

A study of 2044 viewers of SBS television on advertising, Charter, relevance and other matters

A submission to the SBS Community Advisory Committee & the SBS Board

Save Our SBS Inc

I was and still am extremely disappointed that SBS has chosen to place advertisements in program. I find this disturbs the flow of the program and reduces my enjoyment. I understand that advertisement may be necessary, but 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

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23 July 2013

Dr Bülent (Hass) Dellal OAM, Chair, SBS Community Advisory Committee
Mr Joseph Skrzynski AO, Chair, SBS Board

sent by email

A submission to the SBS Community Advisory Committee & the SBS Board

EXECUTIVE SUMMARY

In late 2006 SBS introduced in-program advertising breaks into television programs. Prior to that, breaks had only been between programs except on rare occasions such as the half time natural break of a soccer match. Following the decision to introduce in-program advertising, SBS received complaints^I but did not act. A public petition^{II} to the Minister sought a return to limiting breaks to between programs only. Community concerns were expressed in a number of forums over the past six years^{III IV V} and although Save Our SBS Inc was invited to, and participated in the SBS Review^{VI} three years ago, this is the first submission lodged by Save Our SBS Inc to the SBS Community Advisory Committee and may be the first major formal submission to the SBS Board on these specific matters.

Save Our SBS undertook a study of 2044 persons of whom more than one-third were not born in Australia. This submission is an analysis of the findings. Recommendations are made.

The study found that SBS had not been inclusive of a significant portion of its television (SBS ONE & TWO) audiences. The majority believed that advertising ought to have no place on SBS saying such should be left to commercial broadcasters instead. Although 90% were reluctantly prepared to compromise with advertising before or after a program, only four percent were accepting of breaks in their current form - within programs.

Further to the above, viewers believed the main television arm (and corresponding internet service, *On Demand*) was no longer like that of a special broadcaster, and a poor cousin to commercial TV focused on advertising dollars to the detriment of programs and the Charter. They said the commercialisation of SBS over the past six years had damaged the SBS brand and its relevance. SBS was perceived as suffering under the cloud of a former management and Board not listening to viewer concerns. Despite this, there was a yearning for SBS to re-establish itself in its own unique way as a strong multicultural and special broadcaster without appearing reliant on advertising and free of commercial influence or interference.

Although some believed the current and former governments were at fault, the tone expressed by many was that SBS refused to own the problem caused of its own making or respond in any meaningful way to the virtually unanimous community disapproval of in-program breaks, and the carrying of certain kinds of (loud, hard-sell, non-innovative and unethical) advertising – these being disrespectful of the viewer. The community was dissatisfied with the current interpretation and practical application by SBS of the phrase “*natural program breaks*” and an unfair complaints process that SBS adopted post the introduction of in-program advertising – that effectively disallows a formal complaint to be considered under the Codes of Practice in the application as interpreted by SBS of a natural break.

The majority of those studied said SBS was less faithful to the Charter and now less relevant since in-program advertising began.

The above issues are all matters within the powers of the SBS Board to correct by a change of direction. This submission explains what is required to satisfy community concerns and makes recommendations accordingly.

- In consideration of the *Special Broadcasting Service Corporation Act 1991* Save Our SBS Inc requests that under section–
 - 50(2) - the Community Advisory Committee formally advises the Board of the community needs and opinions and recommendations of this submission, and
 - 73(h) and (i) - the Directors include in the Annual Report the particulars of the advice received from the Committee in regards to this submission, and the action taken by the Board in responding to the community needs and opinions of this submission, and
 - 48(1)(e) - the SBS Corporate Plan set out the measures that the Board proposes to adopt as a result of receiving this advice that demonstrates the Board is aware of, and responsive to, community needs and opinions of this submission.

We look forward to a response to our recommendations.

*Committee of Management
Save Our SBS Inc*

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

OBJECTIVE

The purpose of the study was to gain an insight into viewer attitudes on advertising, placement of commercial breaks, faithfulness to the Charter, languages other than English (LOTE) programming, Codes of Practice, relevance of SBS television and other matters, and to measure empirical evidence about viewer concerns in the areas studied.

I used to have SBS as my default station but when in-program advertising was introduced I very quickly changed to ABC as my default, watching only occasional SBS shows that had special interest to me. To this day, I watch SBS much, much less than I do the ABC - despite the fact that SBS has a comparably good selection of programs. But its policy of advertising in-program is an offensive intrusion that I despise. While I understand the 'need' for the inclusion of advertising to partially fund SBS, its insertion within programs is offensive and disruptive to anyone with the tiniest sensibilities to the art of cinematography/story telling or other aspects of the visual arts. It would be unthinkable to interrupt a 'live' orchestral performance, or an opera or, even, a movie, with advertising - so what on earth makes anyone think that in-program advertising is any different. Just because advertising revenue is necessary does not justify its insertion within a program. In large part, the objection to advertising is based on the appallingly obnoxious style/quality of the advertisements. SBS could try to raise the bar in this area by being more pro-active and discerning in the type of advertising it chooses to broadcast. There are businesses that would be encouraged to use television advertising if the SBS was seen to be a suitable 'viewing environment'. Loud, visually gaudy, advertising that gives the viewer the impression that we are in some bazaar, being threaten to 'hurry along' and purchase some product NOW, is soooo vulgar and unattractive. I think that the government could make their funding conditional on raising the standard of advertising to reflect the audience profile. Those viewers who like the gaudy, noisy, cheaply-made ads have plenty of other channels to choose from.

I thank you for the opportunity of allowing public feed-back on this matter.

**** Postcode above: 4562

METHOD

On 2 March 2013, Save Our SBS commenced a comprehensive study that investigated community views on SBS television advertising, Charter adherence, relevance of SBS, attitudes and other matters^{VII}.

The study was in the form of an online survey consisting of 15 multiple-choice questions and a 16th optional question that allowed a participant to write a comment. The study was open to any interested person with internet access and the total number of genuine participants from real people was 2044. Background scripting filtered out automated and robot (spam) entries. Additionally, for verification of authenticity, participants supplied postcode, real name and email address. The form also asked if the participant and parent(s) were Australian born.

Prior to the collation of the data, all identifying information of each participant, other than their postcode, was removed – except where a participant incorporated such information into the body of their comment. Some did. Comments were separated from all other answers.

There was a wide spread of participants from each Australian State and Territory with slightly more than one-third from New South Wales, almost a quarter from Victoria and the remainder from Queensland, South Australia, Western Australia, the Australian Capital Territory, Tasmania and the Northern Territory.

Unlike many online surveys, which typically have multiple screens to hide the length, Save Our SBS published the entire survey questions on a single webpage. Although available in 35 languages, participants made their submission from the initial landing page – in English.

The survey questions contained links to the SBS Charter & current SBS Codes of Practice. A very high proportion of participants clicked on those links. Not only did this mean the participants were better informed before answering certain questions but it was an encouraging sign that the study was taken seriously.

The typical time taken to answer all the questions was 25 minutes.

I am really disappointed with the way that SBS has changed over the years with less multi-lingual content and the ads that drive me crazy! I had hoped that addressing these two issues would be the first 2 priorities when SBS acquired more funding [in 2012]. That ad free programs and less multilingual content are NOT their immediate priorities makes me wonder why I participated in the [2012] campaign [to increase public funds for SBS]! It's starting to feel like one-more-to-avoid commercial station!

**** Postcode above: 2480

HOW THE QUESTIONS WERE FORMULATED

All of the questions on the survey arose directly from specific comments and questions communicated to Save Our SBS in the months after the 2012 Budget.

The questions of the study were largely driven by ordinary members of the public.

Save Our SBS considered the views put and formulated a draft set of questions. The draft questions were circulated to a small number for comment. From that, the questions underwent minor adjustment with contextual introductory background material added to some questions and links added to inform the participant (e.g., to the SBS Charter^{VIII} & Codes^{IX}). The modified survey was then tested on a small number of people of varying ages to measure clarity and neutrality. A “control” question was added (question 5 explained below). Following rewrites, removal of non-factual bias and testing, the survey was launched.

A great deal of care was taken to present the survey in an accurate, clear non-biased manner.

As a result of earlier testing and feedback, some common usage expressions were included in some sections – even if the expression was suggestive of a view – as these were part of the ordinary language of many when discussing these matters (e.g., “disruptive breaks” may be preferred instead of “in-program breaks” or “between programs” may be preferred instead of “intra-program breaks”). However, in all cases such expressions were kept to a minimum and only used for clarification – to use the language of the reader – where testing had revealed confusion. Due to the contextual background material, links and language expressions, the final version of the study was longer than originally anticipated. The above process began in October 2012 and took several months to refine before the online survey commenced on 2 March 2013.

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

BACKGROUND

It may be presumed that the study related more directly to television, SBS-ONE and TWO rather than SBS Radio. SBS Internet services were also included. As the formulation of the questions largely pre-dated the launch of NITV on SBS, the study did not investigate issues specifically about NITV. However a few made comments on NITV.

Save Our SBS considered the dominant themes – some in the public domain and others conveyed privately to Save Our SBS – the empirical evidence that loyal supporters of SBS were becoming increasingly concerned that SBS was not responding to community concerns in a number of areas. The online survey was a study that tested the empirical evidence.

Thank you for this opportunity to comment on what I have perceived as a deterioration in SBS programs in recent years - the disruption in programmes makes it difficult to dissociate SBS from the often crass commercial offerings.

**** Postcode above: 2088

WHY A SURVEY?

The last large scale online study conducted by Save Our SBS on SBS viewer attitudes was in late 2008. That survey of 1733 people found a high level of viewer concern in connection with in-program advertising and disruptive breaks^X.

A formal study in 2013 was seen as timely given that the number of in-program and disruptive breaks on SBS television had not decreased – and in movies had increased, without community consultation, from two^{XI} to three breaks per movie (with duration of advertising content the same^{XII}) – since the 2008 study.

Post the SBS public funding boost announced in 2012, SBS showed no signs to moving advertising and promotional spots back to where they were pre late 2006; to between programs only (the former model).

In the lead up to the 2012 Budget announcement, Save Our SBS facilitated many individuals and community groups to speak to and email parliamentarians and others, that SBS was worthy of a public funding increase. A confirmed^{XIII} 9,171 messages were sent to politicians (mainly to Cabinet and local MPs) by supporters visiting the *SaveOurSBS.org* website^{XIV}. As a result, many ordinary people were proud of their part in achieving the "*most significant funding boost SBS has ever had*"^{XV XVI XVII}.

In the months following that widespread community support, Save Our SBS received an increase in the number of informal complaints from viewers who wanted an end to disruptive breaks on SBS-TV. The advent of in-program advertising breaks in the *SBS On Demand* service, without prior community consultation, was seen as the 'last straw'. Some complained to SBS (copied their emails to Save Our SBS) and were dissatisfied with the SBS response, that it was manifestly disinterested. Some said they were 'fobbed off'. There being no plans announced by SBS to move part or all the way towards the former model, coupled with SBS sentiment that advertising had become a non-issue, many sought a means to enable SBS to act on community concerns with a return to the former model. This submission and analysis of the survey answers and comments, provides a means for SBS to become formally aware of wide spread community concerns. The SBS Act may require SBS act on those concerns.

RELEVANCE TO SBS

This submission may be pertinent to SBS under the SBS Act, which provides at section:

10(1) It is the duty of the Board (g) to be aware of, and responsive to, community needs and opinions on matters relevant to the Charter

and

48(1) Each corporate plan must: (e) set out the . . . measures that the Board proposes to adopt in addition to receiving advice from the Community Advisory Committee to ensure that it is aware of, and responsive to, community needs and opinions. . .

and

50(2) The function of the [Community Advisory] Committee is to assist the Board to fulfil its duty under paragraph 10(1)(g) by advising the Board on community needs and opinions. . .

and

73 The Directors must include in each [annual] report. . . (h) particulars of any advice received by the Board during the year from the Community Advisory Committee and the action taken by the Board in response to that advice; and (i) particulars of any other measures taken by the Board during the year to ensure that the Board is aware of, and responsive to, community needs and opinions. . .

The old SBS back please. I loved the foreign language content and watch it far less now because it's no better than commercial stations with its annoying ad breaks. The in-program advertising has definitely influenced the content to the detriment of SBS.

**** Postcode above: 2515

QUANTITATIVE FINDINGS

The findings in this section were derived from the answers to the survey questions.

KEY POINTS

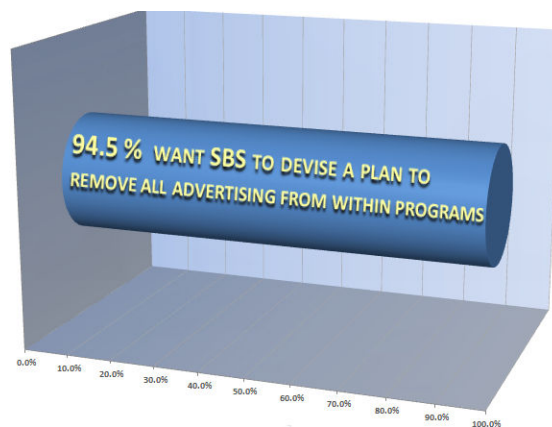
The key points were extracted from the data (questions 1 to 15) not the comments (question 16).

Numbers of participants

- The total number of genuine participants from real people was 2044 and no automated and robot (spam) entries were counted.

In-program advertising breaks

- 94.5% of the participants said they wanted “SBS to devise a plan to remove all advertising from within programs”.



It is bad enough that SBS have compromised their independence to commercialism. It is worse that these ad breaks are shoved into programmes - so often directly against the tone and spirit of the programme.

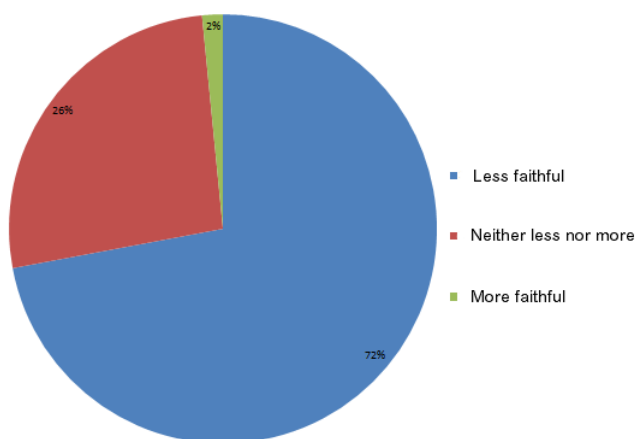
*** Postcode above: 5082

Charter adherence

A hyperlink was provided to the SBS Charter, and

- Almost three-quarters (72.1%) said that “since SBS-TV introduced in-program advertising, [SBS was] less faithful to the Charter now than it used to be”, while
- One-quarter (26.4%) said it was “neither less nor more faithful to the Charter now than it used to be”, and
- 1.6% said SBS was “more faithful to the Charter now than it used to be”.

Faithfulness to the SBS Charter since in-program advertising began



LOTE programming in prime time

- Slightly more than half (52.0%), wanted SBS ONE & TWO to broadcast “more foreign language programs” weeknights between 6pm and 11pm, but only
- 44.9% said “it is okay — leave it as it is”, while
- 3.1% wanted “less LOTE programs”.

The original concept of SBS was to provide programs for our migrant population in their first languages, but I'm not convinced that all LOTE of our immigrant population are covered by SBS programming. I would like to see a greater range of languages presented on SBS and fewer English language programs - our other free-to-air channels are in English.

**** Postcode above: 3166

Control question – test of principle

Prior to the study, the empirical evidence was that the majority would hold high the principle that programs ought to be free of advertising breaks regardless of any consequences (e.g., a leaner service). To test that hypothesis – if the upholding of that principle was more, or less, important than the reported consequences (as self announced by SBS^{XVIII}) – each participant was asked to make a very difficult decision, to either remove in-program advertising with the consequence of a nil expansion of SBS services and less local content, or to keep in-program advertising with the same (or possibly expanded) level of service. Due to the inbuilt conflict of interests within the question and its opposing outcomes, this question (5), not only tested the strength of the participants purported 1st principle – beyond their view ‘I don't want in-program breaks’ – but it also provides a guide to SBS as to the support or otherwise for any consequences arising from a difficult choice and whether or not SBS would have community support in that respect.

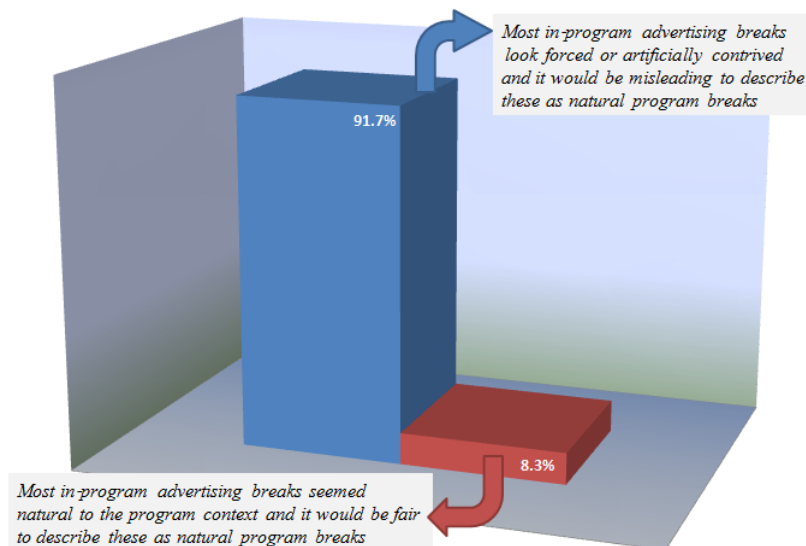
- 93.4% said they would opt to ‘restrict advertising to between programs even if that meant little or no expansion of SBS and less local content’, whereas
- 6.6% said they would prefer to ‘keep the in-program commercial breaks (as it is now) with an expanded SBS and possibly more local content’.

