

This contains colour coded graphs and is best printed in colour.



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Survey 2017 about SBS

Executive summary

The **Survey 2017 about SBS** is the third in the series of periodic surveys undertaken about SBS. This was a Google Forms survey.

The earlier (non Google Forms) surveys were conducted in 2013: *A study of 2044 viewers of SBS television on advertising, Charter, relevance and other matters* (n = 2044); and 2008: *One Minute Survey* (n = 1733).

Across all three surveys, three different cohorts totalling 4953 SBS viewers nationally have been surveyed from every State and Territory.

Some 47 questions covering a range of topics were asked of participants in the *Survey 2017 about SBS*.

1176 people took part in the online Google Forms *Survey 2017 about SBS* over a one week period in April 2017. The survey was open to anyone with internet access.

The data collated is conveyed in easy to read colour coded charts and graphs (pages 6 to 36). Subsequent pages contain some 1500 individual comments from four categories within the survey: relevance; internet; increases in advertising; and comments of a general nature.

The survey covered 21 topics from the importance of SBS - to Charter - programming, funding and more.

Key points

Of the 1176 people who participated in the survey–

- Close to 95% do not want increased advertising and they say that if there is an increase in advertisements, then the law ought to restrict advertisements to before or after programs only - except in sport - like SBS used to be.
- 94% say that SBS is very important to them.
- 87 % would be very concerned if SBS were merged with another broadcaster.
- 91% say that most in-program advertising breaks look forced or artificially contrived and it would be misleading to describe these as natural program breaks. A similar finding (92%) was found in the 2013 survey from a different cohort.
- Upon reading the Charter, 72.74% said SBS is less faithful to the Charter since it introduced in-program advertising. This is the third cohort surveyed on this and replicates the 2008 (71.60%), and 2013 (72.10%) survey findings.
- The two most wanted television programs types in peak viewing periods are:-
 - Foreign language movies (subtitled) 77%;
 - Foreign language series (subtitled) 58%.
- 71% want SBS to establish a new free-to-air channel in which a very high proportion of primetime and other programs are exclusively or predominantly in languages other than English (subtitled) - 'LOTE TV' - and 78% say it is important or moderately important that advertisements are scheduled between programs only on LOTE TV, should SBS create a LOTE TV channel.
- 85% say SBS asks for too much personal information to sign into the SBS On Demand service while 91% want the service to operate as it did previously without requirement for a user account.
- 97% are opposed to increased advertising in any part of the schedule and 94% regard it as very important or important for the law to restrict advertisements to before or after programs only - except in sport - (like SBS used to be) if there is to be an advertising increase in some or all parts of the schedule.
- 94% want the Australian government to invest a significantly greater portion of funding in SBS as security in a socially cohesive multicultural society.

Breakdowns of the above and other topics are covered in detail in the pages that follow.

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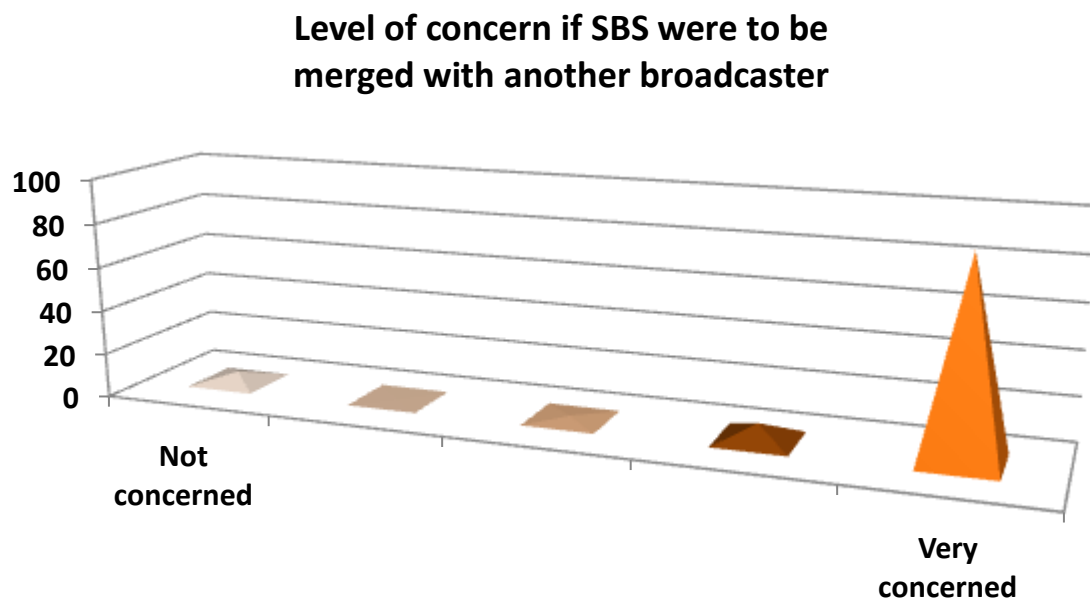
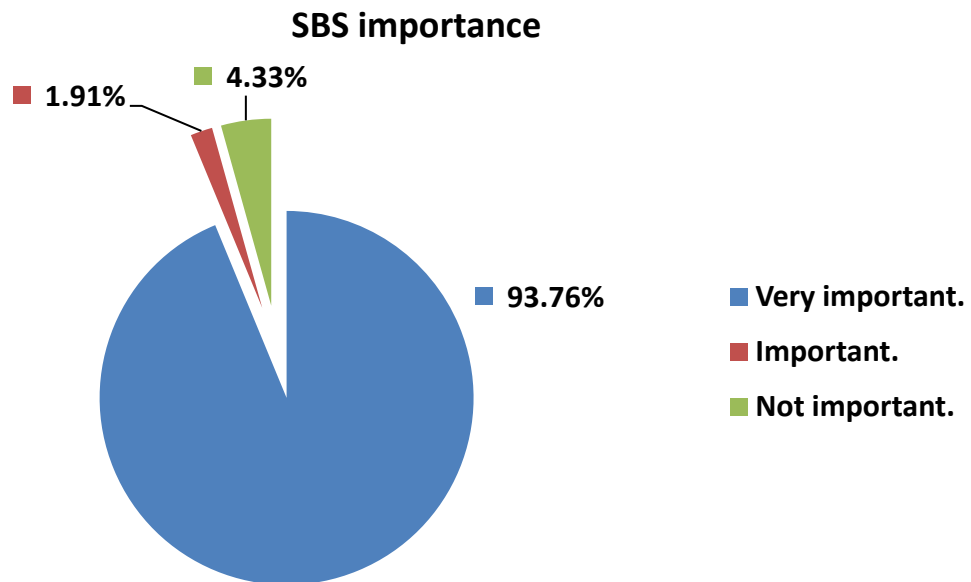
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Survey 2017 about SBS (findings)

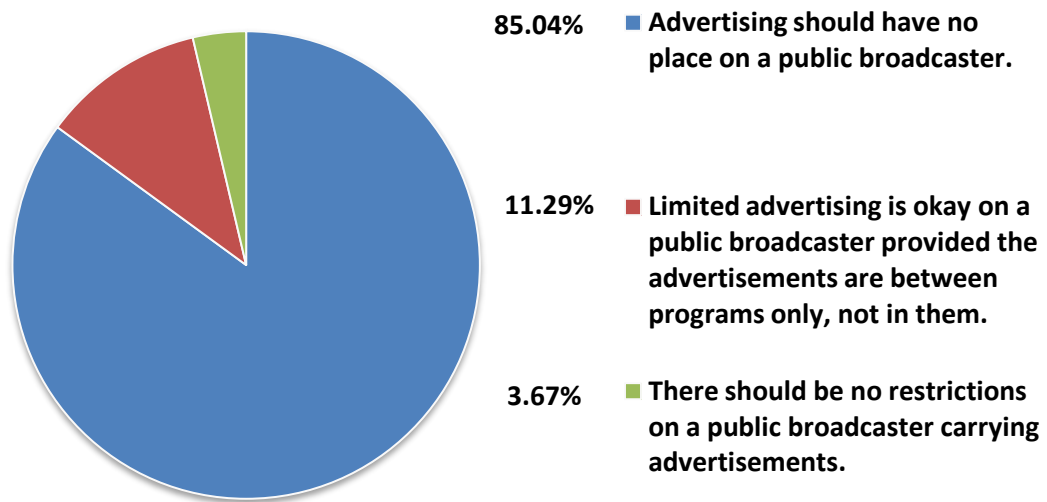
- 1176 survey participants.
- Google Forms survey conducted online during the first week of April 2017.
- All findings in the charts and graphs are expressed as a percentage (%) of the total number of participants.

