

Ads Destroy SBS

Until the advent of advertisement interruptions into program, SBS-TV had a unique and important role as our public broadcaster. It reflected and enriched Australia's multicultural society. We believe the SBS Board, with the support of the federal government, has abrogated its responsibility to the Australian community by interrupting SBS television programs with advertisements. Advertising is now undermining SBS's Charter responsibilities and its programming content.

Advertisement interruptions into program are not natural; are not part of the Charter of SBS; and, ultimately will compromise the unique and independent character of SBS which is contrary to the spirit of public broadcasting.

Fund SBS Properly

SBS ought to be fully funded by government and independent from government and commercial influence.

SAY NO TO THE ADS ON SBS-TV

sign the petition on-line at

www.SaveOurSBS.org

Tell A Friend About Us

Please do not throw this brochure out. After you have visited our web site, **www.SaveOurSBS.org** pass this brochure onto a friend. Otherwise dispose of thoughtfully.

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SaveOurSBS

More Information

For more information about

Save Our SBS (SOSBS) please visit

www.SaveOurSBS.org

SBS ATTACKED BY ADS



ANNOYED BY THE ADS IN PROGRAMS?

sign the petition on-line at

www.SaveOurSBS.org

and stop SBS from becoming Australia's 4th commercial television network.

SBS is **our** public multicultural broadcaster and is slowly being destroyed as it heads down the commercial path.

SaveOurSBS

Why Save SBS?

In late 2006 SBS-TV began interrupting programs for commercial breaks. This is a fundamental departure from its past practice of screening advertisements only between programs.

Commercial/promo break interruptions into program are annoying and not natural. These interruptions disregard the viewer experience and destroy the program integrity. Ads and commercial sponsorship are against the spirit to which all public broadcasters should aspire and are not part of the SBS Charter.

SBS is a tax-payer-government funded **public** broadcaster. It does not hold a commercial broadcast licence.

The need to appease advertisers seeking to maximise audiences, is now affecting SBS programming and will result in SBS losing its unique character as a multicultural broadcaster admired around the world. Inevitably, the federal government has and will withdraw further from its responsibility to fund the public broadcaster if SBS continues to run ads. The last federal budget did not help.

The SBS experience has demonstrated that once the commercial foot is in the door, its presence grows.

When SBS was established in 1980 it was envisaged that the special public broadcaster with a multicultural focus would be publicly funded and independent, and, free from advertising, like the ABC.

We urge everyone who cares about public broadcasting and the future of SBS to sign the petition.

sign the petition on-line at

www.SaveOurSBS.org

Who Is Save Our SBS?

Save Our SBS (SOSBS) is a not for profit community organisation. We care passionately about SBS. Save Our SBS is not aligned with any political party or group.

More Information

For more information about Save Our SBS (SOSBS) please visit

www.SaveOurSBS.org



Promote Us

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SaveOurSBS

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