Viewing experience

- 96.7% said they found “in-program commercial breaks disruptive and an impediment to their viewing experience”.

Natural program breaks

- 91.7% said “most in-program advertising breaks look forced or artificially contrived and it would be misleading to describe these as natural program breaks”, while
- 8.3% said “most in-program advertising breaks seemed natural to the program context and it would be fair to describe these as natural program breaks”.



I find advertising on SBS to be intrusive on my viewing, a distraction, and they most certainly are NOT placed in 'natural breaks'. In essence, SBS has become just another commercial broadcaster, with no regard for its viewers and their wishes, tastes, likes and dislikes.

**** Postcode above: 6210

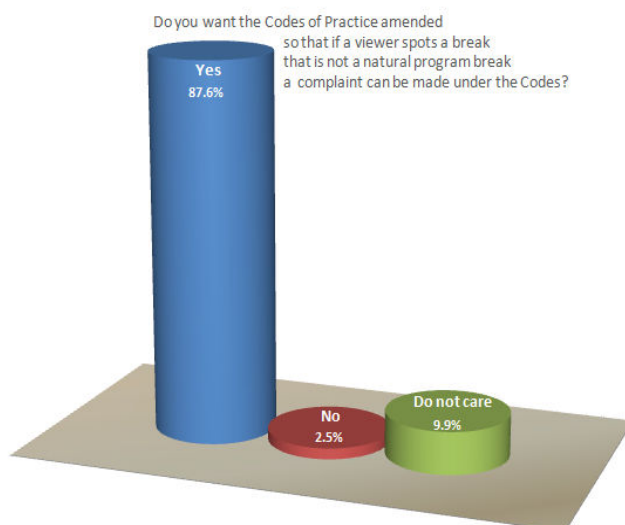
Commercial influence or interference

- 76.8% said they thought that “SBS is now subject to commercial influence or interference compared to how it was 10 years ago”, while
- 2.7% believed it was not, and
- 20.5% said they were not sure.

SBS Codes of Practice

A hyperlink was provided to the Codes of Practice, and

- 87.6% said they wanted the “Codes of Practice amended so that if a viewer spots a break that is not a natural program break a complaint can be made under the Codes”, while
- 2.5% did not want the Codes amended, and
- 9.9% did not care.



Moving in-program breaks to intra-program breaks

- 97.4% of those surveyed placed importance on “moving disruptive breaks out of SBS television programs (free-to-air & internet services)”
 - (80.8%) said it was “very important”, and
 - (16.6%) said it was “somewhat important”, but
- only 2.6% thought it “not important”.

The 1991 legislators only ever intended that SBS place adverts top and tail of programs except in soccer.

**** Postcode above: 3141

SBS relevance

When asked how relevant SBS was–

- almost two-thirds (60.7%) said SBS was “less relevant now than before it introduced in-program advertising”, while
- one-third (37.8%) thought SBS had “the same relevance now as before”, and
- 1.5% said it was “more relevant”.

Diversity

A link was provided to the SBS Charter. The participants were told of the Charter requirement that SBS “*contribute to the overall diversity of Australian television and radio services*” and convey how diverse SBS is or was over a period, and–

- 57.1% said SBS was “less diverse now compared to the years before advertisements were placed within programs”, while
- 40.2% said it was “neither less nor more diverse now” compared to previously, and
- 2.7% thought SBS was “more diverse” since in-program advertising began.

Advertising, funding, Minister & Parliament

- Irrespective of funding, 95.1% of those surveyed said they did not support SBS “maintaining all commercial breaks in their current form”; and almost half wanted “increases in public funding withheld until SBS plans to move all advertising and promos from within programs to between them – like it used to be”. Unrelated to funding, 92.1% said they 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”, and, 80.7% said they “strongly agreed” with the statement that “as a public broadcaster advertising ought to have no place on SBS but should be left to commercial broadcasters instead”, while 13.6% said they “somewhat agreed”, 1.9% “neither agreed nor disagreed”, 2.7% “somewhat disagreed”, but 1.1% “strongly disagreed”.

I hardly watch SBS anymore because I can't stand the interruption of commercial breaks. Documentaries that are produced here for SBS have a sameness that makes them boring as they lead up to a contrived commercial break. You can see the artifice coming.

**** Postcode above: 2046

WHO PARTICIPATED IN THE STUDY?

The study was open to any interested person with internet access. Slightly more than one-third of the 2044 participants were not born in Australia nor were their parents. Half of the participants were born in Australia of Australian parents. The remainder were either Australian born of at least one parent not born in Australia or not born in Australia but at least one parent was Australian born.

Ads and commercial breaks in current form are highly disruptive to focused viewing and to degrade the quality of SBS's presentation. I am surprised that SBS management and board have not acted to restore that quality and reinstate the former level of committed viewing audience. If I want my viewing disrupted by ads I can go to commercial tv. If I don't, my option at present is the ABC. To my regret, SBS is losing me as audience.

**** Postcode above: 2482

QUALITATIVE BREAKDOWN BY CATEGORY

The study allowed people to write a comment if they wished. No directions or restrictions were given. A participant could write on any topic they chose, regardless of length or language.

Comments submitted were of varying but considerable length.

The most discussed topic by far, centred on the gross dislike of in-program breaks, that preference was given to advertisers over viewers. Overwhelmingly participants wanted advertising and promotional breaks restricted to 'between programs only'. This was the most commented topic. Slightly less than half of the most commented topic conveyed that SBS is 'too commercial – advertising and promos'. More than one-third of the topics commented on, either wanted no advertisements or were concerned about the types of advertising aired, not wanting 'hard sell and unethical' advertisements.

There is an inherent conflict of interest between impartial programming, and accepting paid advertising. That said, there is an argument that the paid advertisements also reflect a part of Australia's multicultural community, and thus should have a place in a multicultural broadcaster. However, interjecting slices of Australian commercial culture into the middle of other cultural programs is not just inappropriate, it is plain rude.

**** Postcode above: 2480

The table below shows the key topics that were identified by category with a level of importance – where 100 was the most frequently raised topic commented on, and 0.4 was the least discussed – as applied across all 717 submitted comments.

Category	Importance
In-program breaks are disruptive and destroy the viewing experience	100.00
Is too commercialised in presentation (advertisements & promos)	47.30
Opposed to advertising and/or kinds of advertisements broadcast (loud, hard sell, dumbed down, repetitive, unethical, ageist, sexist, offensive)	39.41
Reduction in overall quality of programs and fewer subtitled programs	24.06
Not enough foreign language films	12.44
Favoured advertising between programs	12.03
Grateful for or applauded the survey	9.12
On a path of self-destruction from short term commercial gain	8.71
Management out of touch, lost its way, degraded the service, panders to advertisers, reliance on advertising is fault of the Board	7.88
Not adhering to the Charter	7.05
Increase public funding	5.80
Dissatisfied with the survey	5.39
Blamed government & politicians under-funding SBS	4.97
In-program breaks– convenient for toilet breaks	3.73
Uncomfortable with question 5	3.31
NITV – in favour	1.65
Satisfied with SBS channels	1.65
SBS logo – disliked	1.65
NITV – disapproved	0.41
SBS2 (youth channel) – disliked	0.41
Other	<0.40

RECOMMENDATIONS

As a result of the findings of the study, Save Our SBS Inc makes five recommendations.

NATURAL PROGRAM BREAKS

Given that of the 2044 people that took part in the study 95.1% said they “did not support SBS maintaining all commercial breaks in their current form” (broadcast & digital), and 91.7% said “most in-program advertising breaks look forced or artificially contrived and it would be misleading to describe these as natural program breaks” – it would seem that the current criteria for placing a break within a program and the SBS definition of a natural program break is grossly out of step with that of the wider community. Advertising matters are of concern to the Board under sections 45 and 45A of the SBS Act.

Recommendation 1) That the SBS Board amend the SBS definition of what constitutes a natural break so that it is more in line with community standards.

Those standards – as found in the data and expressed in the comments – are similar to that in the Hansard 2nd Reading - House of Representatives & Senate - immediately before the SBS Bill (now the Act) was voted on in 1991, clarifying when advertising would be permitted in the legislators only explanation of natural program breaks, which they said was limited to:-

half-time in a soccer match...in effect what will happen is that advertising will top and tail programs Mr SMITH (Liberal) H Rep^{XIX}

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

Sen ALSTON (Liberal) Senate^{XX}

natural program breaks will be so unobtrusive on audiences as to be almost undetectable Sen COLLINS (Labor) Senate^{XXI}

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 Mr LEE (Labor) H Rep^{XXII}

A definition that would be more in line with prevailing community standards might be: ‘a natural program break refers to a break in a live program where audiences miss none of the proceedings that relate directly to the event with the break determined by that event (for example, half time or rest periods in sports events) and where SBS has no ability at that time to close the break’. This is fairly similar to that given in the 2005 Codes of Practice^{XXIII}.

IN-PROGRAM BREAKS

As almost three-quarters (72.1%) of the 2044 studied said that “since SBS-TV introduced in-program advertising, it was less faithful to the Charter now than it used to be”, with 60.7% saying SBS was “less relevant now than before it introduced in-program advertising”, and 57.1% said SBS was “less diverse now compared to the years before advertisements were placed within programs”, while 76.8% said they thought that SBS was “now subject to commercial influence or interference compared to how it was 10 years ago” – before in program advertising commenced, and 97.4% said it was “important” (80.8% said “very important”) to them that disruptive breaks be moved “out of SBS television programs (free-to-air & internet services)”, while 96.7% said they found “in-program commercial breaks disruptive and an impediment to [their] viewing experience”, and 94.5% of the participants said they wanted “SBS to devise a plan to remove all advertising from within programs” – it would be negligent to ignore such strong, wide held community opinion. It should also be noted that many of the comments expressed frustration with SBS in not being sensitive to community concerns in relation to the above matters, that any economic advantages – if there are any – of retaining in-program advertising had destroyed SBS and the spirit of SBS; what it is supposed to be about, and brand SBS. Community concerns would be part way ameliorated knowing that a plan exists to phase out in-program television advertising breaks. Such would be consistent with *Recommendation 1* above. Although there are various issues raised in the above concerns, Charter adherence, relevance, diversity etc, the root cause for the ‘downfall’ of these is very much regarded as a consequence of in-program advertising, that it is impossible to ‘mend’ any of these matters individually or fully, in the presence of existing SBS policy that allows in-program breaks.

Recommendation 2) That the Board direct SBS to devise a plan to remove in-program breaks (from free-to-air & internet services) over a period of time, within the constraints of existing public funding and that such a plan be part of the SBS Corporate Plan and in response to community concerns.

The study revealed that the community was not seeking to find out if such a plan were viable but rather, that a plan be developed within current constraints. This not being a plan to cease advertising (although few would object to that); the recommendation is for a plan that allows advertising before or after programs *only*. Various comments make suggestions as to how a plan to remove in-program breaks (from free-to-air & internet services) might be approached.

One comment reads, “I remember when SBS worked out of Elizabeth Street and then Milson's Point -- perhaps the SBS administration could revisit what enabled the channel to survive then and consider savings. . .” Others suggest steps that might be considered as part of a transitional stage to phase out in-program breaks including a temporary reduction of breaks (but not advertising content) to “no more than once every half hour” (therefore programs less than half an hour would not contain a break), while another wrote – a break in “news programs, or sport or magazine shows” might be acceptable [on a temporary basis] if working towards ceasing all in-program breaks. Except for one comment, there was universal

belief that films should not have any breaks. This is very consistent with the view of the Parliament for ‘no natural breaks in films’ (see *Hansard* quote above); that was generally the belief for drama and documentaries too. A suggestion that one of the SBS TV channels be completely advertisement free, without any in-program breaks – and programmed like the SBS of old (10 or 15 years ago). This would be similar to the way in which the French public broadcaster, *FranceTV*, dealt with advertising – making one channel totally ad-free. A suggestion for the internet *On Demand* service might be a ‘Skip Ad’ button – similar to that used on You Tube, however only as part of an overall plan to eventually cease breaks within *On Demand* programs. Aside from government funding, there was one comment that said SBS should be able to receive “donations”. There is no ‘Donate’ button on the SBS website.

The study did not concern itself directly with SBS finances – other than a significant portion wanting (budgeted) increases withheld until SBS devises a plan to move ads & promos from within programs to between them only. If anything, the study revealed that the community expects SBS to self-manage the organisation in the direction that the community seeks. There were strong feelings that the community had campaigned hard for, and helped achieve the significant funding boost of 2012 and that it was now time for SBS ‘to give something back’ to the community by way of a reduction of, and a plan to end, in-program breaks.

CODES OF PRACTICE

The Codes have been amended six times since 2005. None had community input. 87.6% of the 2044 in the study, said they wanted the “Codes of Practice amended so that if a viewer spots a break that is not a natural program break a complaint can be made under the Codes”.

The easiest and only means by which that could be done would be if the SBS definition of a natural program break were added to the Codes of Practice. That definition, which is essentially the Board’s advertising guidelines (The Guidelines For The Placement of Breaks in SBS Television Programs 2006^{XXIV}) is published in the 2010 to 2013 SBS Corporate Plan^{XXV} – a document of which the average person would be unaware. It would be a relatively easy step for SBS to include the text of the definition for a natural program break within the Codes of Practice – a document of which many people would be aware.

The 2005 Codes of Practice had included the advertising guidelines, the then definition of a natural program break, at Code 4 as part of the Code. Post 2006 – and the introduction of in-program advertising – the definition for a natural program break was no longer included in Codes of Practice.

The Act provides for the Board to develop guidelines on the kinds, and placement of advertisements on SBS.

Recommendation 3) That the SBS Codes of Practice be amended to incorporate the definition of “natural program breaks” into the Codes.

It would seem that the reason the definition of natural program breaks (the guidelines on the placement of advertising) was removed from the Codes of Practice with the introduction of

in-program advertising, was to stop a viewer succeeding in lodging a formal complaint to SBS or a complaint to the regulator – the Australian Communications & Media Authority (ACMA) – on a matter concerning a natural program break. If it is not in a code, a complaint cannot be investigated by the ACMA. Under sections 150(a) or (b) of the *Broadcasting Services Act 1992*, ACMA may only deal with a complaint against the SBS Codes of Practice when referred to it by a complainant but has no power to consider a complaint against a guideline unless the text of a guideline were to form part of a code.

It was a former Board and different management that removed the definition of natural program breaks from the Codes of Practice and it would be viewed very cynically, by the community, if *Recommendation 3* above were not to eventuate.

Section 10(1)(j) of the SBS Act requires the Board develop the codes of practice, and sections 45(4) provides for the Board to develop a set of advertising guidelines, while section 45(4)(a) requires the Board publicise those guidelines. These requirements are also at section 45A(2).

What better place to publicise the definition of a natural program break, i.e., the guidelines on the placement (and kinds) of advertisements than in the Codes of Practice – as well as the Corporate Plan? There is no law that prohibits the definition of a natural program break from inclusion in the SBS Codes of Practice.

LANGUAGES OTHER THAN ENGLISH (LOTE)

Only 44.9% of those studied, said the amount of LOTE programs on SBS ONE & TWO weeknights 6pm-11pm was “okay” (for 2012).

LOTE ought not be decreased from that of 2012, and arguably, there is a case to increase LOTE programming in early prime time on SBS ONE & (now) 2.

Recommendation 4) That LOTE programming, weeknights 6pm to 11pm on SBS television ONE & 2 be increased compared to that of 2012 levels.

The tone of the comments indicated that viewers were passionate about wanting more LOTE.

RESPECT OF VIEWERS & MAINSTREAM VERSUS SPECIAL

Many comments conveyed a sadness that SBS had become too mainstream and viewers yearned for that special intangible thing that once was SBS, and a frustration that SBS no longer listens to nor respects viewers concerns (mainly in connection with in-program advertising and an unfair complaints system dealing with that) and the kinds of advertisements accepted, resulting in non-innovative forms of expression .

Recommendation 5) That SBS (re)establish principles and develop policies that respect viewer concerns (including that relating to natural program breaks) and the kinds of advertisements accepted, develop innovative forms of expression, and strive to recover that that makes SBS special.

APPENDIX 1

QUALITATIVE INDICATORS

The survey webform was designed so that a comment could not be submitted without answering all the questions as the comment was treated as a question, although optional. On submission, each comment and associated postcode was automatically separated from the (other) answers and personal details auto-removed from all answers. In order to avoid a comment thread or a conversation of a certain direction, no comment was published during the course of the study. Each comment was therefore unique and not influenced by other participants taking part in the study.

A total of 717 comments were submitted. This Appendix contains a broad representative sample of the comments written. Where possible, Save Our SBS may publish or supply all (other than any that by their release would breach privacy conditions or those that contain potentially libellous material), upon request to interested parties. Those of this Appendix are a very fair illustration of the overall tone of, and the topics raised in, the comments submitted.

The comments in the *Comments submitted* section are in-tact without any editing except for two, where very strong language, was blanked () out and another where, for privacy reasons, a name was blanked out. It is obvious where that has occurred. Formatting may appear different from that submitted (font and spacing). To retain the expression of the commenter, it was decided not to correct spelling or grammar. Neither was terminology altered, such as, where a commenter probably meant one thing but wrote another, e.g., “*On Demand*” but wrote “*iView*” or “*7pm news*” but meant “*6:30pm*”, etc – corrections were not made.

While the survey questions and answers supply direct statistical data, the comments are a qualitative assessment of the depths of the concerns that participants had and provide a good insight as to how people feel about SBS generally.