Importance

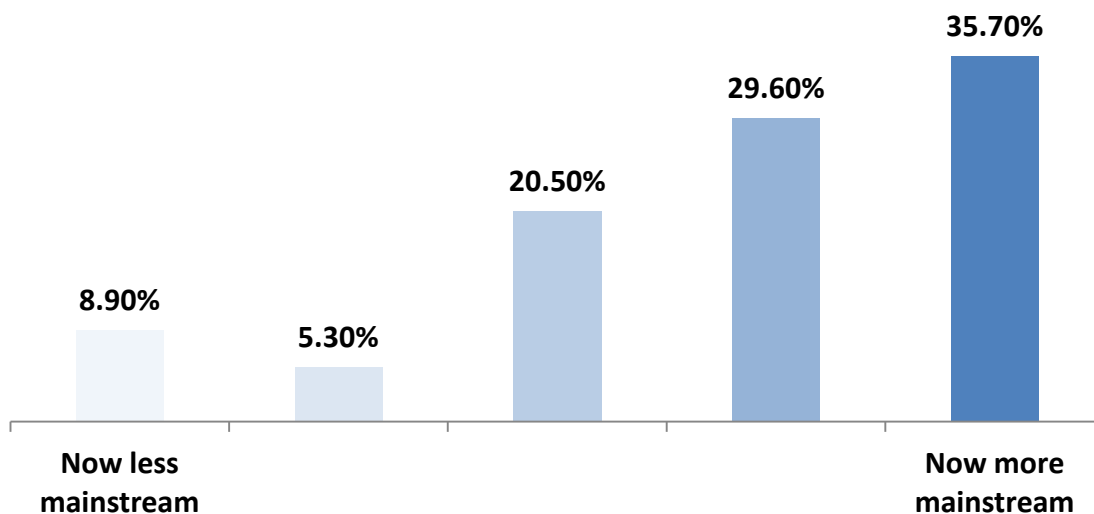


Advertising

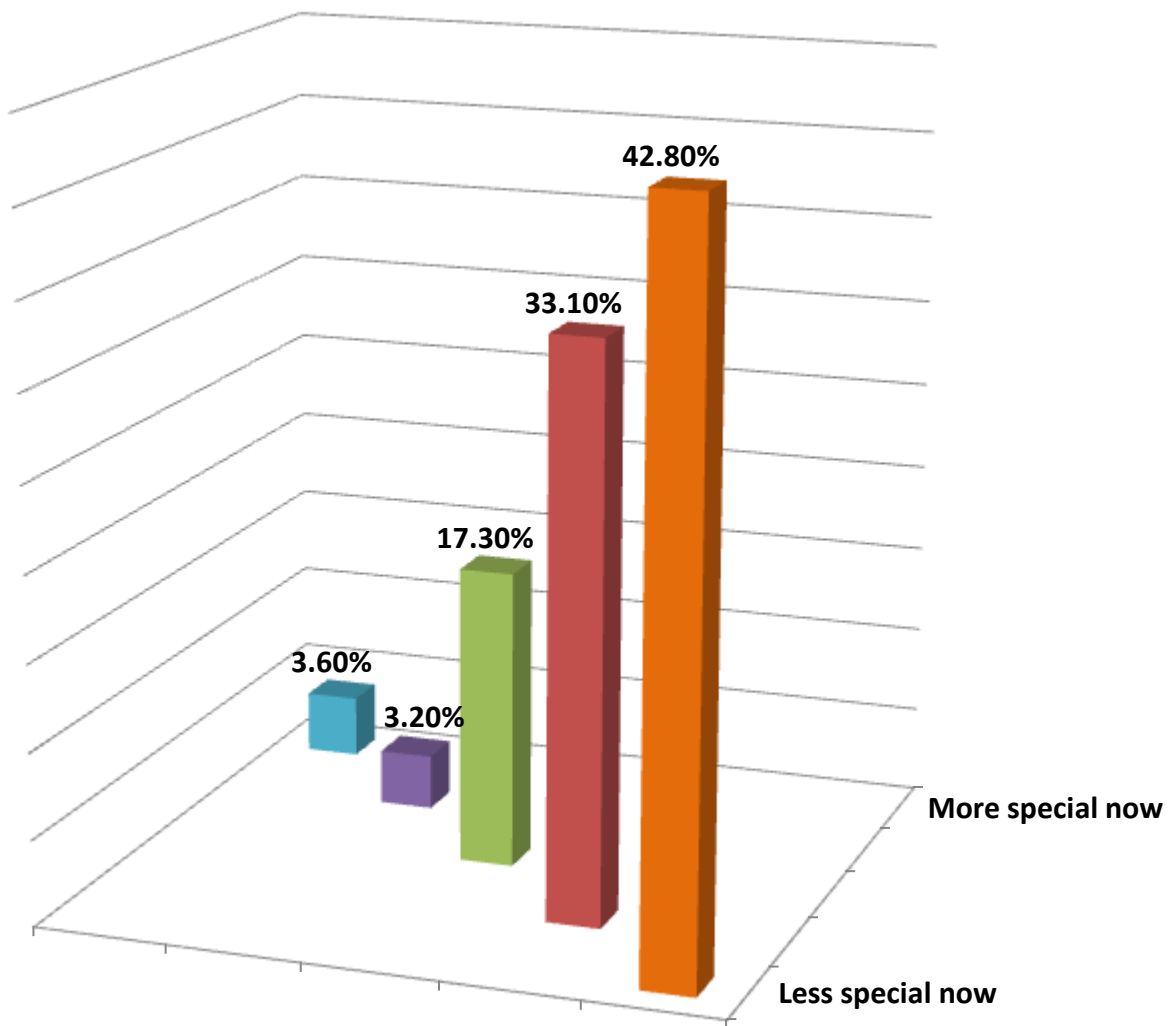
Advertising on a public broadcaster attitudes



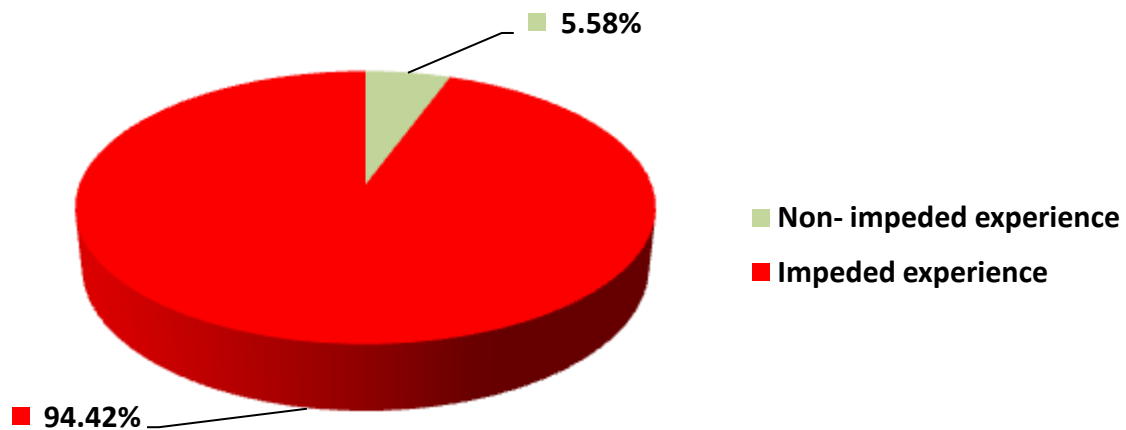
'SBS mainstream level' increase/decrease: Now compared to 10+ years ago



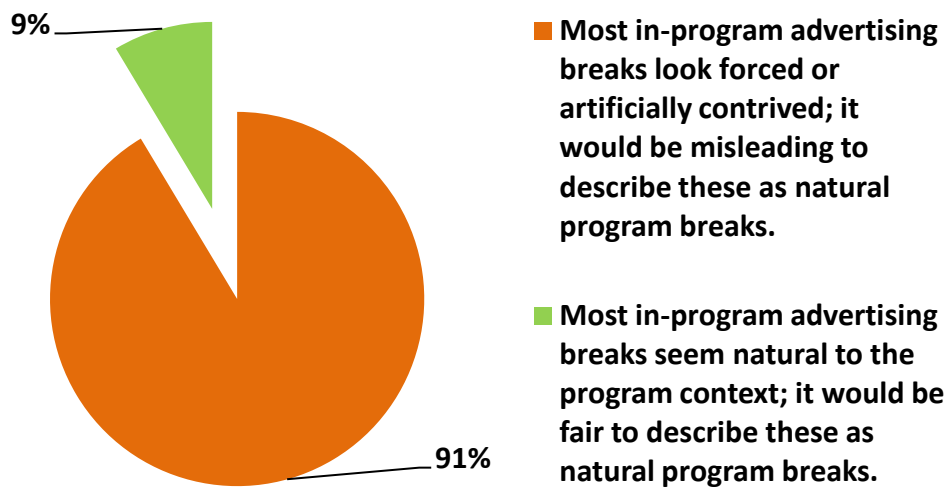
**'Specialness of SBS' increase/decrease:
Now compared to more than 10 years ago**



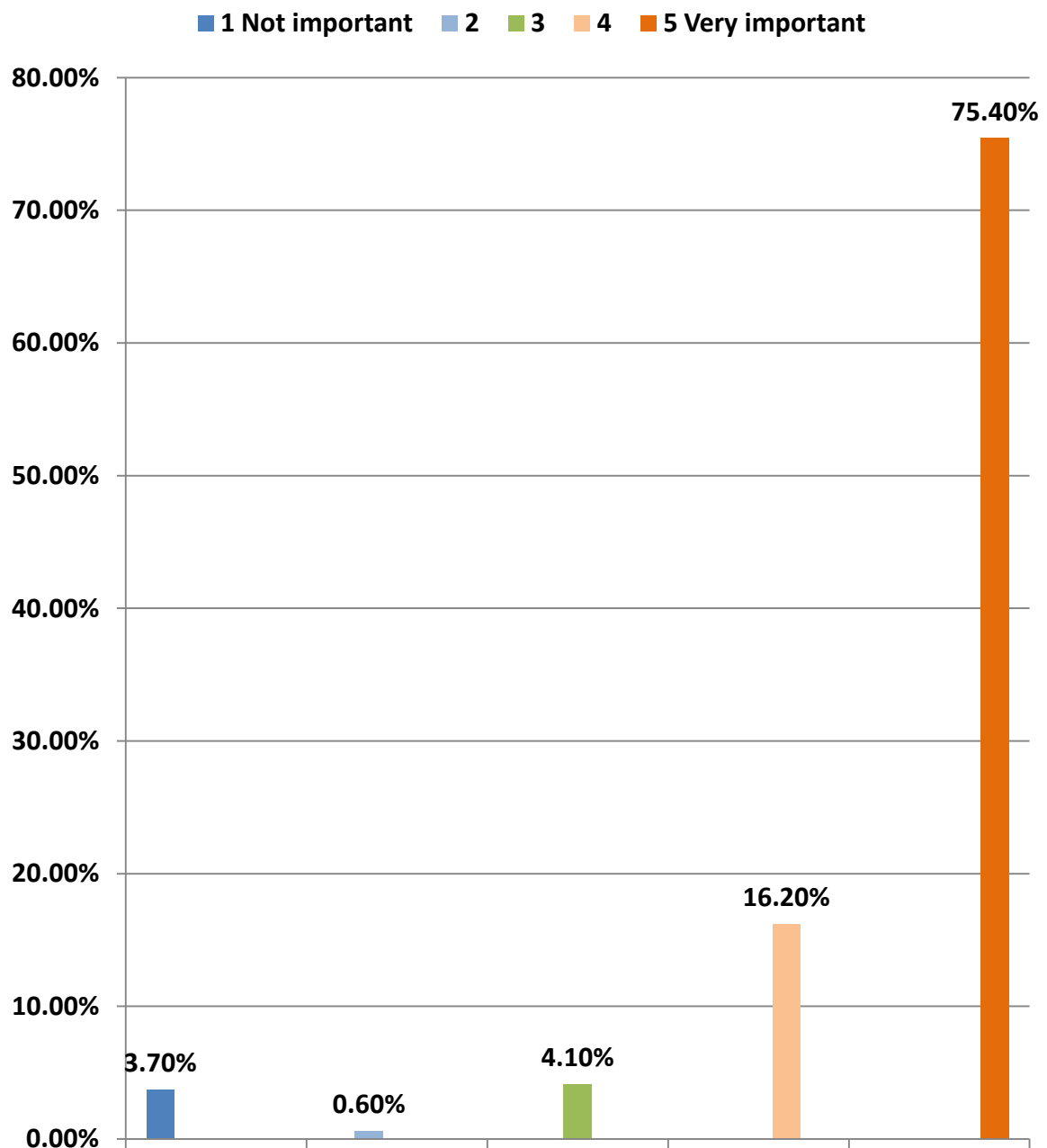
Impediment to viewer experience from in-program commercial breaks on SBS-TV



