly dislike  
 Dislike  
 Neutral  
 Like  
 Love

Q	Statements	Thinking about the proposed changes to SBS' advertising, how much do you agree with the following statements?
Single Choice Visual Grid		

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I expect it in this day and age					
It is moving with the times					
It is acceptable, other channels do it too					
It will interfere with my viewing of SBS					
It may negatively affect my viewing if the quality of the ads is poor					
It may negatively affect my viewing if many ads appear together					
It may negatively affect my viewing if there are too many ad breaks					
It is a creative solution to offset budget cuts					

Q	LikeChanges2	<p>Whilst we understand that additional advertising during the evening broadcast may not appeal to some of you, it would enable SBS to offset some of the \$53.7 million funding cut it received last year. It would enable us to keep on investing in the unique and distinctive content that you love.</p> <p>Offsetting the government's funding cut will also enable SBS to create more Australian TV shows such as <i>First Contact</i>, <i>Go Back To Where You Came From</i> and <i>Luke Nguyen's</i> food programs. It will also enable us to buy more content created outside of SBS such as <i>Vikings</i>, <i>Rockwiz</i> and <i>Eurovision</i>, as well as continue to broadcast world class sporting events like the <i>FIFA World Cup</i>, the <i>Tour de France</i> and the <i>Giro d'Italia</i>.</p> <p>Now that you know more about the reasons behind the advertising impact this bill would have on SBS, how do you feel about the changes to SBS' advertising proposed by the federal government?</p>
Single Choice Buttons		

Strongly dislike

Dislike

Neutral

Like

Love

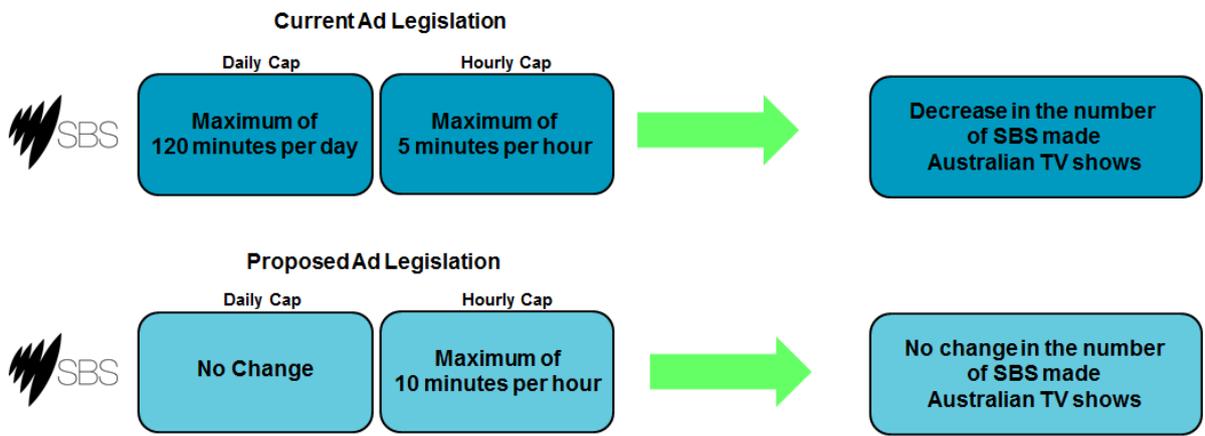
If Q LikeChanges2 = Strongly dislike or Dislike

Q	LikeChange2_WhyNot	Could you tell us why you dislike the proposed changes to SBS' advertising?
Open End		

If Q LikeChanges2 = Like or Love

Q	LikeChange2_Why	Could you tell us why you like the proposed changes to SBS' advertising?
Open End		

Q	PreferredOption	<p>Today, due to the tough budget cuts aforementioned, SBS is facing a difficult choice:</p> <p><b><u>EITHER:</u></b></p> <p><b>-Offering the same amount of unique and distinctive Australian content, created by SBS,</b> such as <i>First Contact</i>, <i>Go Back To Where You Came From</i> and <i>Luke Nguyen’s</i> food programs, funded by slightly more ads during the evening broadcast. As previously mentioned, ads would not be more than 10 minutes per hour to an unchanged total of 120 minutes per day, which would still be 30% less than on commercial TV.</p> <p><b>OR:</b></p> <p><b>-Offering about 25-30% less unique and distinctive Australian content, created by SBS,</b> (or about one less show per week) such as <i>First Contact</i>, <i>Go Back To Where You Came From</i> and <i>Luke Nguyen’s</i> food programs but making no changes to the current ad breakdown, to a maximum of 5 minutes of ads per hour.</p> <p><b>INSERT BELOW GRAPH HERE</b></p> <p>In the light of the above explanation, which of those two options would you prefer SBS to pursue?</p>
Single Choice Buttons		



Offering the same amount of unique and distinctive Australian content, created by SBS, offset by slightly more ads

Offering about 25-30% less unique and distinctive Australian content, created by SBS, and making no changes to the current ad breakdown

If Q PreferredOption = Same content more ads

Q	PreferredOption_WhyNot	Why would you prefer SBS to offer the same amount of unique and distinctive Australian content, created by SBS, which is offset by slightly more ads?
Open End		

If Q PreferredOption = Less content same ads

Q	PreferredOption_Why	Why would you prefer SBS to offer about 25-30% less unique and distinctive Australian content, created by SBS, by making no changes to the current ad minutage?
Open End		

## NEW PAGE

Q16.a	AnythingElse	That is all for today!  Please let us know below if there is anything else you would like to add about this questionnaire.  If you don't, just click next to submit your answers and get into the draw!
Open End		

Q16.b	AnythingElse_	Best of luck!  The Exchange Team
Text		

**Terminate**

**Redirect to forum**