Comments submitted

Thank you for this opportunity to comment on what I have perceived as a deterioration in SBS programmes in recent years - the disruption in programmes makes it difficult to dissociate SBS from the often crass commercial offerings.

**** Postcode above: 2088

I find commercial breaks so disruptive that I now watch very few programs on SBS - even SBS on demand films now have commercial breaks so I have turned from a regular and frequent SBS viewer to one who only occasionally watches SBS

**** Postcode above: 6007

I mainly watch SBS TV - and I think there may be less by way of language other than English programmes, but I do appreciate the cultural diversity breadth brought by the English language programmes (e.g. some interesting insights via Insight, Who Do You Think You are, etc), and NITV is brilliant. The latter is an obvious starting point for more local production stimulation to happen. Then follow on with programmes which reflect other cultural groups within Australia.

While I am of Anglo Australian lineage, I lived most of my childhood in India, and as such had a migration experience on my return to Australia as a teenager. I have subsequently had a natural affinity with culturally diverse contexts and settings - it is great to have SBS dedicated to representing what having the world where we live is/can be. SBS is very lucky to have this as a brief - there is a rich field of possibilities in work it can chose to do.

**** Postcode above: 3072

What also annoys me even more than the introduction of in-program ads, is that SBS interrupt programs to promote other SBS TV programs - something that doesn't wash with their "we need the income so have to sell advertising" argument. At least before the changes to include in-program ads, the types of ads shown on SBS were of a relatively high standard and of occasional interest (i.e. festival ads, high-end car ads, world-music related ads) but now we get any old rubbish like Harvey Norman yelling at us - this cheapens the whole SBS brand - I find myself watching far fewer SBS programs and am basically watching ABC almost exclusively.

**** Postcode above: 2027

I work at sbs and I am an Australian taxpayer so therefore a shareholder in SBS , it is a definite conflict of interest to have advertising of any type beyond station promos on SBS !i have witnessed the " insidious" changes first hand as have viewers, hence this websites existence .

Please recognize that as a taxpayer funded public broadcaster that we, the Australian public are shareholders and deserve our say.

**** Postcode above: 2034

Thursday night cookery is a drag. A credible weekly film review is lacking.

The news-readers ought keep their personal lighthearted asides & comments to a minimum.

Adds even between programs are offensive & not wanted - dare one hope they will go?

Bring back a commentator to introduce 'movie of the week' & show more new films, not constant repeats. French films are great, there are many other countries producing cinema, more from them, please.

**** Postcode above: 2786

SBS is a publicly-funded channel. The public is not paying it to interrupt their viewing with ads. Commercials belong on commercial channels, not those of public broadcasters.

**** Postcode above: 2144

It is bad enough that SBS have compromised their independence to commercialism. It is worse that these ad breaks are shoved into programmes - so often directly against the tone and spirit of the programme.

**** Postcode above: 5082

The constant ads on SBS have destroyed any credibility or respect SBS had before. Even the parroting of commercial practises such as "you are watching..." treat the viewers as morons. The SBS News used to have a lot of news from non-anglo countries but it's no longer the case. SBS News is a carbon copy of the commercials channels down to the sport content thus removing any relevance for having the SBS.

It's disgusting that taxpayers money is wasted on a replica of the other channels.

**** Postcode above: 2086

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 fulfill 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 now forced to record all SBS programmes I wish to watch so that I can fast forward the adds.

**** Postcode above: 2256

I only record SBS programs now to replay later. Have not watched an SBS ad for years but still find them very intrusive

**** Postcode above: 3475

SBS used to be my favorite channel but I rarely watch it now because of the advertisements.

**** Postcode above: 2456

I particularly dislike the new 6.30 and evening News Format which seems to be following the commercial /US format. I find it more concerned with the colour schemes the personalities and less with the news content. It represents all that I have come to dislike about SBS - that is the obvious commercialisation of the organisation. It is a poor copy of what appears on the commercial channels, and is not done very well.

**** Postcode above: 2576

As a teacher working in the area of adult migrant education and having campaigned for a publicly funded professional service for adult migrants and refugees for the last 30 years I support the maintenance of a public broadcasting service that is primarily educational and culturally diverse and free from commercial influence.

**** Postcode above: 2132

Overall they do a great job BUT virtually ALL of my friends complaint to me how much they dislike the in program advertising! So it validates what I've always thought!

**** Postcode above: 2106

In the current climate where you can watch most quality programming of your choice via, for example, apple TV, I am less and less likely to want to watch television when I have to watch ads. I do, however, want to watch new and fresh Australian drama and non fiction and there is less and less of that. I don't know how we can build a culture without it.

**** Postcode above: 2011

If I record an SBS program to later fast-forward through the ads, the ads still distract from the program. Sometimes I don't return to a program after the first ads as I can't stand the ads.

**** Postcode above: 2539

Disruptions in programs have destroyed SBS. Give us back a non-commercial SBS.

**** Postcode above: 3141

I never look at commercial stations, often missing desirable content, because of my personal loathing of "in programme" advertising.

**** Postcode above: 5006

Once, SBS was a viable alternative to the ABC. I refuse to watch the garbage the commercial channels think of as entertainment. Now, SBS is basically like 7, 9 & 10, only with sub-titles!!

**** Postcode above: 3207

The issue is one of the integrity of the broadcaster and its sensitivity to the artistic content it puts to air. I have no problem with news programs, or sport or magazine shows being interrupted by ads, but I have a huge problem with drama and movies being interrupted. Overall I think it is disagreeable to have any advertising on SBS and believe that Government should fund the organisation adequately, but given this is not the case, then some form of commercialisation is economically necessary. But for God's sake, the management at SBS need to be sensitive to viewers not wanting quality programs being interrupted by ads. I suspect much of viewers' angst would abate if SBS were not so intransigent on this issue. That they are intransigent tells me, like many others, that the bean counters are in charge with an eye only on the dollar, and that the artistic souls who should be setting the agenda (and did formerly) are not being heard. Please, can we have a reversion to programming principles that are respectful to viewers. The SBS brand is only being damaged by the present policies. On a positive note, I should say that SBS online content is fantastic. Should the bean counters try to load that up with ads will be the moment that I disengage entirely from the broadcaster. Can SBS afford to alienate its viewers in such a way? I think not.

**** Postcode above: 5081

I am absolutely disgusted with SBS inserting breaks into movies where no break was ever intended by the director or producer.

It is so refreshing to watch full-length films on ABC I without dreading the ad breaks which I do on SBS. SBS management are a bunch of [REDACTED] with little evidence of moral principles. Equally devious are our politicians who allowed this debacle to occur in the first place.

**** Postcode above: 3104

The ads are on iView too. So it is clearly policy.

The response of SBS to its huge funding increase was to remove local content. That is really not on. The Station has never been the same since the last Liberal Government decided to have a go at it. The pity is that the ALP government has done no better. Neither group seems to understand what they had with SBS the way it was and are very happy to see it run down so that people turn away.

with regard to the question on diversity, now that there is more than one station, obviously there is more diversity, but if you regard the total broadcasting, then the percentage of foreign coverage LOTE is far lower now.

For the record, I am English of English parents, but I am widely travelled and loved to see programmes on SBS of places I had visited and was familiar with. I really don't want to see just US and UK content thanks. If I did, I would still be in England.

Finally, if the SBS Act stipulates where ads can be placed, by what right may the SBS arbitrarily change this off its own bat. Doesn't the industry regulator have the power, nay the right, to ensure that the Act is adhered to fully and that SBS cannot change an Act, only Parliament may do so. So is it right to say we cannot legally complain? Or if we do so the Regulator will take no notice? Has it been challenged? (forgive my ignorance on this matter)

Thanks for all your efforts. I agree with you that this is a worthwhile cause.

**** Postcode above: 4870

In program ads disrupt the continuity of a program.

**** Postcode above: 3000

I have started to move away from watching SBS, I just can't stand the disruptive nature of the adds, and they are even embedded in the repeats in the 'on-demand' section now. It's just not worth watching any more. We've migrated to ABC and the Internet.

sBS just isn't what it used to be!

**** Postcode above: 2571

I basically stopped watching SBS entirely when ad breaks started. I used to ring them up directly and complain. The ads before were at least tasteful and curated to some degree, and only in between shows. Now you could be watching a good atmospheric french film, and

suddenly there a shouting Amart all sports ad - it's completely [REDACTED] the channel in my opinion, and I've totally stopped watching it.

**** Postcode above: 4878

I have been forced to record any programs I watch on SBS (and this is by far the majority of my viewing) and view them later, while fast forwarding through the advertisements. I find the breaks extremely invasive and interruptive to the flow of the program, whether it is a documentary or a film.

**** Postcode above: 2533

I CAN TOLERATE ADS BETEWEEN PROGRAMS BUT I ABSOLUTELY DETEST THE AD BREAKS WITHIN PROGRAMS. INFURIATING, DISRUPTRIVE, CRASS - PUTS ME OFF VIEWING SBS. I WATCH LESS NOW THAN PREVIOUSLY. I AM AUSTRALIAN BORN OF AUSTRALIAN BORN PARENTS, MARRIED TO A PERSON WHO BORN OVERSEAS. WE PERCEIVE POLITICAL BIAS IN PROGRAMMING AND DECISION MAKING AT SBS. PLUS WE DETEST THE IMBALANCE AND THE "TRIVIA SPOTS" IN THE SBS "NEWS" SERVICE

**** Postcode above: 3128

I now watch SBS far less than I used to, as a direct result of the in-program advertising. SBS has adopted all the bad habits of commercial TV production, including such tricks as turning up the broadcast volume in their ad breaks. Their news presentation now looks like a clone of the commercial channels. There is an inherent conflict of interest between impartial programming, and accepting paid advertising. That said, there is an argument that the paid advertisements also reflect a part of Australia's multicultural community, and thus should have a place in a multicultural broadcaster. However, interjecting slices of Australian commercial culture into the middle of other cultural programs is not just inappropriate, it is plain rude.

**** Postcode above: 2480

I have taught English to adult migrants for over thirty years, and know first hand how important SBS has been to them, especially the transmission of public information in various languages. All this commercial advertising tends to camouflage public announcements, and the danger is that people 'switch off' from all program breaks, thus negating the benefits of SBS multiculturalism.

**** Postcode above: 6020

Just as the ABC has a charter to present English-language news and documentary programs and a range of programs that reflect Australia's cultural interests without commercial interruptions, so the SBS should serve the hundreds of thousands of Australian viewers whose interests and/or origins incline them to watch programs in other languages and/or of more diverse cultural contexts, similarly without commercial interruption.

**** Postcode above: 6160

SBS should stop trying to be a poor man's ABC or a faux-commercial network and forge its own identity based on its original charter. There are too many English-language programs in prime-time and the programming is becoming increasingly mainstream which is not why SBS was created.

**** Postcode above: 3058

I find advertising on SBS to be intrusive on my viewing, a distraction, and they most certainly are NOT placed in 'natural breaks'. In essence, SBS has become just another commercial broadcaster, with no regard for its viewers and their wishes, tastes, likes and dislikes. PS - you need an apostrophe after 'participants'! PPS - my grand-uncle was Henry Bull Templar Strangways, erstwhile Premier of South Australia, and my great-great-grandfather was the artist John Glover, of Tasmania. How's that for background?

**** Postcode above: 6210

We were always very loyal SBS fans, SBS was also favourite with as many people as I spoke to, but has lost the plot with drawing closer and closer to Commercial programmes and losing our viewership and loyalty

**** Postcode above: 2479

SBS is slowly but surely moving towards a 'commercial' style programmer. Having watched SBS news for over 20 years, I stopped approx 6 months ago.

**** Postcode above: 2576

Advertisements put me off watching SBS. I watch SBS much less often now than I did when there were no advertisements. Advertisements mid-program are especially aggravating and a waste of my time.

**** Postcode above: 2017

I have found advertising on SBS absolutely abhorrent. I always put them on mute and never watch them. I would watch SBS much more again as I used to if all advertising is removed. I do not want to hear about washing powder when watching a serious programmes.

**** Postcode above: 3927

why so few greek films???

**** Postcode above: 3193

The SBS should be fully funded by the Federal Government. There should be no commercial advertising at all on the SBS.

**** Postcode above: 2300

Far too many repeats on SBS one. Especially during the week. How about more foreign movies that are not repeats.

Thank you

**** Postcode above: 4562

Having tea breaks is nice but they are better between programs. Since ads came in there has been a shift downmarket towards more sport and lifestyle and fewer documentaries.

**** Postcode above: 2780

slow down written translations of foreign programs, they seem to leave the screen too early.

**** Postcode above: 4870

I don't watch as much TV as I once used to, I hate adverts especially in the middle of programs. I think the whole tv genre seems to have become very mediocre, more channels less to watch.

**** Postcode above: 2622

Seriously, NO ads at any time. They reduce the available time to schedule actual programs. They are irrelevant, noisy and promote consumerism not community. And Its not like the ads are in other languages, or about subjects that are helping people who's first language is not English. Let us enjoy intelligent programming without the commercialism.

**** Postcode above: 2612

Every effort should be made to ensure that SBS Radio & TV are both kept true to their origins.

**** Postcode above: 5000

At first I did not like the ad breaks. SBS seemed to be just like the other commercial stations in this regard. However, now I am accustomed to the ad breaks. The ad breaks make it easier to get other things done (e.g., toilet break, emptying the washing machine, feeding the cat, etc.)while the program is on.

**** Postcode above: 2010

I do not believe the options in question 5 are the only options. Speaking as someone who worked at SBS (commissioning material) when there were not forced breaks, there was a time when the broadcaster was funded adequately by government to commission Australian-produced content without the need for forcing in-program breaks.

**** Postcode above: 2060

Commercial breaks trivialize the content of the programs which are in my opinion generally of a high standard.

**** Postcode above: 3135

I dislike adds on T.V intensely.

**** Postcode above: 2046

SBS credibility is now less than before, given the lower quality of its programs, with some exceptions like Go back to where you came from.

**** Postcode above: 2033

I watch SBS very little now because of the adds. I hate them! I often see a program I would like to watch but I now choose either to have no TV on or to watch an inferior program on the ABC just because the ABC is add free

**** Postcode above: 2795

Don't commercialise the spirit of SBS

**** Postcode above: 7307

I rely on SBS to present programs to mirror and identify contemporary cultural, artistic and historical life, rather emphasis being given to sporting activities

**** Postcode above: 2229

I can understand the need for advertising to raise revenue from commercial ventures. I can also understand the need for notification of upcoming content. There seems to be no need whatever for much of the blatant self-promotion in many of those 'ad' breaks, however: SBS would have less need to raise revenue if it wasn't blowing a packet on fancy animation just to let us know we're watching SBS. We know that. Stop doing that!

**** Postcode above: 5075

We find ads within programs extremely disruptive, and are a significant dissuader to viewing.

**** Postcode above: 3340

I used to watch SBS a lot. Now, the only programs that I watch are the foreign news bulletins, because it is apparently too difficult for SBS management to interrupt them for commercial breaks.

**** Postcode above: 2537

The old SBS back please. I loved the foreign language content and watch it far less now because its no better than commercial stations with its annoying ad breaks. The in-program advertising has definitely influenced the content to the detriment of SBS.

**** Postcode above: 2515

I used to watch SBS a lot but since they've had in-program advertising, I rarely watch anymore. I prefer the ABC because of its no-ads policy.

**** Postcode above: 3072

With fewer commercials there can be more content in any given hour, like the 6:30 news that we watch nightly. While not of Australian background, one of us has English as our native language.

**** Postcode above: 2063

I don't like commercial interference

**** Postcode above: 2065

I am strongly opposed to advertising on SBS. It is an imposition that makes me less inclined to watch SBS.

**** Postcode above: 6102

At least get the adverts out of the news and 'news like' programs!

At least keep the in program adverts to no more than once every half hour. They just lead to loss of interest and SBS as an enhancer of the general populations understanding of the world should not desire this outcome.

**** Postcode above: 6101

Advertisements are incredibly annoying as the sound levels change when they come on and I have to continually adjust the sound levels during programs. When watching programs like The Tour de France the change in noise levels when ads come on is enough to drive one completely batty. Either that, or to develop RSI from constant use of the remote control.

**** Postcode above: 2066

Please provide us with another real alternative to commercial television

**** Postcode above: 2046

SBS is a unique and valuable public broadcaster whose qualities should be preserved.

**** Postcode above: 2041

I consider I am intelligent enough not to be influenced by advertising on line or TV. In fact, I am offended by them so they are a waste of time to the viewer. Please, only show educational programmes designed to enrich our knowledge.

**** Postcode above: 4573

I still enjoy watching SBS however having also to watch repeatedly commercials is highly annoying. Besides I they have never made me buy anything .

**** Postcode above: 7054

2 legit 2 quit

**** Postcode above: 4121

SBS is very valuable indeed to Australia, but showing advertisements detracts from its value as an Australian institution

**** Postcode above: 2602

We really watch SBS more and more because the intellectual standard of the ABC (the other non-commercial station) is diminishing and becoming more and more politically biased.

**** Postcode above: 2088

SBS is a great multicultural channel. I enjoy learning about all cultures including Australian Indigenous culture. I don't want this interrupted by advertising unless it is in between programs and that it will benefit SBS and the viewers in a positive way.

**** Postcode above: 2088

Could money then be directed to creating sub-titles for news channels and other prime time shows in other languages? That would be an amazing show of support for all cultures!

**** Postcode above: 3056

why don't the commercial broadcasters back saveoursbs when they have to compete with a government department that doesn't pay tax or need to make a profit?

**** Postcode above: 2031

I do not watch commercial tv channels because of the advertising. I watch sbs less than I used to because of the adds and the shows they now show that belong on commercial stations.