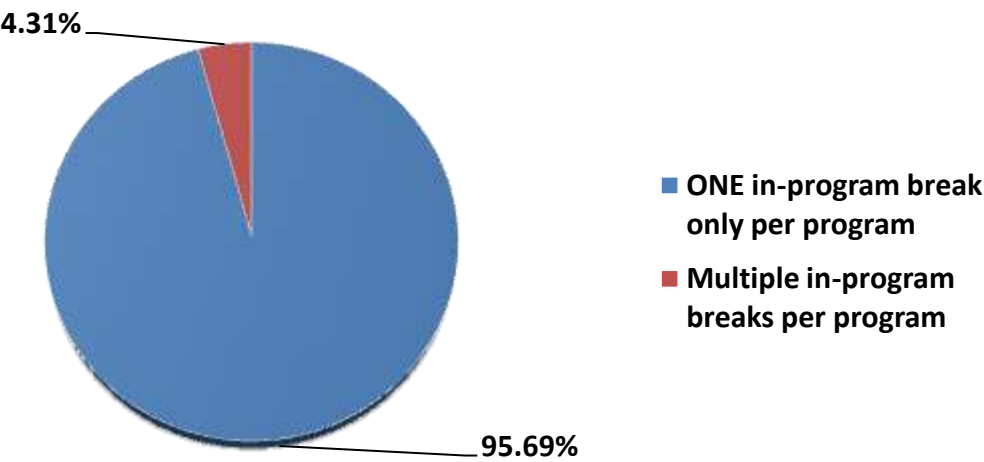
Natural program breaks assessment



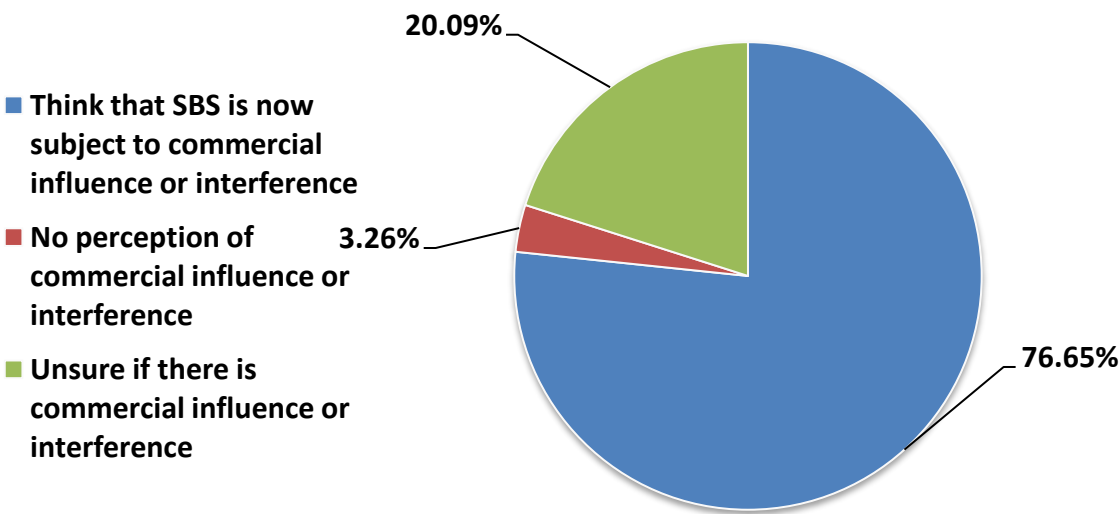
Importance to remove in-program commercial breaks



Preference to limit commercial breaks to ONE in every program should in-program advertising remain on SBS

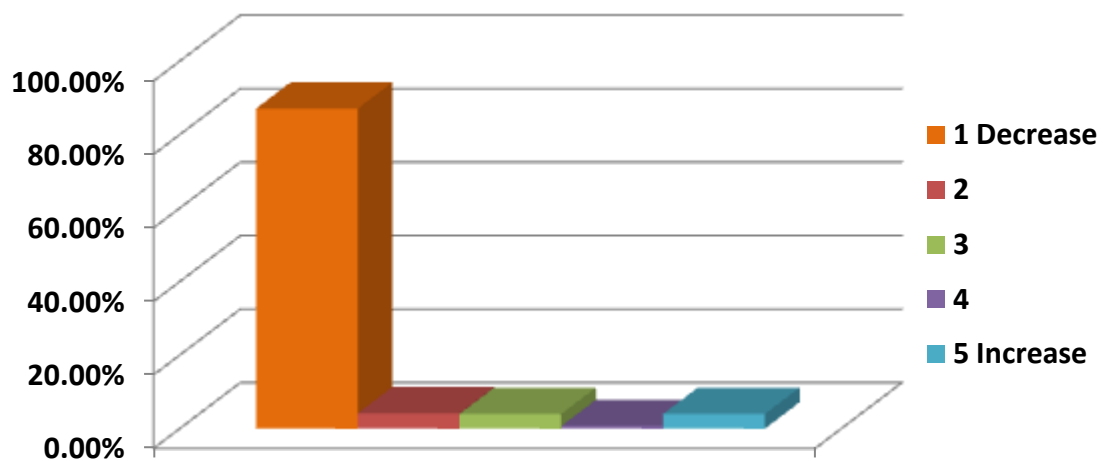


Perceived commercial influence or interference on SBS

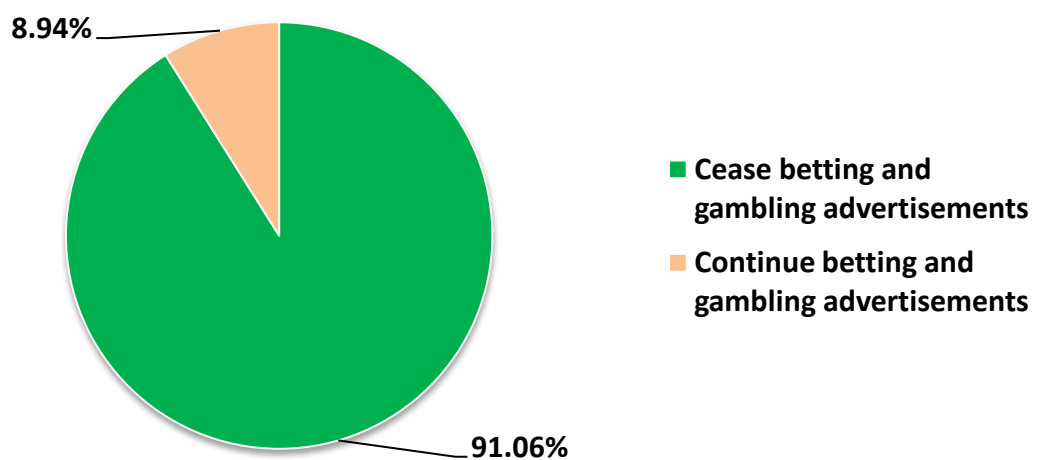


Betting and gambling advertisements

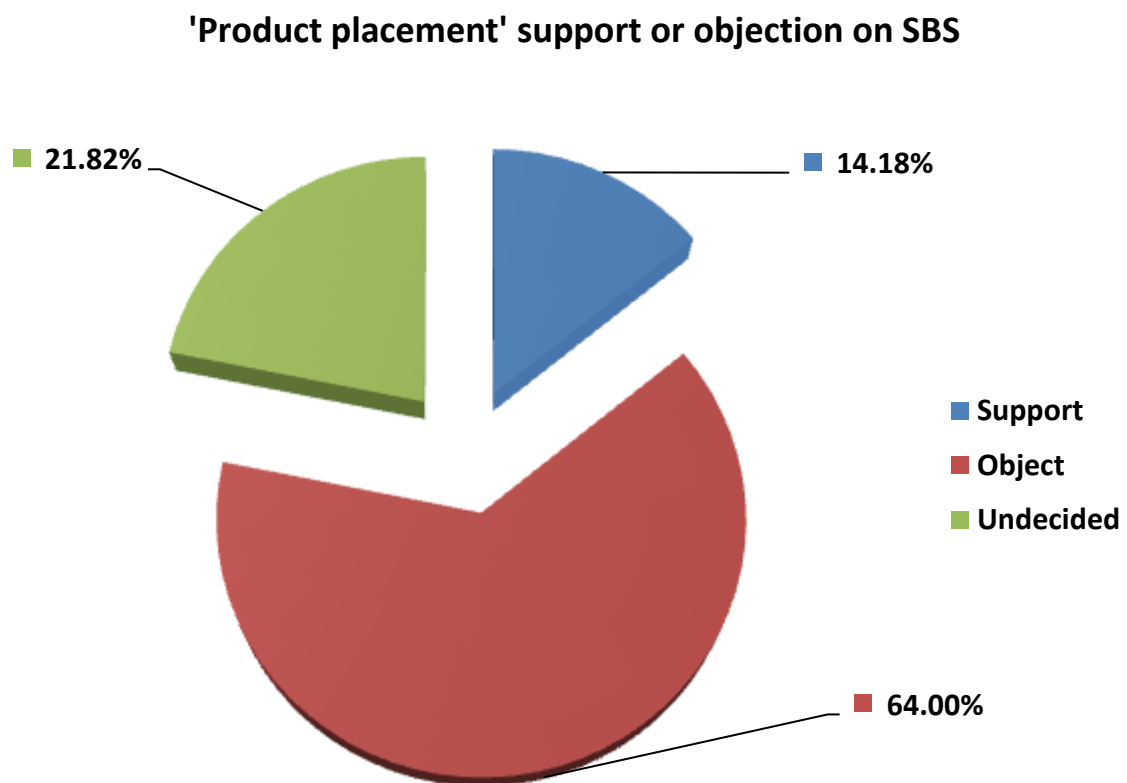
**Beliefs of social cohesion decrease/increase
from betting and gambling advertisements**



**SBS viewers who desire SBS
cease broadcasting betting and gambling advertisements**

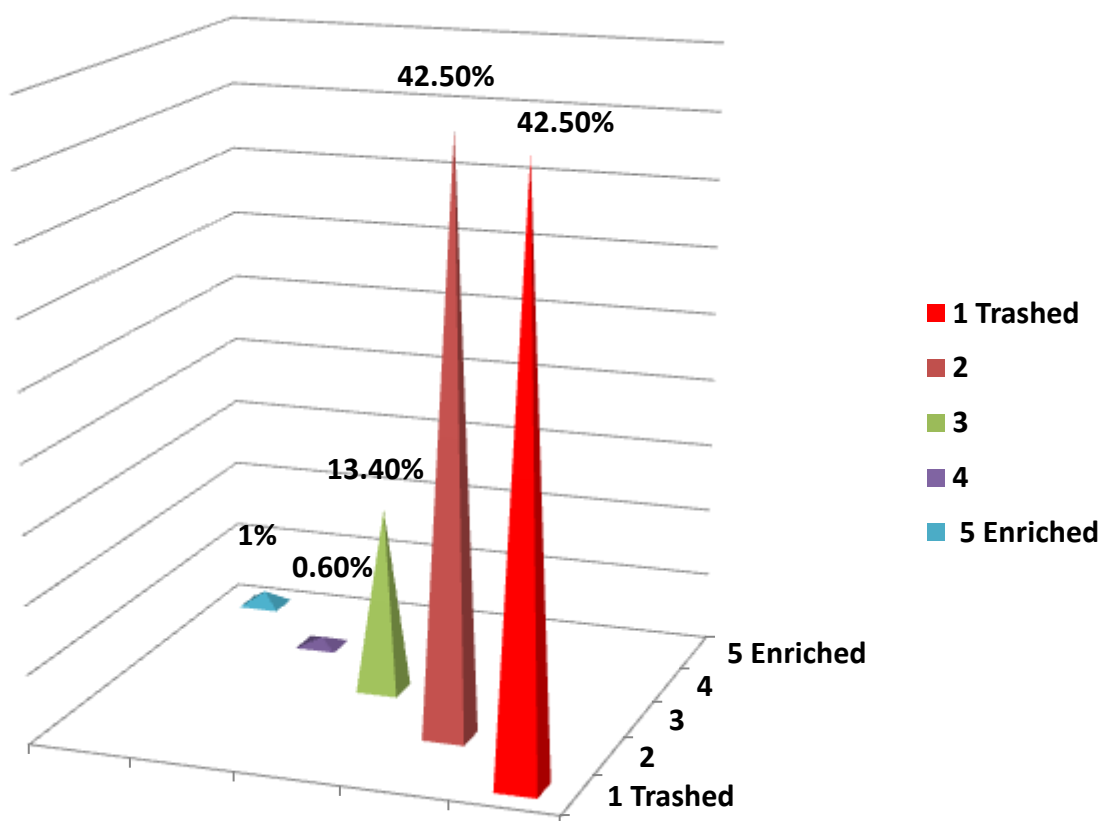


Product placement



Brand

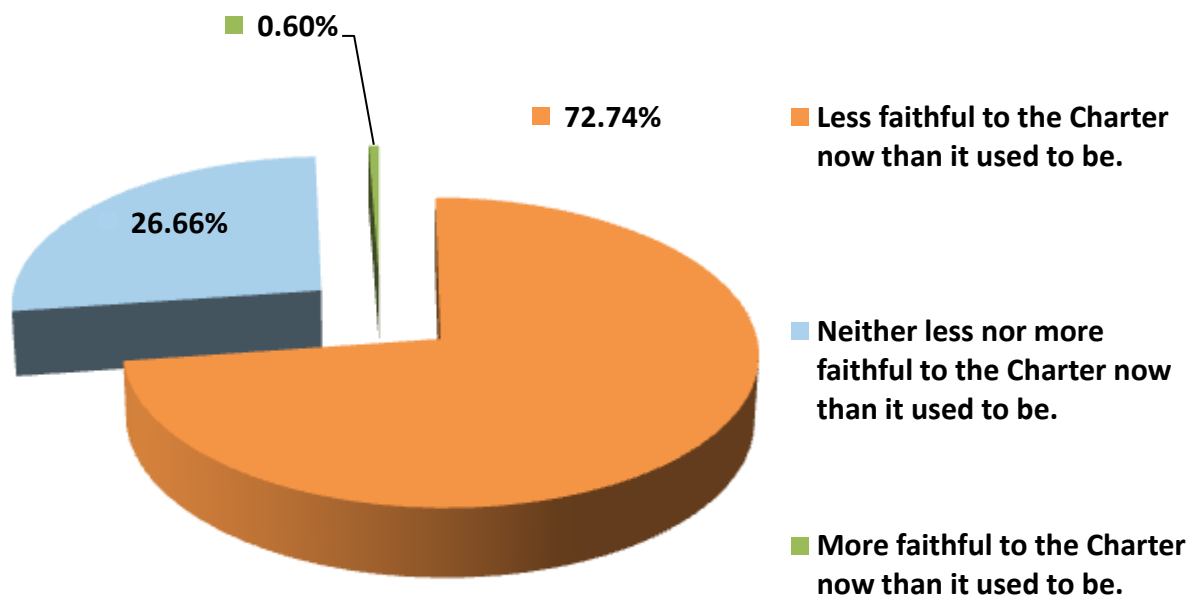
'SBS brand' change with in-program advertisements



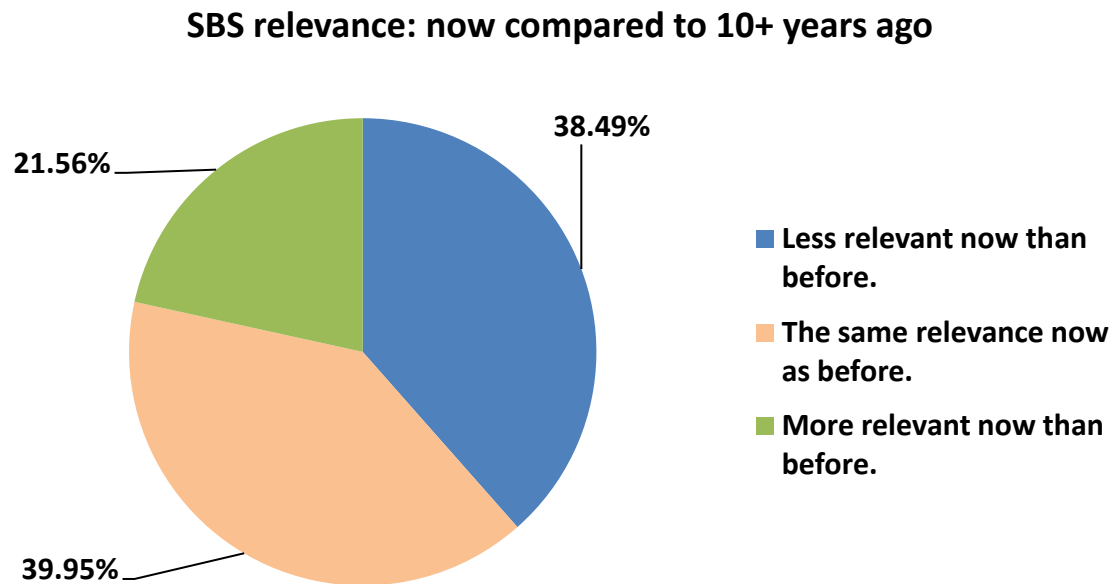
Charter

The text of the SBS Charter immediately preceded the question about the Charter and remained available for the duration of the survey.

Faithfulness to the SBS Charter since in-program advertising began



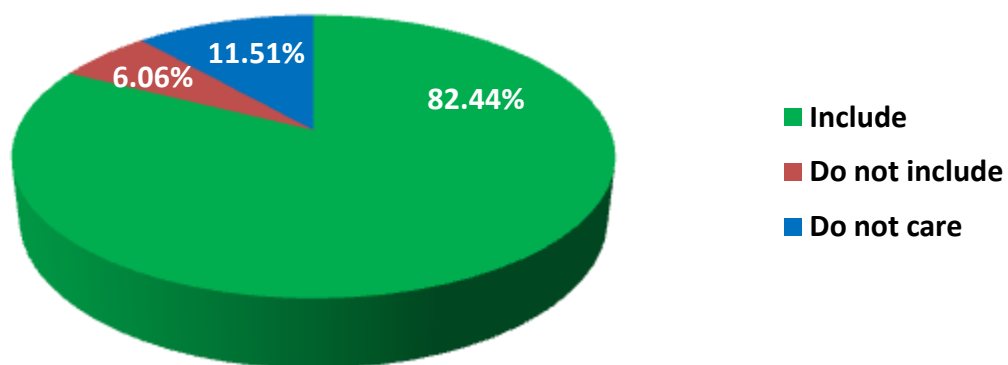
Relevance



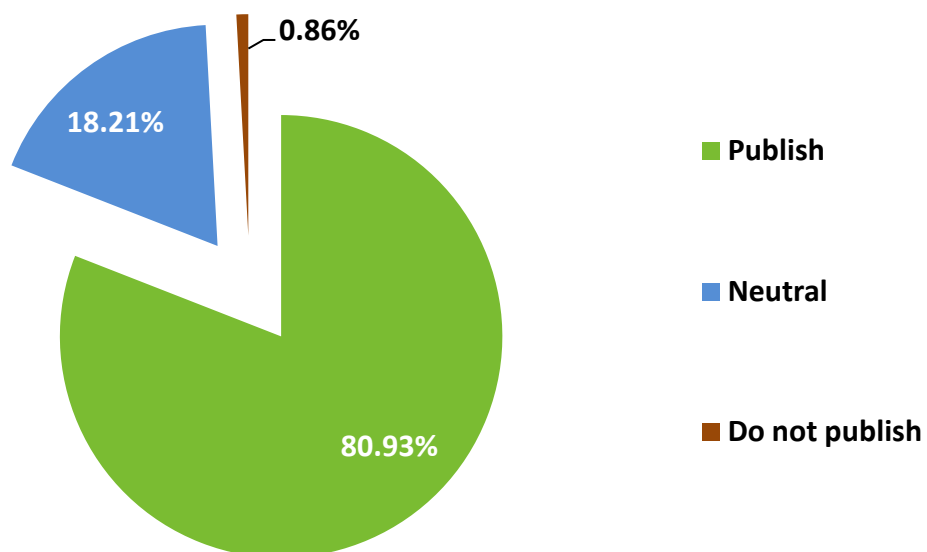
For comments as to why less or more relevant – see Appendix A.

Regulation

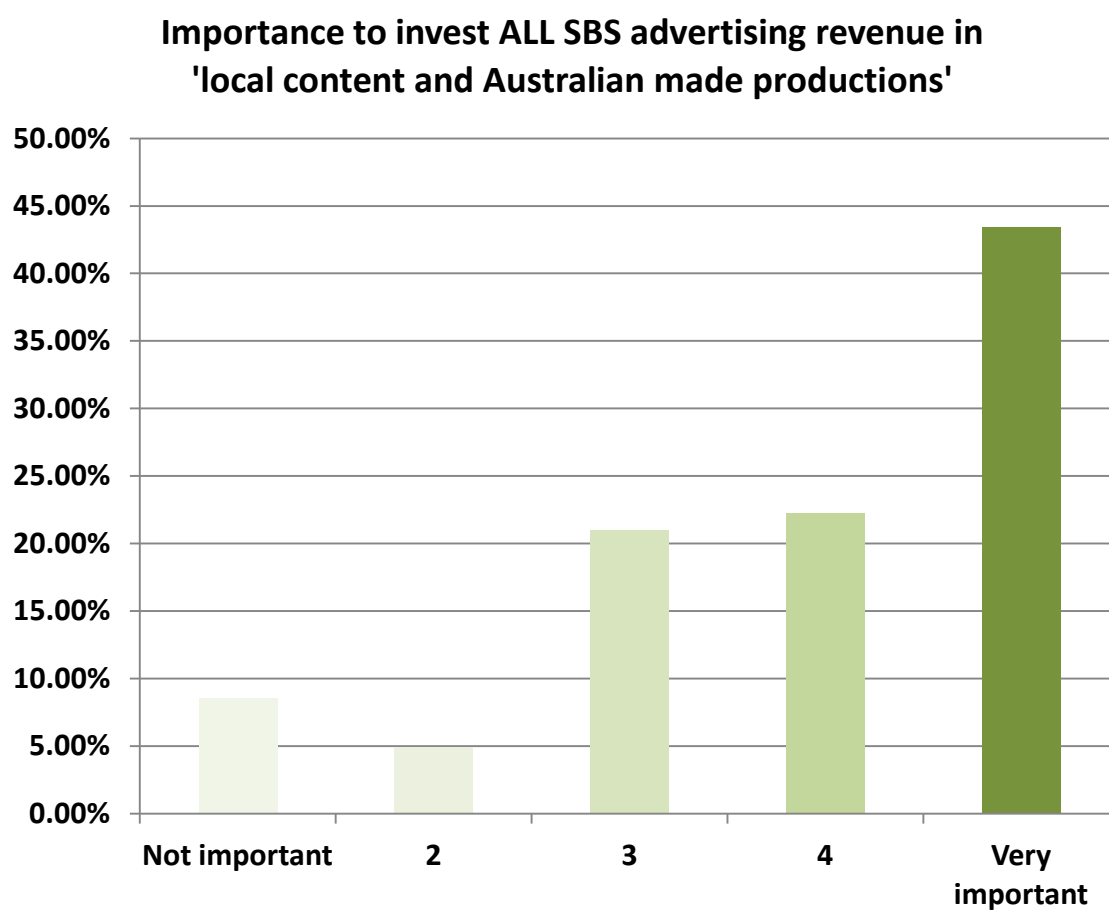
Viewers wanting SBS to include a definition of "natural program breaks" in the SBS Codes of Practice (as opposed to the Guidelines outside the Codes) in the absence of a legal definition