**** Postcode above: 4151

I think there needs to be a distinction here between serious documentaries in English and other documentaries. I think programmes such as history programmes that are not totally Anglo-Centric, and that therefore includes Aboriginal history etc are legitimate multi cultural programmes including series on matters such as WWII. I would like to see SBS broadcasting more of such programmes drawn from non English speaking sources however. As an English migrant i have experienced cultural problems with Australia - the divisiveness of a common language. So I think there is a balance required here that recognises that to a high degree British people and English speakers from other countries start off as foreigners here too - like anyone else - it is just that we assimilate far quicker - my wife and

son are Australian. SBS documentaries are a way of informing people of their countries of origin - including the USA etc

**** Postcode above: 2230

SBS must survive, it is necessary to migrants in Australia to keep in touch with their original culture while embracing the Australian culture.

**** Postcode above: 4810

I notice that since advertising has increased, SBS presents a more Anglo-centric view of Europe. Specifically, of all the information regarding the Germanic peoples, we most commonly see English language films recounting stories of NAZI participation in war, with little information regarding any other aspect of Germany, Austria or Switzerland, let alone English ally led invasions, modern German, Italian or Spanish industry, education or technology, or any other positive information regarding non-English ally experience or participation in the modern or historic worlds, other than cookery or travel films. One can't help but wonder if this is a direct result of trying to make SBS more attractive to advertisers by reducing the content to that quality standard prevalent on the other commercial channels, thus appealing to an arguably Anglo-centric audience, who arguably are seen as the majority demographic for most Australian advertisers. Germany, Spain, Italy, Switzerland, Austria, Czech Republic and Poland at least have a lot more to offer than we ever see, both in high brow and popular television and movies.

**** Postcode above: 6027

The best contribution from SBS in recent years is the Australian dramas that represent Australian people and places other than the mainstream.

**** Postcode above: 3078

I used to watch ABC & SBS only. Now I rarely watch SBS> I can't tolerate breaks in the continuity of programs.

**** Postcode above: 2541

i am deeply disappointed by the dumbing down of world news Australia... i have complained several times to SBS about the inclusion of stories regarding the British royal family, which have no place in our news. Not only is it drivel, it is also irrelevant to SBS's role in providing multiculturalism.

**** Postcode above: 3121

The whole idea of public broadcasting is that they are independent of the commercial influence that comes with advertising

**** Postcode above: 2537

I simply love SBS Television, any watering down offends me, It is a delicious part of my day when there are not many joys in life

**** Postcode above: 2324

more soccer matches, local or foreign.

more foreign modern (more recent production) movies.

**** Postcode above: 3079

I used to watch many foreign films, at least 5 a week, but since disruptive ads came in my viewing has dropped to approx 1 a week. In other shows the ads seem to come on about every 10 minutes?

**** Postcode above: 3105

I refuse to watch programs which have advertisements embedded in the content as opposed to between breaks so I no longer watch SBS but would return if they were removed.

**** Postcode above: 2066

I rarely watch SBS TV any more because of the advertising interruptions!

**** Postcode above: 5064

As SBS runs a news service, it is subject to influence from advertisers in a very important area of public information. There is also less time for news and current affairs content.

**** Postcode above: 3139

I often turn off programs because I hate the ads

**** Postcode above: 3004

I would like to see more New Zealand, African and South American, ie Cuban. I feel I am being tricked into agreeing to advertising with this survey when I don't want any at all.

**** Postcode above: 2316

We look to SBS (and ABC) to provide high quality, informative programs with some intellectual content, rather than the junk material provided by the commercial channels. Advertising in the middle of SBS programs is a huge put-off, rather like having commercial announcements in a symphony concert, during solemn ceremonies, or any other inspirational event. Please do something to keep enriching our non-commercial culture!

**** Postcode above: 3034

SBS's in-depth docos are great. However, to have travel and cooking programs in such high numbers is a complete waste of viewing time. It can lead audiences in feeding us cultural diversity and creatively-stimulating content.

**** Postcode above: 3871

Advertising between programs will be effective for the advertiser so long as there are not too many ads.

**** Postcode above: 2037

WE LIKE SBS THE WAY IT USED TO BE. WE BELIEVE THAT IN-PROGRAM COMMERCIAL BREAKS INTERFERE WITH THE RECOVERY OF OUR MEMORY DURING A PROGRAM.

**** Postcode above: 4551

Ads during programmes mean that I rarely bother to watch SBS now. I miss it!

**** Postcode above: 5035

I understand that SBS needs to include some advertising, but would much prefer this advertising to be restricted to between programs. If they must have advertising during programs it should only be done at natural breaks. Saturday afternoon operas usually only have ads between acts ... if at all. Mostly, I think they're not doing a bad job. But I would like to see more foreign language programs, not just films.

**** Postcode above: 3067

In-program breaks can completely destroy tension in an exciting story - e.g. when "the Eagle" series was shown with in-program breaks it spoilt tension compared with when it was originally shown.

Breaks encourage "surfing" and SBS may lose viewers.

**** Postcode above: 2473

Because of commercial breaks my wife and I look for and find alternate pgm sources such as DVDs & media from the library.

**** Postcode above: 2477

I am so opposed to advertising during TV programs that I invariably watch ABC rather than anything else. Yet I need more variety in my life - I'll watch more SBS if the ads go.

**** Postcode above: 2576

As a (retired) program maker with several films having been screened on SBS, I find the breaks particularly appalling. And to tailor films for the breaks likewise degrades their integrity.

Although I said that I didn't know if SBS was being influenced by its advertisers, I do know from producers at PBS in te USA that taking money from corporate sponsors did compromise their independence and integrity.

SBS is the only channel we were able to screen our completely bilingual Arabic-English film - Obviously the oh so skippy ABC wouldn't show it. But how awful to contemplate this intense story broken by ads - I didn't watch it - and told myself that because it was a half hour, they wouldn't do that. What the eye doesn't see, the heart can't grieve....

It really matters!!!

**** Postcode above: 2193

SBS should be properly funded so it doesn't resort to ads at all.

I never listen to radio or watch TV which contain advertisements. So SBS 1 & 2, and NITV smarten up your act or you will lose me.

**** Postcode above: 3053

We hope to enjoy more "original " Australian content programs , plus the excellent foreign ones we have enjoyed over the life of SBS television.

**** Postcode above: 3101

I stopped watching SBS when in-program breaks were introduced

**** Postcode above: 2064

SBS must reflect the changing cultural diversity in Australia. Greek Italian, Lebanese are no longer the recent arrivals. SBS seems to think cultural diversity is to have an Italian or Greek in the cast.

**** Postcode above: 3058

I watch less SBS now than I used to, I tend to record programmes so I can fast forward through the advertisements. When the advertisements were between programmes I often watched them. Advertisers are getting less value by interrupting programmes than when advertisements were between programmes. I am also concerned about the lack of foreign language programmes these days. Programmes like Who DO You Think You Are should be on the ABC.

**** Postcode above: 2904

fed up with ads, not only on SBS, but ABC's in-house advertising.

**** Postcode above: 3104

There is no place whatsoever for commercial sponsorship of a 'public broadcaster'. I dread the day when we have to fight this battle to save the ABC!

**** Postcode above: 2100

When an ad comes on I think why am I watching commercial TV and start to change channels. Then I realize this is SBS with commercials.

**** Postcode above: 7316

I do not want any form of ads on SBS.

**** Postcode above: 2480

I love SBS but not the ad breaks. Let say I'm watching a chinese movie so I hear mandarin, read english sub titles and feel in french (born in France) then ad break, all back to english, the movie start again and my little brain need some time to put everything back in place so I loose the flow, miss a few minutes that can spoil the experience

**** Postcode above: 0810

SBS news hr is becoming trivial and banal.

Foreign language programs should be subtitled wherever possible including news programs

**** Postcode above: 2446

The Privatisation and sponsored control of All Public Enterprise must stop.

The undoing of everything Gough Whitlam achieved is disgraceful.

**** Postcode above: 2019

The quality of SBS programmes has generally deteriorated, for me, this is because I dislike reality television, and SBS as all other tv stations seem to heavily rely on them, whether local or imported content. I do feel that some of these types of programmes are good and are valuable, but when they become based on a formula - "I tune Out"

**** Postcode above: 2535

the bias towards certain non-Australian sources and types of programmes has lowered the number of high quality foreign films - for example those from France and Italy, Latin America, Africa and the Middle East, at peak viewing times and replaced them with nasty violent boy films or American (as if we didn't get enough of their material on the three "commercial" stations, and high quality documentaries (and no more "As it happened" reruns of Second World War and other boy's own reality piece.) SBS once had the best news programme on television. No longer. No longer the best place to find either a good film or a good documentary. Shame!

**** Postcode above: 5154

SBS was the major station I watched. I now watch ABC more since the ads were introduced.

**** Postcode above: 2230

SBS has now joined the ranks of the commercial channels. So why is it not subject to the same rules and regulations that applies to the content of the other commercial broadcast stations? Looks as though it is trying to have it both ways.

**** Postcode above: 2304

the aboriginal station is a waste of money - content should be in SBS normal programs

**** Postcode above: 2034

Less docs on WW2

**** Postcode above: 3127

I abhor the way commercial TV practices are being infiltrated into SBS

**** Postcode above: 3149

Commercial advertising has no influence on my spending habits. They just destroy the viewing enjoyment. Fully fund SBS without any commercials- not even promo breaks.

**** Postcode above: 2159

I can't watch commercial TV due to the ads. My refuge is with SBS and ABC.

**** Postcode above: 2256

Tedious breaks, such as during "The News" downgrade SBS I feel.

**** Postcode above: 3145

Where the bottom line reigns and the taxes are low, there is reduced community feeling.

**** Postcode above: 2223

I like the addition of the Aboriginal channel, which is why I find that it is more diverse now. We watch a lot of SBS movies, Silvio religiously and top dramas like Prisoners of War

**** Postcode above: 2038

Commercial breaks in programming has changed the nature of SBS, for sure. The issue of balancing local content with 'multicultural' content is clearly a concern, but given SBS's charter, perhaps the local content regs can be waived, which would allow for more global reach in the search for content - currently very Euro-centric. What about the rest of the broadcast world?

**** Postcode above: 3068

these days I only watch ABC.... no ads

**** Postcode above: 4077

We find ads particularly galling in the middle of the News

**** Postcode above: 2040

When SBS first started commercials, it was between programmes and that was bad enough but when they started within programmes, they

changed from a 1st class alternative to the ABC to just another commercial channel and my interest in, and viewing of, its programmes dropped considerably.

**** Postcode above: 2620

Commercial breaks are ruining my viewing pleasure. Furthermore they are mostly inane and ridiculously repetitive, lacking any degree of creativity or even humour. Odd socks., roof tiles, magnetic L plates. Over and over and over again . . . Ugh!!!!

**** Postcode above: 4703

i do not watch commercial television because of the commercial breaks and also avoid SBS programmes now for the same reason

**** Postcode above: 5034

I used to be a very regular viewer when SBS had ads between programs only (I usually even watched these ads). Since they introduced in-program advertising I hardly ever watch SBS anymore. Sometimes I watch the start of a program but I tend to switch it off when the first in-program ad comes on as I find this form of advertising extremely annoying. I now basically watch ABC only and go to the cinema more often. Neither of these provide great multi-lingual and multi-cultural programming.

**** Postcode above: 0870

I would not necessarily object to advertising breaks being clustered BETWEEN programs as practised by some UK channels. When ads come on SBS, we either go to mute or switch to a different non-commercial channel.

**** Postcode above: 2350

My background is DUTCH.

ABS statistics quote only 360,000 [migrating between the 1950s and 1960s] > a small statistical percentage perhaps but with EXCELLENT "multi-cultural" integration. My birth language is still VERY importantant to me [as it is to others like my self].

Arrived in January 1951 at age 12yrs4mths and married for 53 years to my Australian born wife. Have 4 sons with DUAL nationality.

USA programs are totally UNIMPORTANT [very convenient for their ENGLISH language ofcourse] but all EUROPEAN programs & others are also VERY IMPORTANT and a TOTAL MUST. Also in the

workforce for 43 years and a TAXPAYER all that time > further in retirement am still a taxpayer and would expect SBS to respect the views put forward to be "respected" under their charter.

**** Postcode above: 6056

I like SBS's content particularly the foreign movies as I am studying French and Arabic, and the standard of subtitles is excellent. I watch SBS almost exclusively and I find that the advertising is much more intrusive than it used to be. I also worry that advertisers may influence content.

**** Postcode above: 5064

Have been away from Australia working overseas a couple of years and it feels like you cannot turn your back before some commercials are around in the middle of SBS!!! Unthinkable even a couple of years ago.

But as we now can watch content from other countries on our computers SBS will also loose out.

**** Postcode above: 2034

Some programs are more disrupted than others by ads.

Eg films are severely interrupted, whereas documentaries and programs like "Insight" are episodic and are more easily broken up into parts.

**** Postcode above: 2283

SBS's pursuit of the advertising dollar is affecting programming choices and making it look more like the commercial channels. If it is not bringing diversity to Australia television, what is the point of SBS and what right does it have to public funding?

**** Postcode above: 2008

SBS are their own worst enemy. Placing advert breaks in programs may make them a alt more money but at whose expense. SBS too clever by half. It's now pathetic version of a commercial look-a-like. Give me back MY sbs.

**** Postcode above: 3141

Good survey!

**** Postcode above: 2479

IT HAS BEEN DISAPPOINTING THAT SBS NOW HAS SO MANY COMMERCIALS COMPARED WITH "HOW IT USED TO BE"

**** Postcode above: 3051

I don't watch SBS as much as I used to because I can't stand the advertising.

**** Postcode above: 2015

I watch SBS less now than I used to, mainly because the content is less interesting to me and because the in-program advertising is very irritating

**** Postcode above: 4101

I watch SBS news and other programs in my view as SBS their programs are excellent superior to all other stations esp.news

**** Postcode above: 5039

It seems very simple. If we must have advertisements on SBS, have them between programs. I'll always watch SBS no matter what the final outcome. It's the best channel on Australian television.

**** Postcode above: 2046

The quality of programs meant we now watch the ABC more- and overall the programs on commercial stations with the huge number of advertisements we have gone back to reading books.

**** Postcode above: 5419

in-program advertising has virtually destroyed my interest in watching SBS broadcasts, however attractive the content of the programmes may be.

**** Postcode above: 5066

the in-program commercials currently introduced by SBS have completely soured my experience of watching SBS TV. Please remove them. Especially offensive is the Nissan commercial demanding 'more' and 'more' but wanting to pay 'less'. The arrogant tone of the so-called customer is totally un-Australian and negates our traditions of a 'fair day's pay for a fair day's work'.

**** Postcode above: 3183

I don't watch commercial TV because of the ads. SBS has such good programs but I always record them and fast-forward through the ads. This still disrupts the flow of programs. I just don't want ads. I don't pay any attention to them but pick up my crossword when they are on. They have no effect on me. Surely this means that those paying to put ads on are wasting their money? I doubt if I am alone in this view.

**** Postcode above: 3450

I now view SBS much less frequently than I did. We are a tri lingual family and choose much less SBS than previously because it is just so annoying to have everything interrupted by advertising.

**** Postcode above: 2010

At the moment SBS is virtually indistinguishable from a commercial channel due to the volume of advertising.

**** Postcode above: 2614

SBS is a good service that needs to differentiate itself from other stations to increase audience. Removing ad breaks in programmes would be one step in this.

**** Postcode above: 3193

Thank you for giving us the opportunity to tell SBS what we, the viewing public, want from them. I love SBS but I hate the way they are now involved in advertising, particularly since their ads are placed so disruptively, totaling spoiling our enjoyment of programs! I hope the results of this survey mean a change in their policy of advertising!

**** Postcode above: 2575

I get very annoyed when I see adverts on SBS. As a public broadcaster I can accept (& see the need, in one sense) advertising at the end/beginning of programmes for commercial reasons. However, I'm firmly opposed to them during the programmes. As a compromise tho - I'd support ONE BLOCK of 4 adverts once in the middle of an hour programme.

**** Postcode above: 5558

A general comment: I believe it has been long established that the awarding of a third commercial broadcaster licence was the result of a gross error of judgment. We all know that it was politically motivated. The error was compounded when SBS went commercial.

**** Postcode above: 3564

There are enough commercial stations which are unwatchable =SBS used to be interesting and informative

**** Postcode above: 5063

Where was the place to put exclamation marks about how important no ads during programs is!!!! I am really disappointed with the way that SBS has changed over the years with less multi-lingual content and the ads that drive me crazy! I had hoped that addressing these two issues would be the first 2 priorities when SBS acquired more funding. That ad free programs and less multilingual content are NOT their immediate priorities makes me wonder why I participated in the campaign! It's starting to feel like one-more-to-avoid commercial station!

**** Postcode above: 2480

SBS was once a world leading broadcaster, it is now a shadow of its former self and is unlikely to regain its former status under the current management.

**** Postcode above: 7307

I hardly watch SBS anymore because I can't stand the interruption of commercial breaks. Documentaries that are produced here for SBS have a sameness that makes them boring as they lead up to a contrived commercial break. You can see the artifice coming. Pity.

**** Postcode above: 2046

The original concept of SBS was to provide programs for our migrant population in their first languages, but I'm not convinced that all LOTE of our immigrant population are covered by SBS programming. I would like to see a greater range of languages presented on SBS and fewer English language programs - our other free-to-air channels are in English.

**** Postcode above: 3166

The 1991 legislators only ever intended that SBS place adverts top and tail of programs except in soccer.

**** Postcode above: 3141

to watch european films on SBS is a blessing. We have to watch too much crap on the commercial stations as it is.

**** Postcode above: 4221

Ads between programs. Ads are a reality, unfortunately, but I would prefer they were between programs, once an hour at best if they have to be more frequent to account for movies or longer shows..

**** Postcode above: 4870

As an Arts critic for The Australian & Advertiser newspapers I'm concerned that artistic SBS TV programs especially, as well as more general genres should be continually interrupted by mostly inane, and repetitive commercial spiels/

**** Postcode above: 5019

When SBS were once asked to help fund a documentary on Asian/Australian Comics (1 female, 1 male), they declined via a (female) SBS arts producer stating their demographic for comedy content consists of mainly young males hence it wasn't a viable proposal - that sounds like a sexist and ageist demographic.

**** Postcode above: 2480

We still can't get used to these ads in the middle of programs! They annoy the hell out of us!

**** Postcode above: 3465

There is too much advertising in Australian society today. The amount of advertising on free-to-air commercial television and the SBS is a disgrace and should be curtailed. The same goes for advertising in newspapers and now on the Internet. Most people I know don't view or read the ads, so it all seems a waste of money and time.

**** Postcode above: 5162

Many of SBS programs, including documentaries and some series, are on serious themes which require a certain amount of concentration. In-program breaks often disrupt continuity and impair concentration. I also object to in-program breaks during the main 7pm news bulletin, I prefer to learn about what's happening around the world rather than some commercial imperative in which I have no interest.

**** Postcode above: 3216

SBS is important to me - please no more in-program ads. Please!

**** Postcode above: 7250

The products being advertised on high rotation in SBS programs, eg Roof Handles, No More Pegs, L-Plates etc. cannot possibly support

well over a year of national tv advertising if the spots are charged at commercial rates. I must assume that the amount of money received by SBS is paltry and therefore it is interrupting our viewing for a pittance.

**** Postcode above: 3450

sbs is profoundly important to my concept of Australia as a place where I am sometimes proud and lucky to live

**** Postcode above: 4878

No commercial broadcasts within the programs at all.

**** Postcode above: 6059

I have observed that with introduction of in-program ad breaks, the program content has also changed to less informative and more 'entertaining', although it still provides more informative programs than commercial channels.

**** Postcode above: 2539

When I go out I record programs to watch later. The ads are such a nuisance when I replay the program - sometimes days later..... I am in favour of foreign language films. I am Australian born of Australian parents but understand French and German and was a teacher of French for many years, so it's good for me to have access to programs such as the French news program.

**** Postcode above: 4077

I have raised the matter of excessive and overly repetitive advertising breaks during major sporting events such as "The Tour de France" but was politely fobbed off by SBS TV.

**** Postcode above: 7054

I rarely watch SBS since the use of in-programme advertising; previously it was my favorite channel.

**** Postcode above: 5063

One of the best programs "Inside" is painfully degraded with the commercial brakes.

**** Postcode above: 5052

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

SBS still has a range of excellent programs but if I didn't have the facility to fast forward the ad breaks, I would be watching less SBS.

**** Postcode above: 3108

I hardly ever watch SBS now because of the advertisements. I used to watch it all the time previously.

**** Postcode above: 2022

We often tape SBS programmes now so that we can whizz through the ads - it's counterproductive for SBS as if the ads were between programmes, there is more of a chance that we might watch them. We have also witnessed some appalling examples of badly placed ads, particularly after a moving news story/documentary.

**** Postcode above: 2088

SS content is refreshingly informative, entertaining and is of good quality. It is spoiled by the disruption of in-program ad breaks.

**** Postcode above: 2057

Most of the advertising on SBS is done by large companies, rarely by smaller enterprises that operate only in one town or in a small area. Small and local enterprises often advertise on rural commercial stations. Excessive SBS programme promos are annoying. Perhaps most programmes in languages other than English could be on SBS2. There is another SBS channel that simulcasts with SBS1: why not have it show programmes with a two or three hour time delay?

**** Postcode above: 2731

We only watch ABC or SBS. We would watch more SBS if advertising was reduced/

**** Postcode above: 5067

The introduction of commercial breaks on SBS discouraged me from watching though I will occasionally record programs so I can delete the ads, though I still dislike the disruption this causes. The main problem I see is that advertisers can and will participate in decisions

regarding the content of programs that are aired, and I strongly object to their having any influence whatsoever in this or other SBS matters.

**** Postcode above: 6101

It is difficult to say whether changes in SBS programming relate to advertising or not. The reduction in foreign language programmes at peak times has been a long term trend independent of the advertising thing. We no longer have the foreign soap operas - Oshin, Empress Wu, Little Missy - to name a few that our children grew up with. And lots of shorter series - Red Earth was one from Germany - the like of which we no longer see.

**** Postcode above: 5089

SBS is a public broadcaster set up for specific reasons and they are still relevant today. we are a diverse multicultural society and rely on SBS to remind us there are different voices and people with different needs other than what commercial stations serve. the slabs of advertising on SBS do disrupt and distract especially within a program and are so repetitive and annoying we will shift channels or most cases turn the telly off.

**** Postcode above: 3195

The breaks - especially during the programs - are intrusive and often damage the integrity of what we are seeing.

**** Postcode above: 3101

Apart from the annoyance of advertisement breaks, the quality and quantity of the ads contibute to the dumbing down of Australia

**** Postcode above: 3193

I rarely watch SBS since it has introduced in-program advertising. It is a great loss, but many of the ads destroy the pleasure derived from watching the program. The Harvey Norman pitchman is especially annoying.

**** Postcode above: 4500

Not only are the commercials most disruptive, the Quality of said commercials is deplorable, e.g. Harvey Norman, and the internet provider,s that has not changed, and is a repititious insult.

**** Postcode above: 3550

The Australian content that is being broadcast is for the most part very commercialised and lacklustre.

**** Postcode above: 2780

We find the in-program commercial breaks extremely disruptive, therefore we systematically record the programs we want to watch and fast forward all the commercials. Still disruptive, but a clear improvement.

**** Postcode above: 6159

I only watch the ABC and SBS with the exception of some sport. My wife and I find any in program advertising disruptive. In addition there are no natural breaks. They are all contrived by the program makers.

**** Postcode above: 2251

I used to have SBS as my default station but when in-program advertising was introduced I very quickly changed to ABC as my default, watching only occasional SBS shows that had special interest to me. To this day, I watch SBS much, much less than I do the ABC - despite the fact that SBS has a comparably good selection of programs. But its policy of advertising in-program is an offensive intrusion that I despise. While I understand the 'need' for the inclusion of advertising to partially fund SBS, its insertion within programs is offensive and disruptive to anyone with the tiniest sensibilities to the art of cinematography/story telling or other aspects of the visual arts. It would be unthinkable to interrupt a 'live' orchestral performance, or an opera or, even, a movie, with advertising - so what on earth makes anyone think that in-program advertising is any different. Just because advertising revenue is necessary does not justify its insertion within a program.

In large part, the objection to advertising is based on the appallingly obnoxious style/quality of the advertisements. SBS could try to raise the bar in this area by being more pro-active and discerning in the type of advertising it chooses to broadcast. There are businesses that would be encouraged to use television advertising if the SBS was seen to be a suitable 'viewing environment'. Loud, visually gaudy, advertising that gives the viewer the impression that we are in some bazaar, being threaten to 'hurry along' and purchase some product NOW, is soooo vulgar and unattractive. I think that the government could make their funding conditional on raising the standard of advertising to reflect the audience profile. Those viewers who like the gaudy, noisy, cheaply-made ads have plenty of other channels to choose from.

I thank you for the opportunity of allowing public feed-back on this matter.

**** Postcode above: 4562

Wish they would move their Studio pay tv channel to free to air as they have done with the indigenous tv channel

**** Postcode above: 4887

If given a choice between programmes on ABC &SBS I would tend to choose the ABC given they have no ads. This used not to be the case

**** Postcode above: 2060

I do not watch SBS as frequently as I did before the advertisements. However take as an example the magnificent Dust Bowl which has just commenced, this is so sad but powerful and how much more so if there were no breaks. There is definitely a dearth of foreign programs compared to what we would expect.

**** Postcode above: 2229

When in-program advertising started, I stopped watching even though SBS was my preferred TV channel.

**** Postcode above: 4500

I longer watch as much of SBS since in-programming was introduced.

If I do want a program I will record and skip adds on replay.

I also believe SBS has lost the plot and would be more than happy for SBS to be discontinued and the programs and funding channelled to ABC with another ABC channel I.e. ABC4.

**** Postcode above: 2540

Plese remove the ads, they do not fit the ethos of SBS and are most annoying. Also could the volume be lessened rather than increased on the inbetween programs...

**** Postcode above: 2430

SBS has quality programmes that we all like, keep it free of advertising. Advertising can stay at the beginning and end of programmes

**** Postcode above: 2065

I watch foreign movies much less now because of the add breaks.

**** Postcode above: 2515

We watch far less SBS TV now as the ads drive us crazy. If we do have programmes we really want to see we tape them and fast forward the ads.

**** Postcode above: 3936

Advertising breaks at the end of program's are ok

**** Postcode above: 4216

I am increasingly annoyed by program break advertising. It interferes with the continuity of the program ideas. At least eliminate these ad breaks from documentary programs since these require a continuity of the thought process.

**** Postcode above: 2030

I was and still am extremely disappointed that SBS has chosen to place advertisements in program. I find this disturbs the flow of the program and reduces my enjoyment. I understand that advertisement may be necessary, but 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 inprogram ads. Do not lower the standards of SBS to that of the commercial channels.

**** Postcode above: 2088

Completely ruins the great news with BLOODY ads

**** Postcode above: 4220

I think SBS are purchasing the program versions where so called 'natural breaks' are already edited into the program, compared to the full program they used to purchase.

**** Postcode above: 5075

Often the commercials themselves are repeated over and over. Some clash excruciatingly with the content of the program.

**** Postcode above: 3225

The quality of ads we currently is mostly very poor.

**** Postcode above: 5062

SBS is still a wonderful institution compared with broadcasting worldwide especially against the competition in Australia. But I do prefer ABC much of the time because of no ads during programs. If you have the chance to go back to ad free programs, go for it!

Also, local content and diverse can go together as there are plenty of Australians who can provide LOTE programs. SBS radio is proof of that!

**** Postcode above: 3068

We cannot expect SBS to be funded entirely from the public purse. I still remember radio and TV licences and do not want them reinstated.

**** Postcode above: 5256

Currently staying in Germany and Arte TV and Phoenix TV are my preferred TV Channels; Why? NO imposed ADS to rudely interrupt my concentration on quality programming.

**** Postcode above: 6162

In programme advertising tends to make programmes less watchable. The tendency is increasing for young people to either download programmes or watch them on-demand. If SBS keeps its current policy it will continue to lose younger viewers who will use alternatives and annoy older viewers, who will switch off.

**** Postcode above: 3095

I have definitely been adversely influenced by advertising on SBS and for that reason do not watch SBS as much as I used to. I have also regretted the reduction in foreign language programmes. This reduction in foreign language programmes comes at an inappropriate time when Australia is becoming more and more multicultural.

**** Postcode above: 4552

I most object to the interruption of the evening News by commercials; this adds to the length of the News, as do non-news items, making the one hour program hard to take - quite apart from it interfering with ABC News. SBS does not even respond to written complaints about this.

**** Postcode above: 4272

I believe SBS used to be more interesting and thought provoking, now it often seems very banal and trying to be 'popular' - and there are certainly too many cooking shows!!

**** Postcode above: 6011

I get very angry when a thoughtful program on SBS TV is being aired and it's interrupted in the most flagrantly thoughtless manner. Thoughtful and challenging programs should not be interrupted in this way as it completely destroys the mood/ambiance/train of thought of the program. For example to interrupt a program on holocaust with the inane, peurile, pretentiousness of the various car ads or Harvey Norman or other equally silly advertisements shows a total lack of respect to those that made the program and to the public. There is more than enough corporate speak and behaviour in our society and SBS should be one area where it's not present. Furthermore, I take issue with SBS declaring that inter-program breaks are a 'non-issue'. Practically everyone I know that watches SBS are absolutely appalled by the advertising breaks as totally insensitive and completely unnecessary. It seems that the SBS marketing team are wagging the SBS dog to the great detriment of SBS. Furthermore, I do not agree that advertising breaks occur in 'naturally occurring program breaks'. I have on several occasions witnessed breaks commencing in the middle of sentences in program narration or dialog and the program recommencing from a completely different point. Also, there is little or not warning of when a program is going to be interrupted thus, every time, the advert breaks comes as a most unwelcome interruption. The sooner that SBS management realise that in-program advertising (in fact ALL advertising) on SBS is a source of frustration and even anger to viewers, the better. I most sincerely hope that adequate funding will be provided ASAP to enable SBS to dispense with commercial advertising in its entirety.

**** Postcode above: 6019

It is the in program breaks that I detest. Between program's I can make tea and put the garbage out

**** Postcode above: 4819

Are news broadcasts from other countries counted as part of the SBS service? Do they pay anything?

**** Postcode above: 5090

My viewing time on SBS has very much reduced since in-programming commercial breaks. I find them very disruptive. While I enjoy foreign language programs, they should have sub-titles. The prime objective of

the programs should be to assist new residents to learn English as well as our cultural values.

**** Postcode above: 5158

With advertising included in programs SBS might as well be any other commercial station.

**** Postcode above: 5032

Bearing in mind the alternative and special interest nature of most SBS programming, the inclusion of "aggressive" advertising in programme breaks is totally inappropriate - e.g. Harvey Norman, Domayne etc.

**** Postcode above: 2086

SBS should be publicly funded and not reliant on commercial enterprise

**** Postcode above: 2575

1) We were avid SBS TV watchers in the past but we very rarely watch it now. The un-interrupted French and German news broadcasts are the only programs we watch live nowadays. Should we ever wish to see any other programs, which I must say is rare, we record them and fast forward the interruptions. 2) Interrupting programs with paid advertisements is bad enough but SBS does not stop there. They stick promos and community announcements in as well thereby unnecessarily lengthening the interruption. Has the government given them permission to do that?

**** Postcode above: 5118

Pretty well-organized questionnaire, but lacks sufficiently strong negatives for me to never because of this. At the same time, I dislike having to choose between adverts and local content. Also, I believe viewers should definitely be allowed scope for intelligent, polite (and hopefully constructive) expression of criticism of SBS. We are, after all, the consumers of their content and presentation and are "allowed" to complain if we feel we are not being well-served by other products and services.

**** Postcode above: 5158

they insert ads in mid-sentence. very disappointing.

**** Postcode above: 3137

I don't like any advertising, but in-program advertising is absolutely disruptive to the program. This might not matter so much on commercial TV where the programs are largely trivial anyway, but on SBS it is critical.

**** Postcode above: 4887

Between program advertising is somewhat acceptable. In program advertising is completely disruptive and unacceptable.

**** Postcode above: 2602

Overall, I don't find that the in-program breaks we now experience are really disruptive. In saying that, I would prefer less in-program breaks for adverts. I find promos abt future programs informative in most instances.

**** Postcode above: 2290

While I think that SBS still provides many terrific programs, I now treat it like a commercial channel: that is, I never watch it live but record it so that I can skip the in-program ads.

**** Postcode above: 2604

I am a big supporter of SBS and wish that it's programming was not reliant on in program advertising. I tend to tape anything on SBS so the advertising is not such an intrusion. But then the ad has no affect as I dont watch them. Waste of time!

I would prefer not to have to record things though.

**** Postcode above: 2534

I have no problems with SBS using advertising as a means of funding but I think it should be restricted to between programme breaks only.

**** Postcode above: 5035

SBS is too valuable an asset to be compromised by inadequate funding leading to inappropriate advertising. I would support any political policy to adequately fund SBS and it would determine my vote.

**** Postcode above: 3184

There are numerous instances when in-programme commercial breaks cause items to be edited from their original length to accommodate ads. SBS Management claim otherwise, but their claims are pure spin.

Ads between programmes are a toxic waste of the intelligent viewers brain power.

**** Postcode above: 3001

I frequently turn away from SBS programs during ad breaks, and am less likely to watch them in the first place because I know the ad breaks will be disruptive.

**** Postcode above: 3031

SBS has lessened in quality as a broadcaster as it has encouraged commercial interests.

**** Postcode above: 3122

What's the deal with all the insurance advertising? Is SBS founded by the insurance companies?

**** Postcode above: 4879

We are a multicultural family, and used to enjoy watching SBS programs a lot. Since in-program advertising, our enjoyment has lessened. We would love to see SBS return to the "good old days" of no commercial advertising.

**** Postcode above: 6007

Commercial advertising should be removed from SBS. I find the self-advertising is disruptive enough.

**** Postcode above: 5051

I rarely watch SBS any more because the ads are so disruptive

**** Postcode above: 2629

Let us be able to return to at least one domain that is free of advertisements.

**** Postcode above: 3182

We have seen the decline in commercial stations adds to programming ratio. Wherever money (profit) is a factor in the equation sadly money always wins.

**** Postcode above: 4210

We don't watch very much commercial television - mainly because of the frequent advertisement breaks [in most cases more time is allocated than the actual programme] but what is really really gauling is the repetition of the same old advertisement - even from years before. We don't listen or watch the advertising even if we tune to the commercial channels. It is that time we do our little errands, so what is the point of repeating repeating repeating the same old adverts.

**** Postcode above: 2470

If SBS is gaining more funding why do they need advertising breaks at all, if they must have ads they should be shown between programs as when we're watching a foreign program with sub-titles its very annoying to have to watch ads in the program.

**** Postcode above: 2040

There is insufficient content of interest on SBS 2 which has news programmes all day until about 6 pm followed by repeats of material shown on SBS 1 before.