In the public interest and for transparency the SBS Board ought to publish the Board Minutes

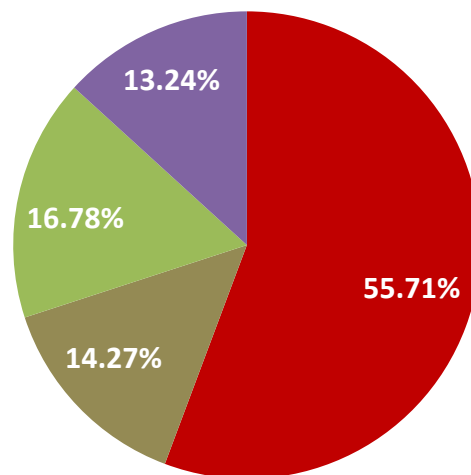


Australian content

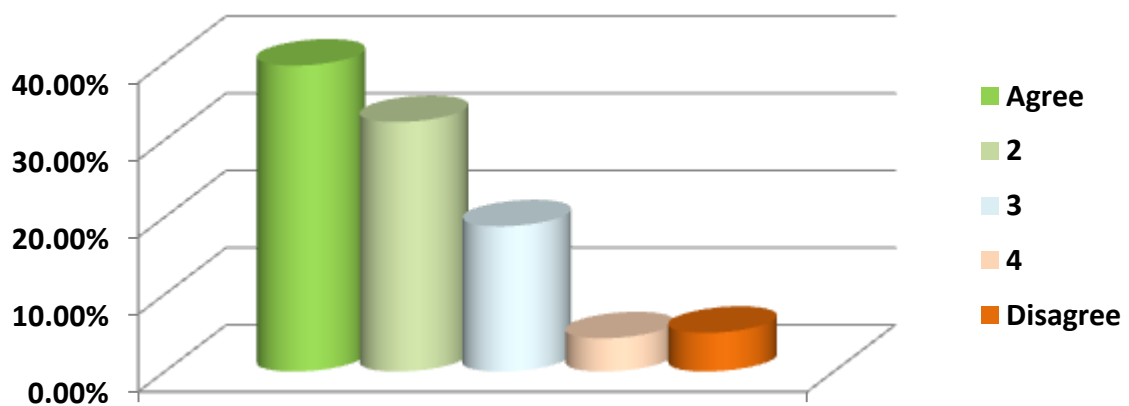


SBS-TV now compared to 20 years ago

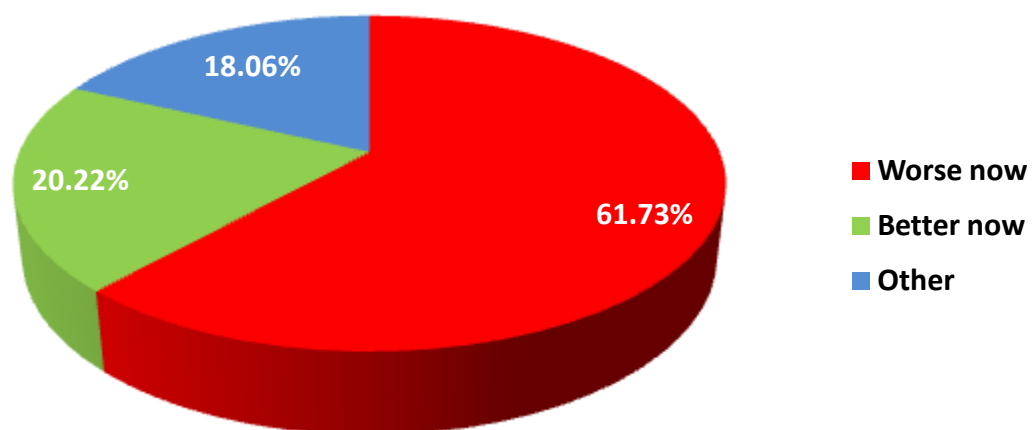
- Worse now than 20 years ago
- Neither worse nor better now compared to 20 years ago
- Better now than 20 years ago
- Cannot compare now to 20 years ago



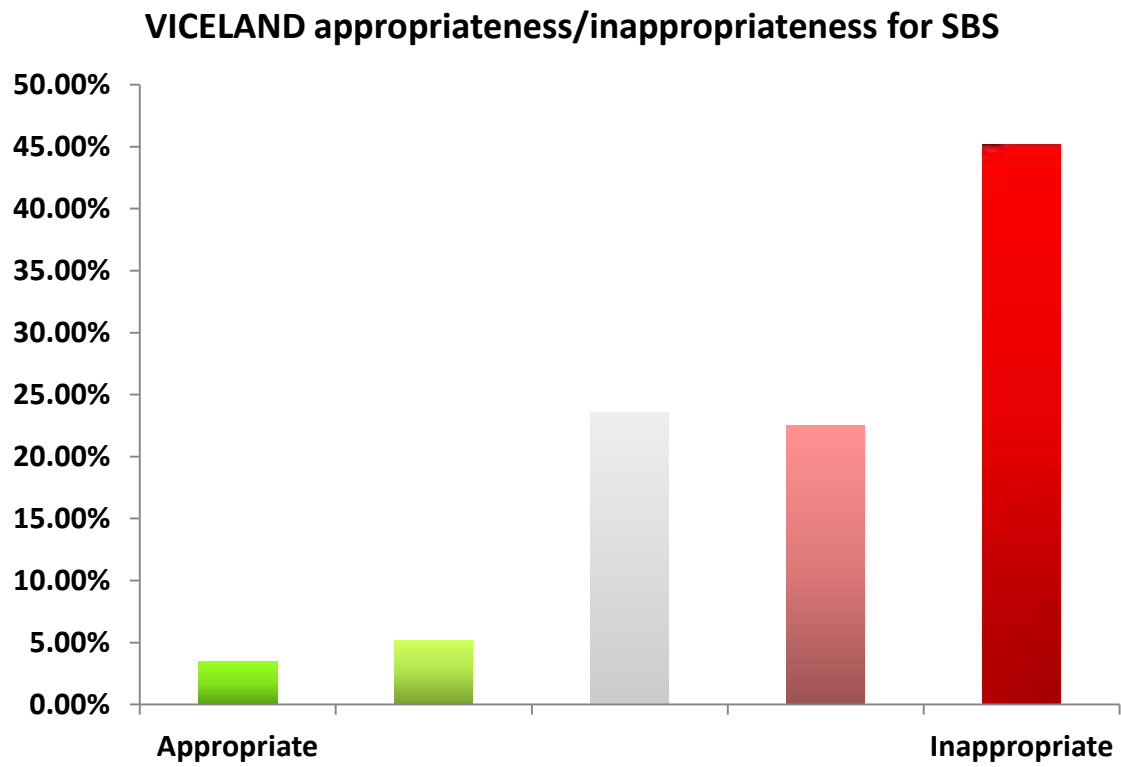
Commercial strategy fails multilingual and multicultural services: agree/disagree



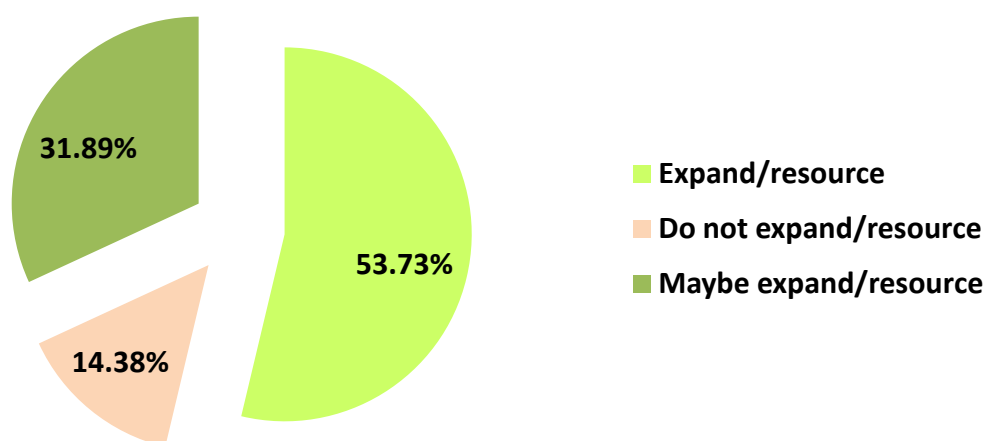
**SBS main channel assessment over time:
now compared to 10+ years ago**