Why not restore the segment when viewers could write in and have their comments, positive and negative, read out on air. This stopped when advertising began.

There is far too much promotion of programs which are coming on SBS. Some promotion is OK. Commercial channels have taken it to excess with so called "sneak peaks".

**** Postcode above: 6103

SBS used be my favourite TV Channel, but since irritating Ad disruptions, no longer.

**** Postcode above: 2066

I seldom watch the ads because programmes nearly always pre-recorded.

**** Postcode above: 7004

SBS was good the way it was. The breaks in the programs upset the flow of the program. It's bad enough on the commercial channels with out SBS doing it.

**** Postcode above: 5373

I feel that advertisements make the content better across SBS, and cause minimal disruption.

**** Postcode above: 2089

I would welcome more foreign language programs provided of course they are sub-titled.

**** Postcode above: 4068

I am very distressed by the policy of having many commercials on SBS.

**** Postcode above: 2780

I personally find the current SBS program format has destroyed my interest in watching the TV station. SBS without ads was my preferred entertainment over the commercial stations. PLEASE bring ad free SBS back!!!!

**** Postcode above: 4225

Ads and commercial breaks in current form are highly disruptive to focused viewing and to degradate the quality of SBS's presentation. I am surprised that SBS management and board have not acted to restore that quality and reinstate the former level of committed viewing audience. If I want my viewing disrupted by ads I can go to commercial tv. If I don't, my option at present is the ABC. To my regret, SBS is losing me as audience.

**** Postcode above: 2482

SBS has always been a wonderful window onto the world - like no other tv network in Australia. It brings great diversity of programming to the great diversity of our population. However this creeping commerciality of ad breaks within programs was a HUGE MISTAKE and must be rectified. It damages the very programs SBS is loved for. Programs we want to watch, without stupid distracting and inappropriate interruption. Please listen to your audience. Thank you.

**** Postcode above: 2579

I am not positive, but it seems the level of quality in the ads may have diminished recently. If we must have ads can they have class? My Husband is Hungarian and watches SBS a lot, and complains about the ads a lot.

**** Postcode above: 3995

No more commercial break disruptions. If its good enough for European TV is good enough for Audtralia

**** Postcode above: 2782

I was very impressed with the program about the history and power of the mining industry in Australia.

**** Postcode above: 3141

At the risk of sounding like a Grumpy old woman, I would like to say that SBS to-day is very disappointing compared with the idealism of the early days.

**** Postcode above: 2203

The majority all TV serials are in English. There is the occasional TV serials in other European languages, but I can't recall seeing any Chinese, Indian or Spanish ones at all.

**** Postcode above: 6009

The ideal is no advertising at all on SBS. A step along that road would be no commercial in-progam break interruptions

**** Postcode above: 5066

I can't understand why there are breaks during a program where SBS promotes their own upcoming programs!

**** Postcode above: 6019

SBS are the worst channel at placing ads so they are not disruptive

**** Postcode above: 5251

I don't watch enough TV to make informed answers to some of your questions. I would definitely like to see more foreign Film Festival type films on TV and not so much violent or overly sexual stuff.

**** Postcode above: 2535

In programme breaks later in the evening give me a chance to take a pee, wash the dishes or prepare for bed. Perhaps there could be breaks for the likes of me without advertising. E.g., with a clip about environmental issues. However, SBS has certainly become dumbed down since advertising was allowed.

**** Postcode above: 5255

Forced commercial breaks annoy the hell out of me! This applies to all commercial networks, of which SBS appears to have become!

**** Postcode above: 2500

television commercials are boring, encourage consumerism and therefore inevitably lead to pressure from sponsors not to broadcast programs that may be critical of the products of advertisers.

**** Postcode above: 2037

Not only are commercial breaks disruptive and therefor damaging to a program but I also react very negatively to them: I find them repulsive and an insulting invasion.

**** Postcode above: 2612

SBS wants and dreams it is another putrid commercial entity if defends it's current practises then it shows where their true values reside. just look at it's dumd dumb ipad news presentation with the idiotic presenter talking down to viewers as if we haven't seen anyone mindlessly flicking on a padlet

**** Postcode above: 3020

I do appreciate having both ABC1 and SBS1 as channels which provides the programmes which I mostly view.

**** Postcode above: 4868

I hardly watch SBS any more because of the advertising which is disruptive irritating and should be unnecessary

**** Postcode above: 2041

SBS has sold out to commerce. The self- advertising is only to accustom us to interruptions; it does not fool me!!

**** Postcode above: 3156

Advertising on SBS often encourages me to turn of the TV

**** Postcode above: 2156

I think that there are NO natural breaks in news programs - that's the advertising that annoys me the most.

**** Postcode above: 2041

I think this is an important question as it will eventually impact on the direction of NITV, which has no advertising in programs yet and makes it excellent viewing.

**** Postcode above: 5035

I avoid watching an SBS program unless I can record it to skip the ads. If my DVR is busy recording something else I'll just drop the SBS program altogether.

**** Postcode above: 3151

In the far North of Australia, we need education from television which includes embracing people of all Nationalities. Programming correctly aids this.

**** Postcode above: 4884

The onscreen logos on SBS are also a major disincentive to watching SBS and not only a distraction but in fact part of the commercialisation of SBS. The log is part of the "branding" of SBS and have little to do with viewer satisfaction of adding to the quality of programing.

**** Postcode above: 3163

We need an occasional break to get a cup of tea or for bathroom reasons.

**** Postcode above: 2037

I do not mind one commercial break in a long movie, provided it is not for junk food, or exceedingly crass. I would be happy if the advertising was the same as when it was first introduced to SBS. In those times, i used to watch SBS more than any other station; now, in prime time, there seem to be nothing but cooking programs.

**** Postcode above: 3198

We never watch commercial TV stations because of the irritating advertising breaks in the program. SBS is heading the same way, so that our family watches watches fewer & fewer SBS programs.

**** Postcode above: 5066

Please fight on until we rid SBS of this curse.

**** Postcode above: 4552

Since SBS implemented in-program commercial breaks, we have almost completely ceased watching SBS. The advertisements spoil the excellent programs to the extent that we can't be bothered watching them any more. It's a real nuisance having to mute the ads all the time, but better than listening to them. A person who is discerning enough to watch SBS will always mute the ads, so why show them? We sadly said 'goodbye' to SBS when in-program commercials began.

**** Postcode above: 2611

I would like SBS to channel more of this extra money into programs made BY and FOR ppl from the diverse Australian communities that SBS charter mentions - come on SBS, It's about time, And we're not talking about more shows about crime...

**** Postcode above: 2204

My answers may well be contradictory, but I do not find a problem with between-program advertising, if this means the quality and range of programs can be extended. Some advertising between programs, as on European TV, is not a problem. Very frequent break during a program, as on commercial channels, is totally unacceptable.

**** Postcode above: 3145

If they won't come to the party on all shows, then at the least Movies should be ad-free, it really harms the flow of them especially when you have sub-titles on, you set your mind to watch and read, then it's interrupted by an ad and you lose that mind-set.

**** Postcode above: 3019

I can tolerate between program ads if they are relevant to SBS, ads and promos for their programs, publications, other SBS services. I do not approve of ads for business in general.

**** Postcode above: 5065

Please, please let up with the flood of cooking shows and show us something else!

**** Postcode above: 2203

I am a recoder of SBS programs rather than a direct watcher and I think there would be quite a few in this category. In such cases ads are less relevant because one can either fast forward through them or edit them out (for DVD recording). However I have answered the survey as if a watcher.

In short I avoid TV advertising and very seldom record or watch commercial television.

**** Postcode above: 2064

I used to really love SBS and the lack of ads during shows was an important part of that. I now tend to record shows and fast forward through the ads anyway because I hate them, but this still disturbs the flow. The SBS movies were a highlight before ads... Often it seems that SBS breaks a good programme and then advertises its own shows - seems completely stupid to spoil the programming in this way - it doesn't even bring in any money!

**** Postcode above: 4551

I also object most strongly to the current saturation advertising for the Melbourne Grand Prix. This event is already subsidised by tens of millions of taxpayer dollars and now one of our public broadcasters is being paid a second time by the taxpayer to promote this massive carbon footprint abomination on the life of Melbourne! If SBS is going to take advertising there needs to at least be an 'ethical filter' to determine which advertisements they will run.

**** Postcode above: 3450

I believe SBS has moved so far from its original charter by placing advertisements inappropriately and frequently that it is behaving more like a crass commercial channel. SBS should make a statement on the planned future for commercial breaks and advertisements. If the reaction by the public to that statement is not unanimous then its status as a Special Broadcaster should be removed and funding removed.

**** Postcode above: 3122

Continual exposure to advertising reduces most people's intellectual capacities through contrived enticement, brainwashes the vulnerable and promotes dangerous illusions to the extent that young people became widely addicted to all sorts of hallucination agents, including drugs and media crap.

**** Postcode above: 3150

I now rarely watch SBS live. I pre-record all programs so I can delete the commercial breaks.

**** Postcode above: 2603

*ALL ADVERTISING SHOULD BE REMOVED FROM SBS
TELEVISION*

**** Postcode above: 2120

Although I was not born in Australia and neither parents were born in Australia, I have been an Australian taxpayer for 30 years and therefore believe my opinion should count.

**** Postcode above: 6004

I find more and more I choose not to watch SBS because of the ads.

**** Postcode above: 4878

I detest commercial breaks during programs.

**** Postcode above: 2500

Since SBS has in-program advertising I record programs more than before and fast-forward through the ads.

**** Postcode above: 3451

Watching a program or film, to be disrupted by advertising, is terrible. It is bad enough to watch a commercial sender.

**** Postcode above: 3140

We watch SBS via Foxtel, if we wish to watch a particular programme, we record it then watch later, skipping the ads. So these ads are wasted on our household. This is very annoying and as SBS is using our taxes we would like SBS to return to their original format.

**** Postcode above: 2015

Italian television RAA used to have one commercial break and it was the most popular program and very entertaining. The advertisers got many viewers and the programs continued uninterrupted.

**** Postcode above: 5016

I no longer watch SBS because the ad breaks ruin the program no matter how good the program may be. Occasionally, I forget there will be ads and start watching an interesting program. However, I inevitably switch off at the first ad break.

**** Postcode above: 2041

I watch less S B S now than 10 years ago. I used to watch almost all German-language broadcasts but not with commercials.

**** Postcode above: 5240

The in program breaks mean that you lose interest in the program and switch to another channel and so the advertisement completely destroys the viewing experience and the advertiser's advertisement is not watched anyway.

**** Postcode above: 3141

With in-program advertising, SBS are now barely better than commercial channels. The ads are extremely irritating, especially when they are broadcast at a louder volume (and don't SBS dare deny this, they all do it!).

**** Postcode above: 3691

Keep up the pressure! This is an important cultural issue, especially with respect to movies and documentary film. SBS used to take film seriously, to its great credit, but now as David Stratton said, it has become just another commercial channel

**** Postcode above: 5067

SBS is the best TV channel in Australia by fare and one of the best in the world. It is the only channel representative of the Australian society. The diversity and investigative reporting is essential and a important part of the Australian version of multiculturalism.

**** Postcode above: 2777

I thoroughly enjoy SBS and am a sixth generation Australian born without a second language, but manage to pick up some language and enjoy learning about other cultures.

**** Postcode above: 2607

Program content has suffered terribly in SBS radio . Advertising has contributed to this

**** Postcode above: 2256

I HATE program interruptions! I can tolerate ads between programs a la ABC

**** Postcode above: 2041

I don't mind commercials before and after programs, but not during the course of a program. However, having said that, I would much prefer there were no commercials on SBS at all, just like the ABC.

**** Postcode above: 2038

Those stupid ad breaks REALLY spoil good programs, and I make a point to NEVER buy anything from a company which places those annoying ads.... so for me they have the opposite effect from the one intended by the advertisers.

**** Postcode above: 7310

SBS definitely needs to lower advertising

**** Postcode above: 2290

SELF REGULATION ALMOST ALWAYS FAILS THE PUBLIC INTEREST TEST

**** Postcode above: 2486

Previously, sport was able to have advertisements in breaks, that was OK. SBS should be allowed to have breaks when the program they purchase already has breaks in it. It is costly and non-nonsensical to spend valuable resources closing up breaks in purchased programs. Football, once a mainstay in SBS programming, has for some reason been delegated to difficult to see time slots. I am not talking about live games.

**** Postcode above: 2515

It is easy to say one does not want any advertising on SBS, I realise that in order have content which is interesting, modern, diverse, multi-cultural, some advertising might be necessary, but since SBS is govt subsidised, I would prefer free to air broadcasting to have none. The ABC works very well without.

**** Postcode above: 2251

I'm very disappointed to hear the truth of SBS's own choice as to whether and how it includes adverts in its programs.

**** Postcode above: 2068

Judging solely from program guides SBS Radio seems to do a better job than TV.

**** Postcode above: 2500

I used to be an avid watcher of SBS, which I considered the best TV channel. Since inter-show advertising started I no longer consider it to be a world-class station, unfortunately.

**** Postcode above: 3163

Programming has become erratic and not on schedule since the introduction of so many advertisements. A half hour program generally has 2 ad breaks, while a one hour program has 3. This is outrageous.

**** Postcode above: 2783

I wish SBS stopped being a subject to commercialism. My first preference is not to have no advertising at all. The second have it short and only in-between programs. I hope that my answer to the question below does not invalidate my comment. I resent advertising whether the station is multicultural or not.

**** Postcode above: 3103

Bring back David Stratton

I am appalled by the proposed changes to SBS2

**** Postcode above: 3108

I cannot stress strongly enough how disruptive to viewing in-program breaks are, how significantly they lessen enjoyment and appreciation of programs and what a damned nuisance they are. If SBS believes that advertising during "natural breaks" does not annoy viewers and break the mood and thread of the interrupted program they are being wilfully blind to the truth. And who decides what a "natural break" is?

**** Postcode above: 5022

the taxpayer is funding sbs we should not have to tolerate advertising that is why it is publicly funded. There is far too much advertising in Australia

**** Postcode above: 4567

I prefer SBS to revert to adv between progs, not during progs. Thank you.

**** Postcode above: 5251

SBS is no longer a viable alternative to free to air. It airs the commercials at EXACTLY the same time as the free to air stations

(they're all uncanny in their to the second co-ordination of this). I rarely watch TV live any more - I just record and zap through the ads. Where possible, I don't buy products from advertisers who bombard me.

**** Postcode above: 5066

I would seriously consider not watching SBS if it increases it's advertising, As it is my partner and myself DO NOT WATCH any other commercial TV. We watch ABC and for the moment SBS. We have noticed that often the add. inserts competely distroy the continuity of a program and even worse cut out parts.

**** Postcode above: 6008

Public television should provide a advertising sanctuary for Australians who are subject to this type of intrusion far too much.

**** Postcode above: 4565

It is VERY disruptive to insert advertisements within programmes. If SBS MUST show advertisements, they should be restricted to between programmes. It is such a pleasure to watch the ABC without intra-programme advertisements.

**** Postcode above: 3135

SBS has devolved from being one of the best stations in the world, to just another commercial enterprise managed by philistines, too stupid to comprehend the ruination of SBS.

**** Postcode above: 5063

I don't mind advert breaks between programs, but HATE adverts during programs!

**** Postcode above: 4881

I use to claim to my international guests that SBS television was unique, and second to none for the quality of its free-to-air multi-cultural, multi-lingual, and its outstanding ad-free programming.

I claimed it to be on a par, albeit different, to, ABC television Australia and BBC UK.

I no longer make such claims. ()

**** Postcode above: 7310

I rarely watch SBS now because I detest any commercial breaks within programs. Blocks of adds could be dressed up as programs and I am sure many viewers would be interested to see what new products etc are on the market

**** Postcode above: 2429

All in-program breaks for advertisements are very disruptive. I don't object to advertisements between programs as an additional source of revenue.

**** Postcode above: 2065

I doubt that advertising occurs in natural breaks as they occur every 15mins!

**** Postcode above: 4350

We tend now to record the SBS shows we wish to see and then to fast-forward the advertisements, which seem to be numerous. This is of course precisely what SBS does not wish to happen.

**** Postcode above: 3148

SBS has completely lost its way. Seems to me that SBS is catering to a tounge, inner city, monolingual middle class constituency / demographic - and the type of advertising it attracts proves the point. Big changes needed!

**** Postcode above: 3016

SBS online's choice of ads to put in programs is often laughably appalling. For example, repeatedly during a program about treating life-threatening injuries in hospital, they have run an ad that features people hooning around dangerously on jet skis. Maybe the advert insertions are automated, but they're amazingly insensitive if done by people. I watch SBS much less now than I used to because of the frequency of the adverts.

**** Postcode above: 4870

Repetitive self-advertising of future programs (as on ABC too) is almost as annoying as commercial advertisements. We can all use program guides.

**** Postcode above: 2233

I can cope with between program ads, but hate the inprogram ads. They're disruptive and shouldn't be allowed considering the increase in public funding.

**** Postcode above: 2785

It is wrong for SBS to compete for advertising dollars with Channels 7, 9 and 10 and pay TV. In NZ, the FTA channels all carry commercials now, and the standard of programming is atrocious compared with what it was a few years ago. By definition, any channel carrying commercials is impelled to maximise revenue by maximising ratings. This is invariably to the detriment of minorities and viewers who are interested in niche programs.

**** Postcode above: 4074

I watch only ABC and SBS. The latter has been a great disappointment since introducing in-program advertising.

**** Postcode above: 3123

please return to the way it used to be

**** Postcode above: 3198

I understand that ads are needed for income - but between the shows not during

**** Postcode above: 0810

SBS should be a good alternative to commercial channels, and generally is

**** Postcode above: 2216

Our viewing of SBS has decreased radically, preferring ABC with NO commercial input which disrupts and intrudes with unwanted consumer messages.

**** Postcode above: 2482

The last decade has been a disaster for SBS. Bad management created a crisis in both programming and budget - much of it has been as a result of politics, which was created the advertising debarcle in the first place. The network might be turning around now but it requires visionary management and not failed refugee execs from commercial networks who don't understand what SBS is.

**** Postcode above: 2482

screaming ads ,like harve normans puts me right off .my SBS has been ruined, please save it from further degradation !!

**** Postcode above: 2625

Part of my work involves recommending viewing to a Community radio audience. I no longer recommend SBS movies or documentaries because SBS shows disrespect for the artistic creations of factual and other film makers. Many great works have been ruined by SBS' crass disregard for the integrity and mood of the programs they present. My consumption of SBS programs has been decimated by the new policy.

**** Postcode above: 5069

Stop the commercial breaks during the programs. That is contrary to the spirit of the charter. The audience views should be taken into consideration.

**** Postcode above: 3169

I refuse to watch inane ads on SBS regardless.

Any level of advertising on SBS must help to remove its editorial independence. In addition it requires the development and employment of a whole range of otherwise useless people in raising and managing the commercial advertising accounts.

**** Postcode above: 3196

I LOVE SBS, but I do not want a 'commercial' SBS I notice advertisements have crept in over the past 2-3 years which is unfair. I do not mind seeing future clips of upcoming programs, but not ads from retail etc

**** Postcode above: 4885

If it is indeed a public broadcaster, it should be provided for by some of the taxes we pay. If it is no longer public, then those tax dollars ought to be used somewhere else. As a public broadcaster it should not have to compete with commercial stations and should provide the very media that a commercial station would find difficult to profit from.

**** Postcode above: 2100

I have been watching much less SBS since the commercial breaks were introduced. I hate them, they disrupt viewing and most of them are so stupid and boring that I cannot bare switching SBS on.

**** Postcode above: 2602

We never watch commercial television due to the advertising and due to the dross that those channels put to air. ABC and SBS are our lifesavers. We are now less likely to watch SBS, as we think that the organisation is compromised by advertising.

**** Postcode above: 6160

I no longer watch SBS because of intrusive advertising content, whereas previously I have been an enthusiastic adherent.

**** Postcode above: 3222

I hope the new MD and board of SBS can return the 'special' to the Special Broadcasting Service.

**** Postcode above: 2227

I seem to remember that another undertaking by SBS was that in-program ads would not clash in style or sound level with the program, but this has gone by the board.

**** Postcode above: 3723

As cultures are gradually assimilated, the need for programme languages change. More asian languages are needed now to become relevant, but SBS is still dominated by Eurocentric programming. SBS will one day die out.

**** Postcode above: 2203

Advertising has no place in a free to air channel such as SBS which is supposed to provide quality international and local content.

**** Postcode above: 6151

SBS was the best channel twenty years ago, hope you can go back to it.

**** Postcode above: 2209

I barely watch Commercial television, if at all, because I cannot stand advertising. SBS has become the same. No wonder downloading is becoming the preferred method.

**** Postcode above: 6233

In-program breaks disrupt the flow of a program. I don't mind commercials at the very beginning or end of a program.

**** Postcode above: 3038

i dislike advertising interruptions and it did reduce my viewing of SBS

**** Postcode above: 5066

Since introducing advertising, SBS has deteriorated in quality, substance and diversity.

**** Postcode above: 2259

The essential dignity of the original SBS has been sorely compromised by advertising. The noble ideal of providing a measure of cultural nourishment for homesick Immigrants, and glimpses of cross cultural understanding for Australian observers, is poisoned by the crass intervention of American style advertising. Get rid of this pox.

**** Postcode above: 6157

The most important issue in the SBS Charter is that ALL SBS programs are accessible to ALL Australians!

Since the World News programs are not subtitled they are, de facto, not accessible to ALL Australians... and yet, SBS uses the World Watch programs in its statistics when calculating the percentage of LOTE programs when submitting its figures for government funding!!! Surely, there is one logical, articulate politician who could raise awareness of the injustice of this practice? Another way in which ESL viewers are disadvantaged nowadays is the fact that the once unrivaled and universally lauded subtitled SBS programs have very obviously lowered their standards, with more and more mistakes appearing. Many of our newer Australians relied on subtitled programs to help them with their English language skills as well as helping them integrate into Australian society. Unless SBS starts taking its role a little more seriously and adhering to the role for which it was initially founded, it may as well shut down or amalgamate with the ABC or, heaven forbid, with one of the commercial channels... oh, I forgot, SBS is a (wannabe) commercial channel!

**** Postcode above: 2135

I have been annoyed by the advertisements in the past and often found they occurred at inappropriate moments, eg, in Spiral and similar programs, cycling and others. I often find less to watch on either Chanel because of thr huge emphasis given to soccer. I think there should be subtitles on foreign news or have I not hit the right button?

**** Postcode above: 3123

I used to be an avid SBS viewer. I now watch only the news up until the first ad break, insight and Who Do You Think You Are? I am TOTALLY opposed to ads on SBS.

**** Postcode above: 2022

IT SHOULD BE COMPULSORY FOR ALL FOREIGN NEWS TO BE SUBTITLED.

**** Postcode above: 6014

Currently, the only way I can truly enjoy the programmes I love on SBS is to record them and then blip all the ads out!!

**** Postcode above: 6210

This should also apply to on-line viewing -where adds are becoming more and more intrusive

**** Postcode above: 3165

I stopped watching commercial tv because of disruptive commercial ads. I watch far less SBS than I used to for exactly the same reason.

**** Postcode above: 2780

thank you for involving the public in your attmtps to remove advertising breaks in programmes.

**** Postcode above: 7054

NO ADS!! I have only today become aware of this site. However last weekend a group of neighbours were discussing, over afternoon drinks, how SBS had changed, that the content was less diverse and more bland. We contemplated our Merlot and wondered if advertising had contributed to this. Seems we are not alone!

**** Postcode above: 4886

I abhor in-program commercials. By the time the program starts after the ad break, the previous content has been all-but lost. I feel SBS has sold out. Most of my friends feel the same way. Why are ads always unbearably loud? It's easier and more pleasant to watch a TED talk or read a book.

**** Postcode above: 2519

Please remove ALL advertising during ALL programs. If they insist on keeping some advertising, then only between programs. The quality

and diversity and integrity of SBS has now been lost since advertising commenced.

**** Postcode above: 2065

I no longer view any channel carrying advertisements in real time.

**** Postcode above: 4105

There's no longer anything "special" about the Special Broadcasting Service", and its "service" is diminished by paid advertising.

**** Postcode above: 5152

I would estimate that in-program ads reduce the likelihood that I would watch a program on SBS by around 50%

**** Postcode above: 2060

I watched SBS all the time but stopped when advertising began. I detest advertising and never watch commercial stations for that reason. They disrupt the flow, are pathetic and dishonest in content.

**** Postcode above: 2000

I sincerely hope advertisements are banned on SBS.

**** Postcode above: 3053

I sincerely hope advertisements are banned on SBS.

**** Postcode above: 3053

there are programs in other languages on digital channels and I think these are an excellent service.

**** Postcode above: 5006

More and more I record programs and play back, omitting the commercial breaks. I hate adverts.

**** Postcode above: 5164

Now there are fewer subtitlers employed, the repetition of movies is sadly very obvious. Some will return within weeks. Yes--viewers make requests, but for those of us who have seen all these and more films in our lives this is boringly just too common now. For many it was one of SBS's great strengths. Funding increase should mean more new OS films when SBS might reclaim less-interested viewers (to see some

between-program ads if they are necessary)... That 'new management' was not culturally informed enough, we think. Ratings? We got more ubiquitous ads and fewer up to date films, did we not? That could not improve ratings.

**** Postcode above: 4178

I think it is very hard to please everyone and as broadcasting in general is very competitive it must be difficult to juggle all requirements . I prefer less advertising and I would like ad breaks at both ends of a programme.I enjoy SBS's diversity and please keep it all going thank you

**** Postcode above: 2480

I usually record SBS programs so that I can fast-forward over the ad breaks. But this way, I lose the sub-titles which are often essential because I am partly deaf.

When SBS shows programs that were not designed to have ad breaks (E.g. from BBC), I assume that some of the intrinsic material has been cut to make way for them.

**** Postcode above: 4556

Since SBS started commercial advertising within programmes we watch far fewer programmes on SBS

**** Postcode above: 2041

I now consider SBS to be a "commercial"channel and which means I watch it far less owing to the commercial breaks despite the program material being of interest to me. The commercial breaks severely detract from the viewing experience.

**** Postcode above: 4069

The Australian Broadcasting Commission (ABC) and SBS are both public broadcasters. Apart from promos for upcoming programs the ABC has no commercial advertising. I don't have a problem with SBS screening promos (at the end of programs, in line with the ABC) but I strongly disagree with public broadcasters screening commercial advertisements.

**** Postcode above: 6271

Q8 above surprised me because I have just complained to SBS (formal email complaint) that one of its commercial breaks in Barenboim on Beethoven (6 Apr 2013) was not at a "natural break" (in fact it was in

the middle of a performance) and the program did not seem to resume at the cut point after the commercials.

**** Postcode above: 6009

I don't like ads on SBS partly because it seems like the thin edge of the wedge...what next? I find it disrupting and disturbing, and agree that there seems to be less foreign language programming on SBS these days. Even though I'm "Australian born of Australian parents" I think it's important to have a Special Broadcasting Service that provides publicly funded broadcasting.

**** Postcode above: 4121

I watch SBS less now than I used to because the advertising puts me off - in fact I find the advertising more annoying than on commercial channels because I don't expect it to be there

**** Postcode above: 2535

The amount of in-program advertising on SBS is making most programs unwatchable, especially serious films and documentaries. As a consequence, I now view SBS program very rarely, whereas it was my principal viewing channel in the pre-advertising days.

**** Postcode above: 2603

I like SBS and mainly watch ABC stations or the SBS

**** Postcode above: 2530

I watch a great deal of SBS television programs, since they are of a high standard. It has distressed me very much that SBS has moved more and more into advertising, and certainly find the in-program ones very annoying.

**** Postcode above: 5068

I also strongly disapprove of voice-overs during the credits of one program advertising another.

**** Postcode above: 2622

current ad. system is made worse because SBS cut bits out of the programs to make them fit into time slot

**** Postcode above: 2151

We enjoy the foreign films SBS chooses to show, they are a pleasant change from a lot of mainstream movies on commercial TV

**** Postcode above: 6059

SBS was the only programme I watched, now I just watch ABC

**** Postcode above: 3073

I dislike commercial breaks within programs, they are disruptive, its the reason I almost NEVER watch commercial television. Commercial TV is a FOX-inspired wasteland.

**** Postcode above: 2785

The 'ads' on SBS were once called 'sponsorship'- a weasel word if there ever was, sneakily morphing to encompass full-blown 'ads' as we knew it would... Shame on the government for allowing this to happen.

**** Postcode above: 3163

It is a commercial reality that SBS must seek revenue from other sources other than Govt. funding. In which case, commercials are inevitable, and if the quality and diversity of SBS can be maintained and even enhanced, that justifies commercials. HOWEVER, commercials should be programmed before and after programs, not during. It is highly irritating and a real turn-off (literally, on some occasions). In-program breaks are often very insensitively timed and many programs suffer as a result.

**** Postcode above: 2088

I used to watch SBS a lot - not as much as the ABC, but far more than commercial TV. Now I rarely watch their programs. And when I do I mute the commercials.

**** Postcode above: 7250

It took me a while to find the spot for the postcode - I wonder how many people give up on that one. If you miss it at the start,, it isn't in a logical spot to find later.

**** Postcode above: 3350

SBS remains a very valuable service in my life. However I do find the in-programme ad breaks both annoying and disruptive. I would prefer that all such commercial advertising be between programmes (as occurs on all TV in France for instance). I also lament the apparent reduction in foreign language - particularly current foreign language

programmes, particularly feature films and documentaries. There is an enormous wealth of such material produced every year but we see very little of it on SBS - where are the new African, Chinese, Canadian and Indian films and docos?

**** Postcode above: 5019

Increasingly we watch SBS programs only on iView

**** Postcode above: 2047

'In programme' advertisements are very disruptive. What is 'a natural break' and who decides this?

I can see attempts at diversity, but feel that it is not sufficient or adequate.

**** Postcode above: 2577

Advertising, especially repeating the same ones over and over, is extremely annoying and there are time when we just do not watch SBS for this reason.

**** Postcode above: 2758

One of the problems with the in-program ads is that they are sometimes hard to recognise until they've been going for a few seconds. This can feel confusing (I'm NOT old and confused all the time!)

**** Postcode above: 2604

As an employee of ABC Broadcasting we have maintained ad free programs on ABC and program ads are restricted to between programs, why can't SBS tow the line like us? We have limited funds as well.

**** Postcode above: 6107

I don't watch a program once it has been interrupted by an ad. I change channels, or just switch it off. Ads between program's I often watch as I wait for the next program to begin.

**** Postcode above: 4878

SBS is there to make us aware of other nationalities, culturally and newsworthy.

**** Postcode above: 2251

SBS is a precious community resource which was established to enrich our lives. Unfortunately, its positive impact has been diminished by commercialisation, so that it now scarcely differs from commercial channels. I almost never watch commercial TV and am affronted that a publically-funded channel should have been coerced into seeking additional funding through advertising. Increasingly, SBS includes advertisements for products of dubious value, in modes which are insulting to the intelligence of viewers. For goodness' sake, get rid of them! However, I do not support withholding funding from SBS under any circumstances, since that would even further erode the quality of public broadcasting and reduce access to independent debate in a country where media ownership is concentrated into a few private hands.

**** Postcode above: 3016

I am not fluent in any language other than English. I support more programming in foreign languages but SBS should broadcast drama and documentaries with English subtitles for the benefit of English only speakers.

**** Postcode above: 2120

An occasional break would be acceptable in a long program providing it was done appropriately so as not to interfere with the flow of the program and only for long programs.

**** Postcode above: 3003

Removing in-program ads would be a major step.

**** Postcode above: 2484

This is a PUBLIC service so I am indirectly paying for it, as is every other tax paying viewer. How dare they force us through annoying promoting ads, insurance ads etc.

**** Postcode above: 4102

I use to watch SBS often. Since the introduction of in program advertising, I watch it rarely.

**** Postcode above: 6160

I believe that English language Documentary, Educational, Nature, Informative programmes need to remain.

Including programmes like Dateline, Insight.

More health, exercise education programmes would be an excellent public service. These are seriously lacking on ABC & Commercial media.

Speak some other languages.

**** Postcode above: 6230

SBS is even more important now that we have so many people from such diverse countries. It should provide programs to help newcomers understand Australian culture and language. If it is better used for this purpose it needs more government funding.

**** Postcode above: 5072

More international programming but of higher quality.

**** Postcode above: 2481

annoying and irrelevant advertising interruptions to programs is destroying SBS's reputation and is entirely inappropriate given the government support received.

**** Postcode above: 2070

sbs has become a veryt low priority in my viewing since the advertising breaks focus and interest in the programming. i very rarely watch SBS these days - almost all ABC this is a huge turnaround, as SBS used to be superior to the ABC in many many ways in the laye 1990s and early 2000s It was far more adventurous and had virtually no format entertainment - but (for example) many fascinating locally-made documentaries with origin al ideas instead of ratings-chasing Presenter-led fare.

**** Postcode above: 2049

SBS should be an alternative to the commercial station's style of advertising, that's the point isn't it?

**** Postcode above: 2024

Only that ads have influenced me to choose, at times. other TV chanel.

**** Postcode above: 5064

No advertisements for SBS

**** Postcode above: 2066

Keep commercialism out of the SBS. It must remain free of commercial interests.

**** Postcode above: 3174

I'd love to see the in program ads stopped. SBS has become nearly as bad as the commercial channels. They began with only one or 2 ads during these breaks. Now there are more.

**** Postcode above: 2550

1. The SBS commercial breaks are disruptive during movies and documentaries. Because of this I watch what was previously my major viewing channel. I do record programmes and fast forward through the advertisement but even this is undesirable disruptive to viewing.

2. Advertisements on SBS seem to be frequently repeated - not a good strategy to see them several times during a long movie.

3. Some advertised products are so banal that it is hard to take them seriously (eg. "Roof Handles" and "Pegless Clothes Lines"). Such advertisements, often in the middle of the night, can surely not be economically viable. I suspect they have been created to "soften-up" SBS viewers to TV advertising.

**** Postcode above: 6163

Initially the commercials, although unwelcome, were good quality, tasteful and less intrusive. With loud, crass advertisers such as Harvey Norman becoming more the norm, the increase in cheap, noisy commercials is very irritating and spoils the SBS experience.

**** Postcode above: 6010

I mourn the way SBS2 has changed recently. I do not know what constituency they seek, unless perhaps it is the drunk after football crowd.

**** Postcode above: 2541

I feel SBS programming has deteriorated in quality. I fail to see how the increased advertising is improving programming. SBS is becoming less & less an alternative to mainstream TV & this is very disheartening. The changes to SBS2 programming are extremely depressing!

**** Postcode above: 2089

SBS and ABC are the stations which I prefer to watch because of the quality of the programming and because of the absence or reduced impact of ads. I am watching SBS far less now because of the disruptive nature of commercials.

**** Postcode above: 4878

Appart from the news it is now difficult to differentiate between SBS and the commercial stations because of the inane and obtrusive advertising.