VICELAND

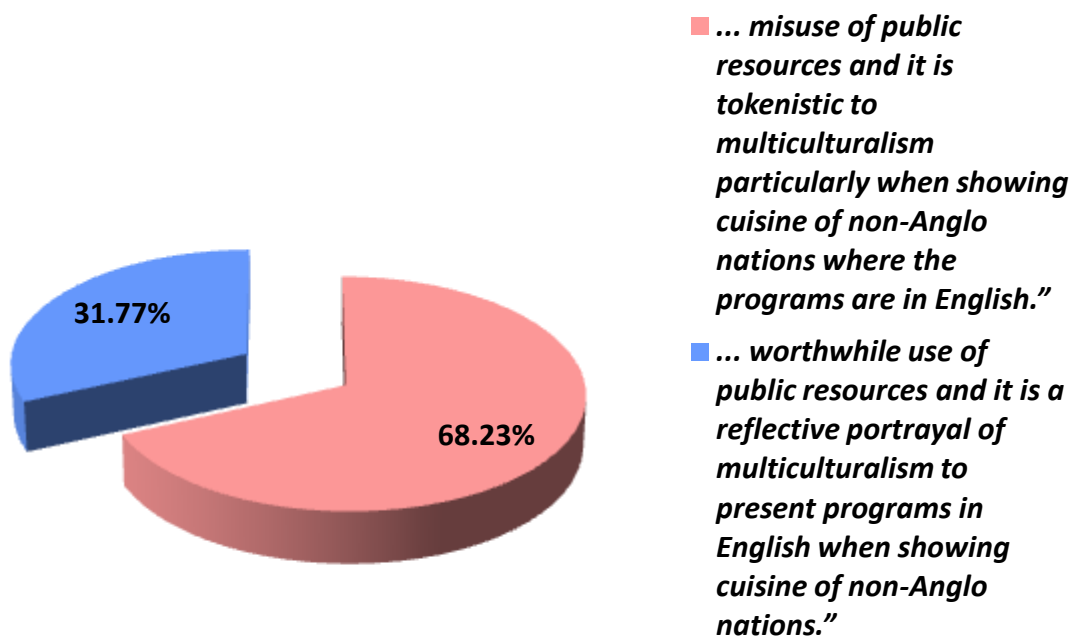


Expand/Resource NITV

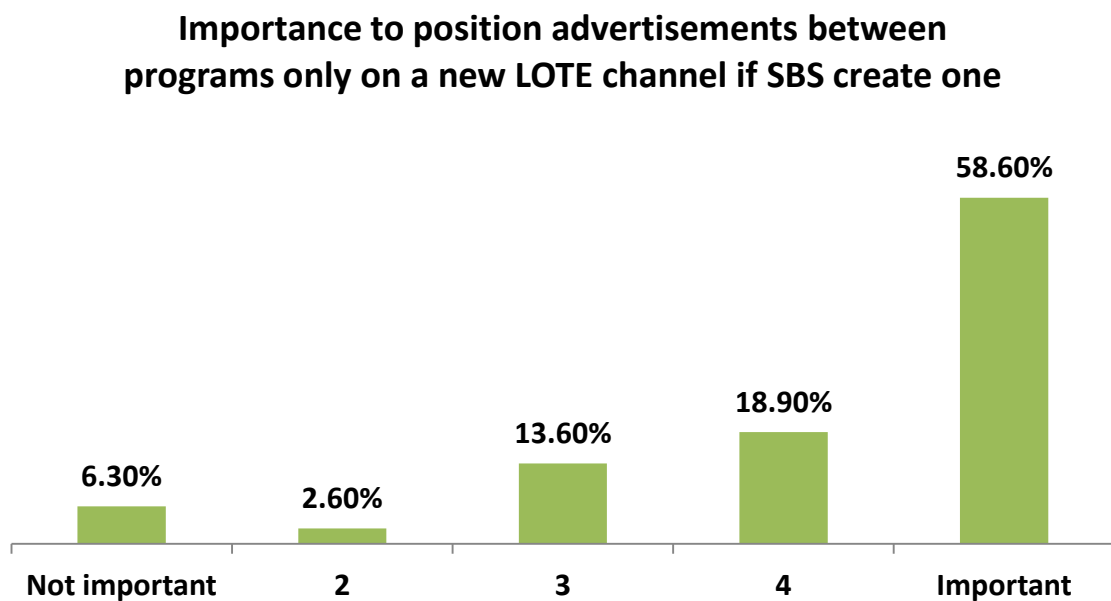
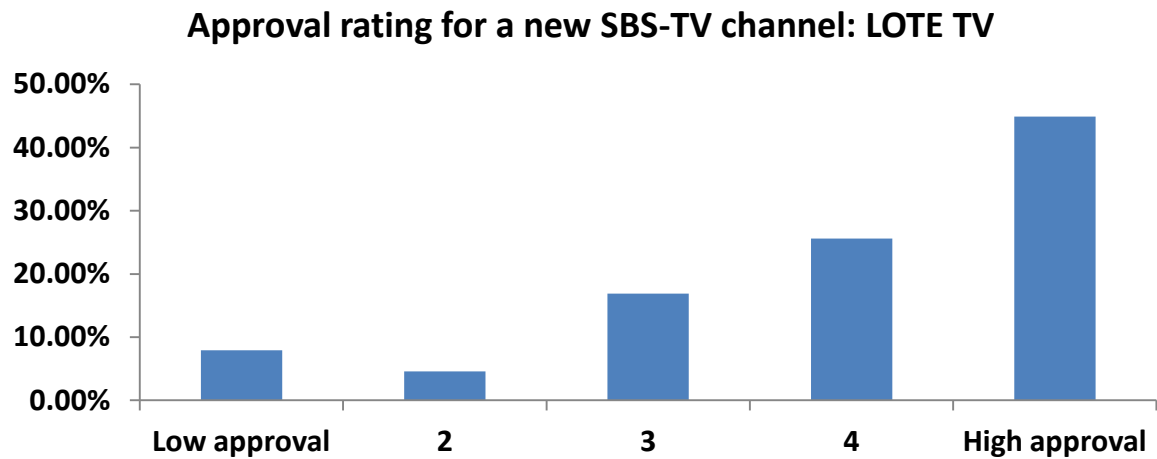


Food Network assessment

"The Food Network is a...

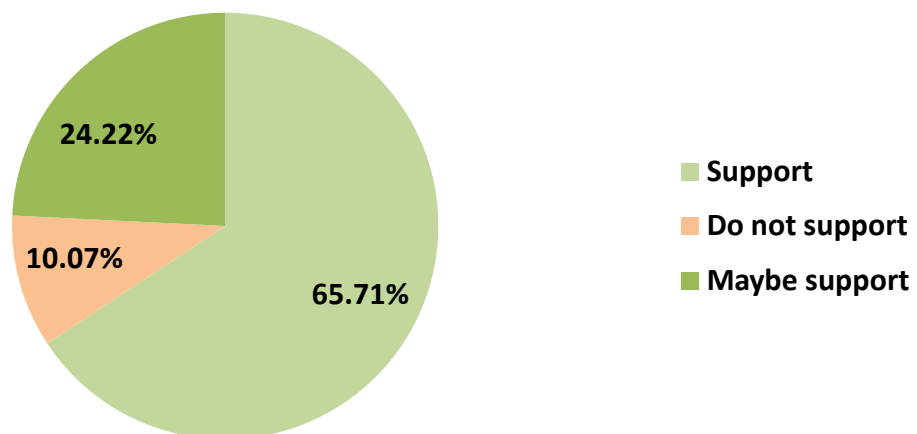


New channel

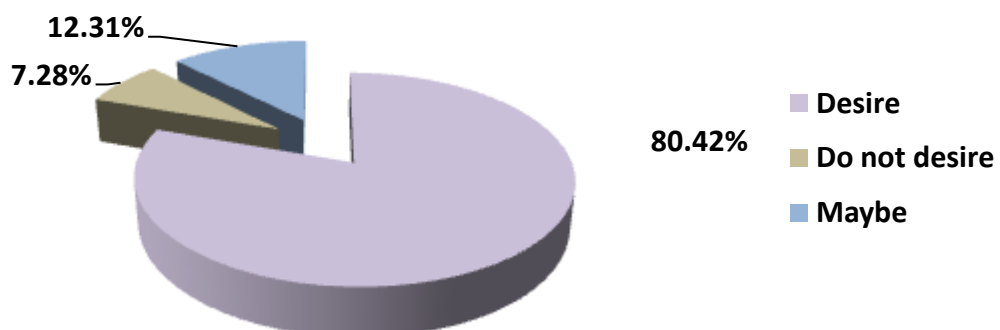


Community

Support if SBS 'contributed to the development of cultural skills'

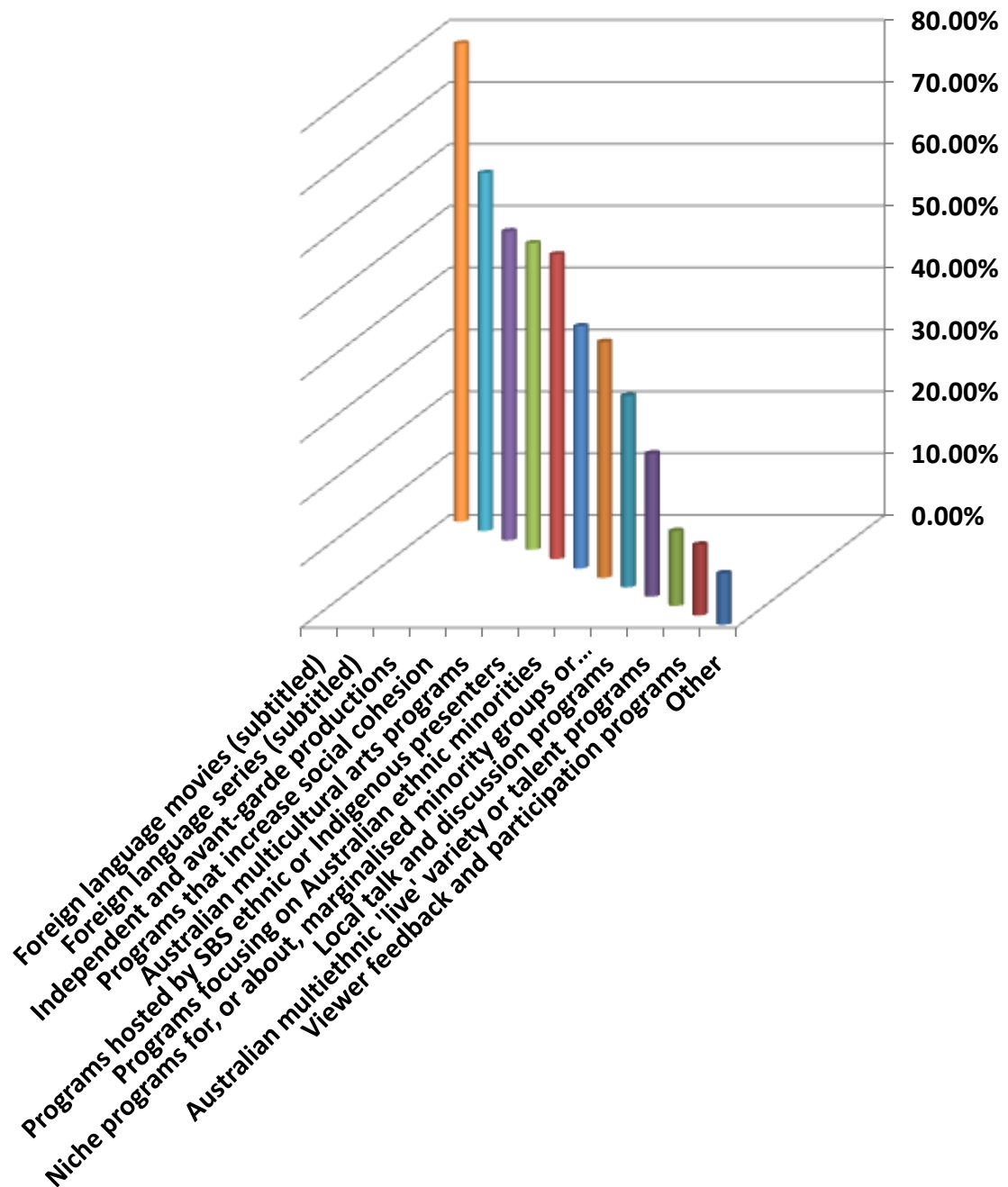


Desire for SBS to participate in community events that foster multiculturalism and social cohesion



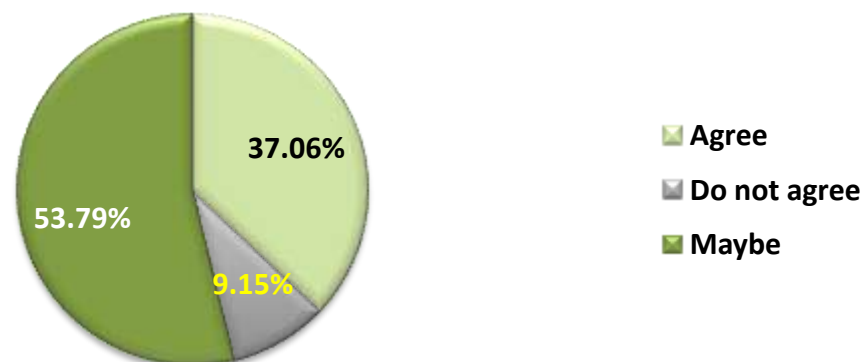
Programs

Programs most wanted in peak viewing periods

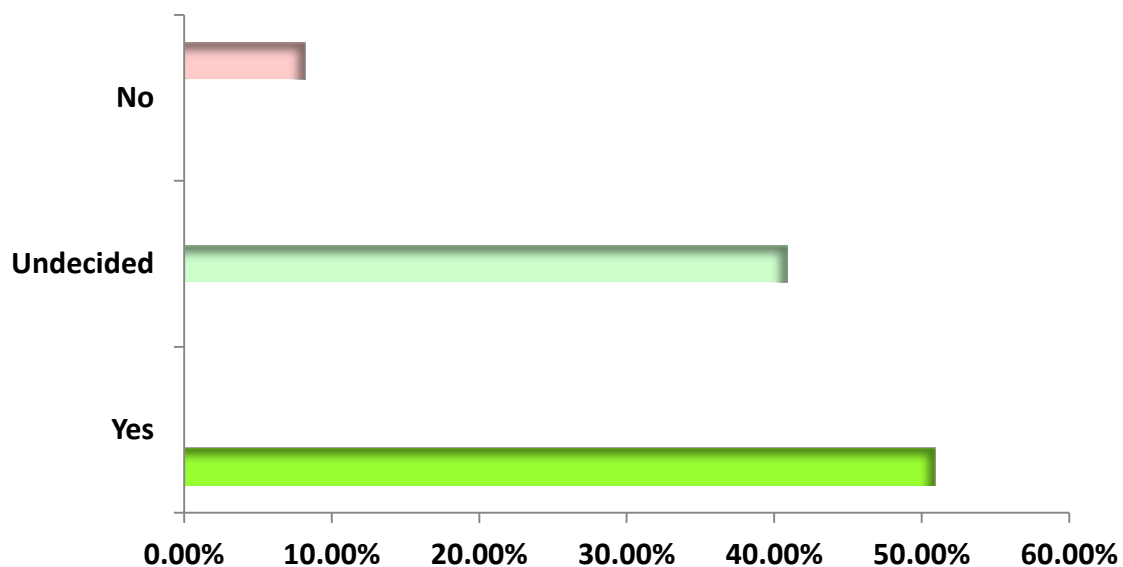


Radio & TV

**Agree/disagree SBS Radio satisfies
the purposes for which it was established**

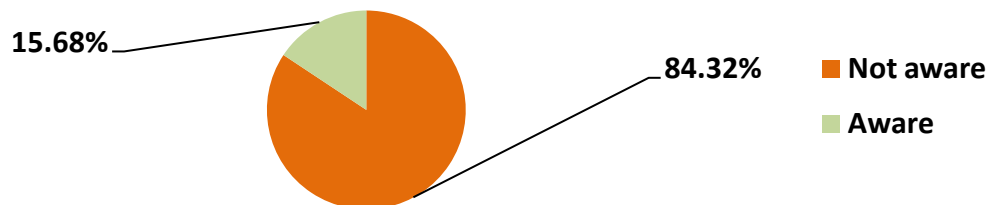


SBS-TV scheduling should relate to languages spoken in the community

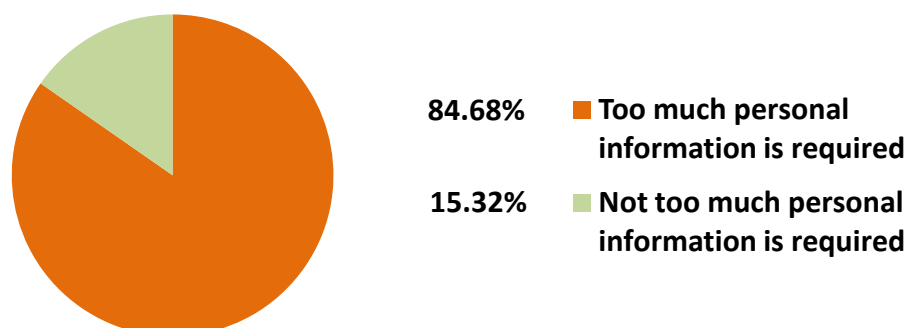


Internet

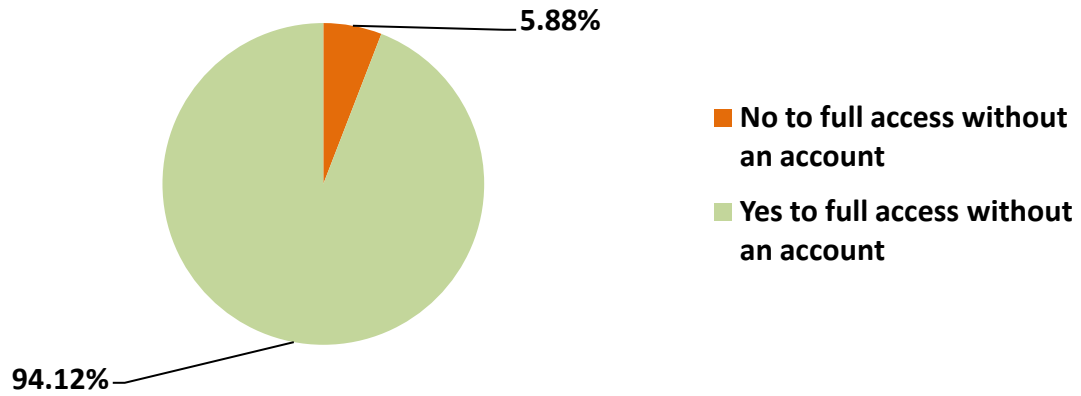
Privacy Policy awareness that using SBS On Demand data is collected to target “relevant advertising”, determine frequency of “particular advertisements”, and help SBS “sell advertising” with “third party providers”



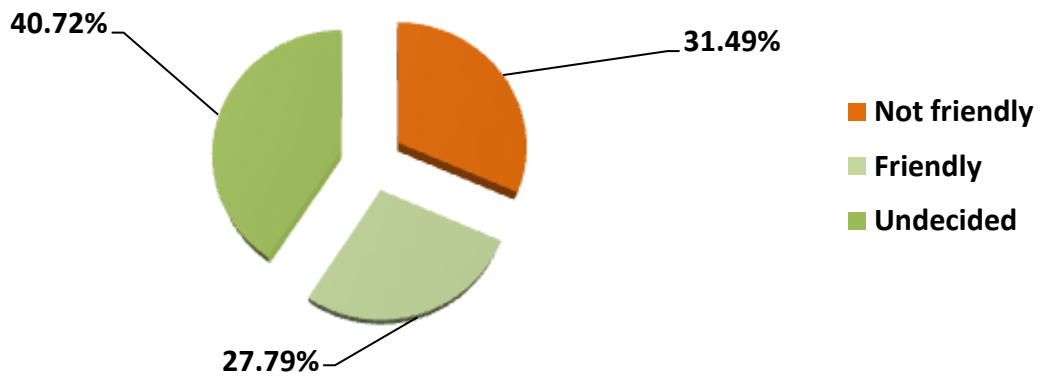
Extent of personal information required for On Demand



Request full access to On Demand without an account



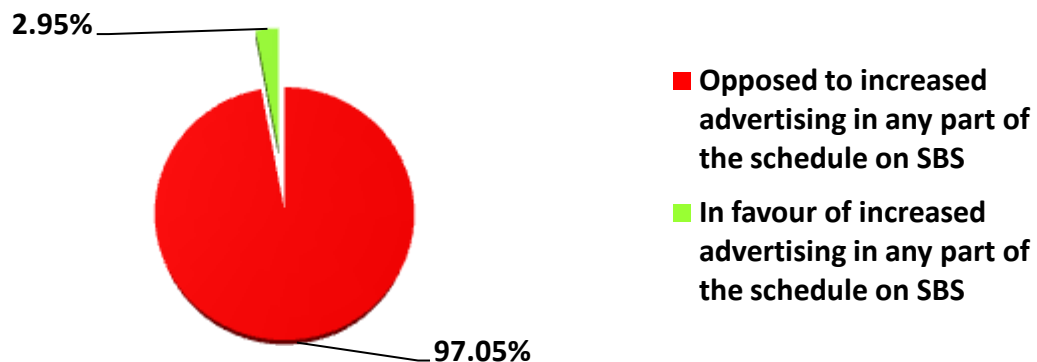
SBS On Demand user friendliness



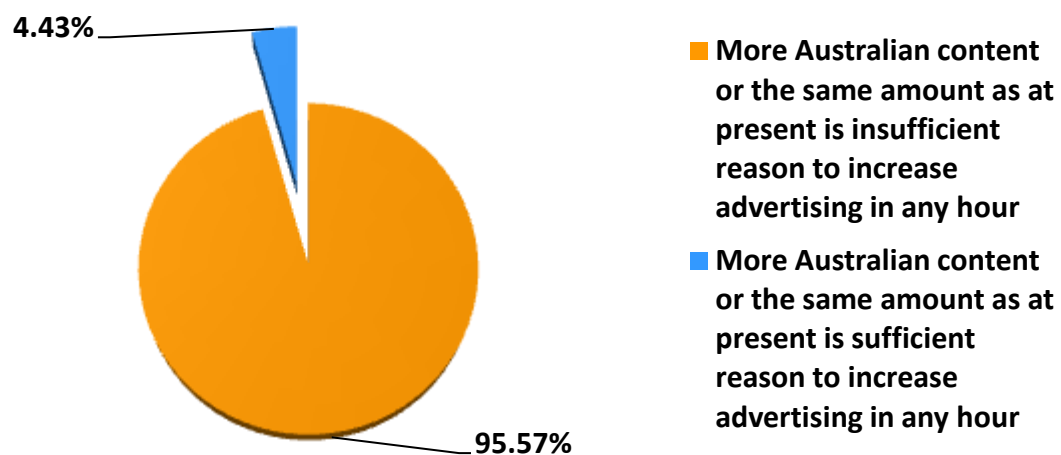
For comments about SBS On Demand – see Appendix B.