**** Postcode above: 2041

I rarely watch commercial stations because of the continuous advertising which disrupts viewing. Having advertisement during the SBS news is very annoying.

**** Postcode above: 4860

We love SBS and believe the standard of most programs on SBS are superior to the shows on other channels. The ads do annoy us and their placement is so intrusive that we have begun skipping programs and turning TV off if ABC doesn't have a good program going to air.

**** Postcode above: 2646

SBS is not what it was – we are in the process of losing a very valuable Australian institution.

**** Postcode above: 5069

i actively mute all ads and loathe them

**** Postcode above: 4810

SBS used to be my most watched channel. I no longer watch it at all since they started advertising in programs. It also seems to me that deals with Foxtel have resulted in the premium foreign language content being replaced with American crap.

**** Postcode above: 2296

NITV has been a great addition to the diversity that SBS provides

**** Postcode above: 2040

Why do "natural breaks in content" always appear at almost the same point (often at about the 25 minute and 55 minute mark in feature films)? A survey of the point at which such "natural breaks" are

discovered by the programmers would perhaps prove that the breaks are more determined by a particular time being needed.

**** Postcode above: 3055

It is not a question for me whether the commercials occur at natural breaks, I do not want them to be there at all.

**** Postcode above: 2026

My fundamental conviction is that there should be no commercial media at all, because there is little doubt in my mind that commercial interests will influence what media broadcast. I would have only publicly-funded media, and that governed by a Commission as independent as it is possible to make it !! So THERE !!

**** Postcode above: 5068

It is annoying when programs like "Inside" are shortened by this mindless advertising.

**** Postcode above: 5052

I am not a major TV watcher and usually restrict myself to news and a few other evening programs, almost always on either ABC or SBS. These days, if I get annoyed by an SBS advert break, I just switch it off.

**** Postcode above: 2070

SBS news program's are better than all the other program's. the trend to silly standup segments in the news seems to emulate commercial tv. Public broadcasting SBS/ABC is vital to quality radio/tv/Internet ie they have the public good as the goal rather than just making money.

**** Postcode above: 6008

We watch about 20% less SBS than we used to before ads were introduced. That also includes SBS 2.

**** Postcode above: 6019

mu family were avid SBS watchers and we have decreased our SBS viewing time tremendously. SBS cannot compete now with ad-less ABC and iveiw and even SBS on demand (which has one minute ads before the program starts).

**** Postcode above: 2045

The advertising dollar is obviously important to any organization trying to survive today. The problem for SBS is that disruptive advertising kills viewer enjoyment. If they opt for disruptive advertising to get more revenue they will destroy the station leading to even less viewer support. I'd be interested in Malcolm Fraser's views as he introduced SBS originally.

**** Postcode above: 2110

Since ads began I stopped watching SBS regularly as I used to

**** Postcode above: 2131

Ads within programmes are an irritant and therefore less likely to persuade me to buy the product ie they are disadvantageous for the advertisers themselves.

**** Postcode above: 2230

It is always difficult to go back once a change is in place. Withholding funding seems to be the only way to get the broadcaster's attention.

**** Postcode above: 4019

I absolutely HATE the commercials on SBS. I always turn on the mute button and walk away.

**** Postcode above: 3927

Five years ago almost all of my TV viewing was of SBS and ABC. When in-programme commercial breaks were introduced to SBS I found these to be so disruptive that my SBS viewing decreased to less than a quarter of what it had been before. I then purchased a personal video recorder, which allows me to record programmes for later viewing at times of my choosing. It also enables me to skip intrusive advertising. I now use the PVR for all programmes containing advertising, irrespective of the channel on which they are broadcast. And I now select programmes from a full range of free-to-air channels.

**** Postcode above: 2612

If the ad breaks increase I will stop watching SBS. I cannot watch commercial stations because the ads irritate me. I will switch all my watching to ABC or tape SBS programs and then fast forward through the ads.

**** Postcode above: 3101

More soccer matches shown on any of the four SBS channels.

More european movies shown on any of the four SBS channels.

**** Postcode above: 3079

Not only do we have disruptive and annoying as during programmes, we have to put up with them on 'SBS on demand' as well. This is really insulting to the viewer.

**** Postcode above: 6073

Advertising on SBS is totally disruptive and ruins my enjoyment of the service; especially during movies and the news and current affairs programs.

**** Postcode above: 2454

SBS-TV is our family's preferred TV station - about 80% of our viewing time is SBS and the remainder with the ABC. The disruption of commercial breaks is the major distraction and draw-back to viewing on SBS-TV for our family and for others we know. It seems SBS management is 'hell-bent' on retaining commercial advertising - a bad decision we believe. If SBS 'must' have commercial breaks PLEASE at least get rid of the 'in-program' breaks.

**** Postcode above: 2500

I am most concerned that the distinctive multi-cultural character of SBS and its public ownership be maintained.

**** Postcode above: 6163

far too many cooking shows, missing items like world music, leave sports to the commercial tv would like far more foreign culture programs

**** Postcode above: 4065

many years ago SBS was a true INDEPENDENT broad caster . have they run out of funds and are now 'forced' to advertise or are they just greedy ??

**** Postcode above: 5112

Often the commercial in program breaks promote sbs programs which would be far more suitable at the beginning or end of programs. Most ads seem like they would generate little income for the station anyway.

**** Postcode above: 6163

slow deterioration of quality in programming. ad breaks are intrusive & disrupt programmes

**** Postcode above: 3186

I don't think there should be any commercial advertising on either the ABC or SBS.

**** Postcode above: 3927

SBS has had some excellent, but poorly promoted, programs recently. I was a devoted viewer of 'Real Humans' but found the advertising very disruptive to the continuity of the story.

**** Postcode above: 4870

SBS is very important to me as it presents a global view of the world, not simply reporting through an Australian lens. In program advertising detracts greatly from the quality of SBS

**** Postcode above: 4878

keep sbs well funded and free of commercials

**** Postcode above: 2108

High quality local programs are very appreciated, such as Dateline. Japanese competition shows not so much. Foreign news programs must be appreciated by new australians. Keep the quality up. We do love sbs, no adds in shows. Thanks

**** Postcode above: 4884

TV commercials perpetuate the consumerist ethos on which capitalism depends thus allowing producers to exploit the greed and gullibility of people exposed to advertising.

**** Postcode above: 2037

I detest ads and I will not watch any programs containing them.

**** Postcode above: 4870

Like the ABC, SBS has started to imitate some of the worst aspects of commercial free to air broadcasting and this more like a stylistic decision to keep aligned with a non-thinking fashion.

Why are there program announcements during the ending of program material? Very often it is the playout of credits, together with music

while one is digesting what has just occurred, that there will be some crass announcement about the selling of dvd's or what is next on that station. Painful.

**** Postcode above: 2010

I watch SBS less than I used to because of the increased number of commercials and their increasing stridency and banality. I presume that others who detest commercials are also watching less.

**** Postcode above: 4552

We don't like advertisements during programmes - they disrupt the programme too much.

**** Postcode above: 2423

My wife and I now watch more recorded programs or DVD's to escape the commercials

**** Postcode above: 2477

SBS should not be allowed to become a commercial entity under the control of wealthy individuals.

**** Postcode above: 6008

Bring back Mary K

**** Postcode above: 6060

If I wanted ads, I'd watch commercial TV - which I don't!

**** Postcode above: 4885

The ad breaks are so annoying that I have often foregone SBS programs in favour of dvds where such horrible interruptions are not a problem. get the station indentifier OUT of the deutschewelle news too please...it is the foot in the door to worse I fear.

**** Postcode above: 2289

bottom line...its important to keep SBS operating wirhin its charter free from political interference....at the end of the daychanges must not give excuse for the pollies to interfere in SBS affairs.

**** Postcode above: 6070

SBS is a vital channel in making some connection with the many different nationalities now living in Australia. The content helps bring Australia into the wider world encouraging a very much broader perspective.

**** Postcode above: 2093

The more SBS emulates commercial TV, the weaker becomes its case for public funding, and the less reason it has to expect continued support from people like me.

**** Postcode above: 3016

I find advertising so disruptive and annoying that as soon as an ad comes on I change channels

**** Postcode above: 3101

SBS needs to remember that it is a not for profit organisation and they need to stand out from the rest of the commercial channels. Lots of docos and foreign films plus quality current affairs such as Insight is what makes SBS special.

**** Postcode above: 3150

Please cut down on repeat programs.

**** Postcode above: 4868

SBS screens many very informative programs in prime time, and I enjoy watching them. However, I find commercial breaks irritating and have often preferred to watch one of the ABC channels which are not disrupted in this way.

**** Postcode above: 4173

On both SBS radio and TV I think ads should have to meet criteria concerned with their potential effects on health and wellbeing of people and the environment. If the advertised product is patently harmful and / or the ad itself fallacious or misleading in this regard it should not be aired. Like the programs we love, SBS permitted ads too should reflect intelligence and mindfulness.

**** Postcode above: 5081

SBS is my window to a wider world than is possible on other TV channels. More content, especially documentaries, would be great.

**** Postcode above: 2539

SBS relies a lot on public funding yet seems to be increasingly behave like a private, commercial broadcaster.

**** Postcode above: 5014

The SBS Charter should be amended to make it quite clear that the SBS must not broadcast commercial advertising.

**** Postcode above: 2296

Mid-program advertising has discouraged me from watching SBS at all.

**** Postcode above: 4070

SBS is a public broadcaster and should not have to run advertising. It should be funded by the government and donations.

**** Postcode above: 3149

Capitalism is not evil, but it has no place here on our beloved sbs !

**** Postcode above: 3666

My enjoyment (and my wife's) has been largely ruined by the inclusion of advertisements in the course of SBS programmes. We frequently decide not to watch the programmes because we know that the advertisements will destroy our pleasure in them.

**** Postcode above: 5276

I don't mind some commercials between shows only if it helps maintain independence of SBS and helps with funding but not during programs

**** Postcode above: 4870

i do most of my television viewing on line rather than free to air. I rarely choose SBS because of the in program breaks.

**** Postcode above: 2540

Constant advertising interruptions, many repeated within only minutes of each other make for VERY FRUSTRATING viewing.

**** Postcode above: 6018

I no longer watch SBS - I keep track of the programmes being broadcast, but now purchase boxed DVD's of drama series of interest (lately "Spiral" - internet purchase from the UK, and "Borgen" -

internet purchase from Denmark. As a taxpayer I am more than happy to support publicly owned broadcasting, but I resent the fact that taxpayer funding is now used to provide an advertising platform. Surely we have enough advertising already, without this!

**** Postcode above: 6007

I'd like to see SBS broadcasting more programs in French, including lifestyle programs.

**** Postcode above: 4068

At the risk of sounding like a cultural snob, I agree with SBS's decision to isolate the bulk of the crass, distasteful and self indulgent garbage to SBS2. Perhaps they could move all the commercials there too?

**** Postcode above: 5069

Please do not ever allow fanatical religious groups to suppress or control the balance of content of shows to be broadcasted.

**** Postcode above: 5000

After a gap of not watching SBS for a while, I don't know how to access SBS1. There must be a lot of people like me who can't access SBS 1 for want of information.

**** Postcode above: 5063

Please make SBS like the ABC I mean by that no commercial interruptions. The SBS commercial breaks completely destroy my enjoyment of the program and as a result I do not watch SBS as much as I once did.

**** Postcode above: 3146

SBS has become greedy To take tax payers funds and carry advertising is disgraceful. Shame on you SBS. Has the Board fallen asleep at the wheel? Board members do your job - get rid of the ads inside the programe, tell your management to actually make SBS what is was intended to be which includes only having the advertisements top and tail of programe, not in them. And stro crying poor. you are not.

**** Postcode above: 3141

The only virtue of commercial advertising in-program, is that I can go to the toilet without missing anything.

**** Postcode above: 7008

SBS is getting more commercial than commercial channels. Ads during news is just to much.

**** Postcode above: 4061

We used to watch ABC and SBS almost exclusively. Now we watch SBS far less because of the increasing commercials that are totally out of keeping with its original charter.

**** Postcode above: 2448

We hardly ever watch SBS these days, finding the ads intrusive and irritating and the programs less interesting than previously when we watched SBS mostly. We especially feel that Australian audiences need to be exposed to programs from the rest of the world instead of American, poor quality, consumer oriented rubbish. We NEVER watch commercial channels for these reasons and are now dependent upon ABC but would like to have a choice of NATIONAL, taxpayer -funded TV.

**** Postcode above: 2482

Personlly I have nearly stopped watching SBS which was my preferred channel for many years because of these horrible advertisements that do not belong here.

**** Postcode above: 2034

I watch SBS far less than I used to, as a DIRECT result of too many advertisements breaking up the flow of the program.

**** Postcode above: 2600

SBS is unique in the world. Let's not taint its uniqueness by the intrusion of elements (such as advertising and irrelevant local content) which are not in the spirit of its original charter.

**** Postcode above: 2880

I had written to SBS about this when they first started implementing commercial breaks within the programs. They replied by saying it was necessary in order to survive! And then they started using commercials online too. I have stopped having tv in the past 2.5 years because I was disapointed. I now occasionally use SBS on demand but get frustrated because of the ads. I have also noticed in the Past few years that a lot of programs are repeated and that the selection is quite poor. A pity...

**** Postcode above: 3206

SBS should be the channel of viewers choice.

**** Postcode above: 4868

SBS was better when it had less public funds and no adverts or only between program ads. The commercial breaks within programe has ruined it and now SBS is just plain greedy. The once most relevant broadcaster in my life ever, is now the most irrelevant.

**** Postcode above: 3146

I am not sure whether or not SBS is subject to more commercial influence but whenever advertising is courted the possibility for such influence definitely does increase.

**** Postcode above: 3460

I lament the fact that in a world of increasing uniformity, SBS has chosen to go with the lowest common denominator.

**** Postcode above: 4870

I rarely watch SBS any more. Only ABC

**** Postcode above: 5022

Some wonderful programs, presenters and presentation. Please don't spoil it with in program commercial breaks.

**** Postcode above: 2538

Shame on SBS management and a Board asleep at the wheel you have ruined our TV station. Why won't you listen to the community, "stop disrupting the TV programs!" SBS greed has distracted you and SBS does not deserve a single penny more from taxpayers whilst continuing with commercial breaks. And stop crying poor. To the Board, you really have lost the plot. Fix the problem. SBS, you are the problem, not lack of government funds. Understand that and you will be able to remove the breaks from your on-air and internet programs. Without that, you have no purpose. Until you change to a broadcaster relatively free of commercialism, like you once were, I can no longer support you.

**** Postcode above: 3146

SBS does not seem to me to be living up to its original charter and yet multiculturalism is just as important as ever. I don't watch television much, but when I do, I find less to watch on SBS. This has been a gradual slide and I'm not really sure how directly related it is to the

advertising. There's also the ratings issue and discontent with being a "minority" channel. As well, I do think that there should be greater employment of NESB people at SBS and that would have an effect. The ads are often really offensive. The other day I saw FANTA ads (junk food) during a time when children might be watching. I had to answer question 5 but I don't want a decrease in local content -- I remember when SBS worked out of Elizabeth Street and then milson's point -- perhaps the SBS administration could revisit what enabled the channel to survive then and consider savings in other areas than local content. To me the problems came in with inappropriate management some years ago.

**** Postcode above: 2193

If advertising is maintained on SBS, at least please do not increase the amount of advertising to the horrific levels which are presently on commercial TV programs. If this happened, I would stop watching SBS altogether!

**** Postcode above: 2082

reduce soccer coverage and comment

**** Postcode above: 2539

Please take the opportunity to create more locally made LOTE program's, I acknowledge the funding needs. ... But take care not to destroy the SBS role as a world leader in influencing and nurturing a diverse multi ethnic Australia which enlivens and encourages mutual empathy, understanding and curiosity

**** Postcode above: 3095

We watch a lot of SBS programs and groan most times when an advertisement disrupts our viewing. It's annoying because it's like watching crummy commercial TV, but more annoying because commercial TV programs usually aren't as good as those on SBS.

**** Postcode above: 3791

Sbs and sbs two often have commercial breaks at the same time, really annoying. Too many cycling sports shows, too many repeats.

**** Postcode above: 2068

Music before news programs to loud!

**** Postcode above: 3133

Appendix 2

DATA



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 = 459, 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?

APPENDIX 3

COPYRIGHT

In the public good, Save Our SBS Inc releases this submission (including text, graphs and appendices) – in the public domain – free of copyright restrictions to any person, educational institution, government, parliament, political party, news or other organisation, body or publisher who wishes to publish or republish this submission in any report or publication or quote from this submission in-part (provided done so in context) or full, including the SBS Community Advisory Committee, the SBS Board and the Special Broadcasting Service Corporation however with acknowledgment to *Save Our SBS Inc (SaveOurSBS.org)* as the author of this submission.

The issue is one of the integrity of the broadcaster and its sensitivity to the artistic content it puts to air. I have no problem with news programs, or sport or magazine shows being interrupted by ads, but I have a huge problem with drama and movies being interrupted. Overall I think it is disagreeable to have any advertising on SBS and believe that Government should fund the organisation adequately, but given this is not the case, then some form of commercialisation is economically necessary. But for God's sake, the management at SBS need to be sensitive to viewers not wanting quality programs being interrupted by ads. I suspect much of viewers' angst would abate if SBS were not so intransigent on this issue. That they are intransigent tells me, like many others, that the bean counters are in charge with an eye only on the dollar, and that the artistic souls who should be setting the agenda (and did formerly) are not being heard. Please, can we have a reversion to programming principles that are respectful to viewers. The SBS brand is only being damaged by the present policies. Can SBS afford to alienate its viewers in such a way? I think not.

**** Postcode above: 5081

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