Commercialisation policy

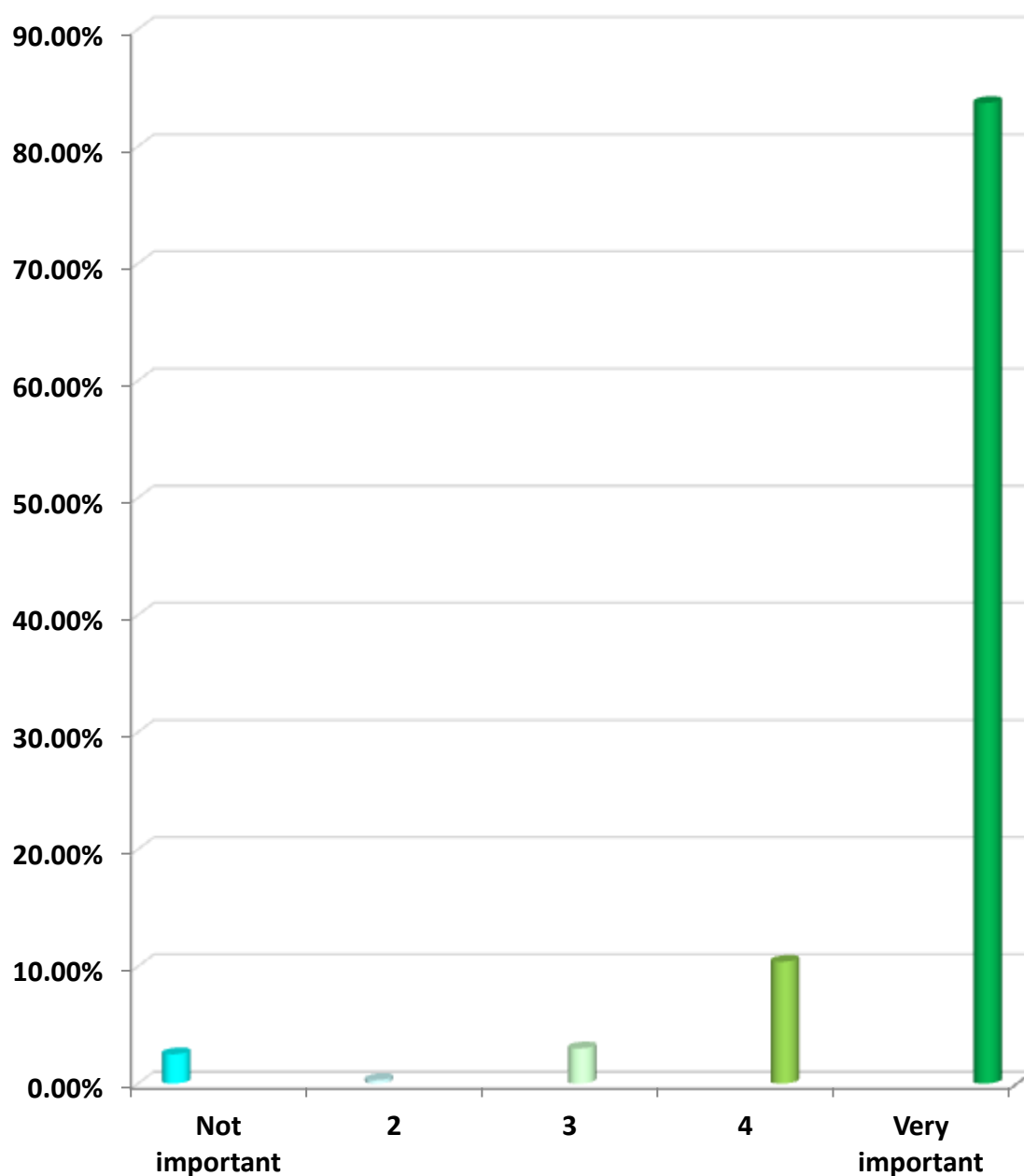
Desirability of increased advertising



Australian content and increased advertising attitudes



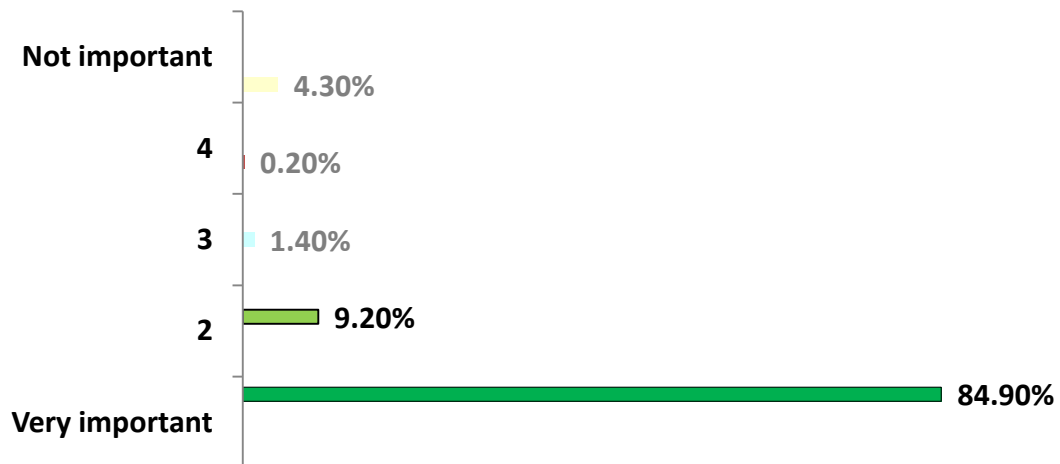
Viewers wanting removal of in-program breaks if hourly advertising increases



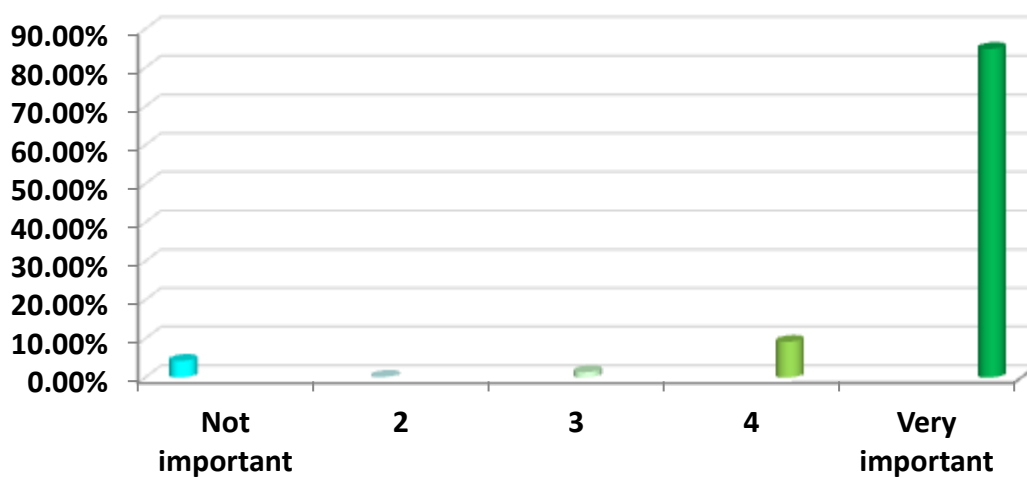
Comments about possible increases in advertising on SBS – see Appendix C.

Funding

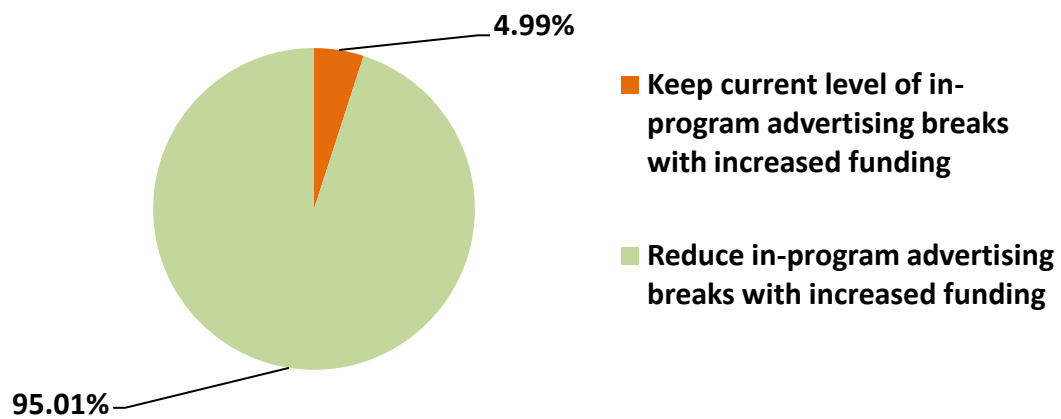
Government investment in SBS to maintain and improve social cohesion



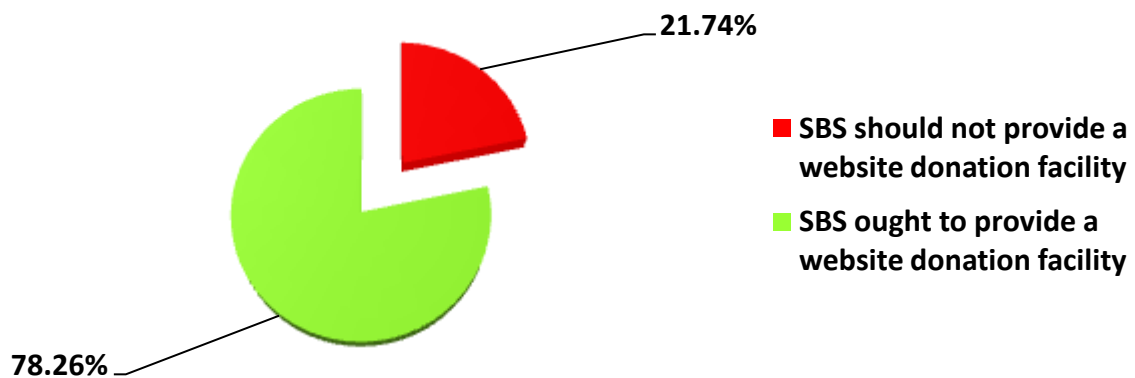
Tie government funding to reduce reliance on advertising



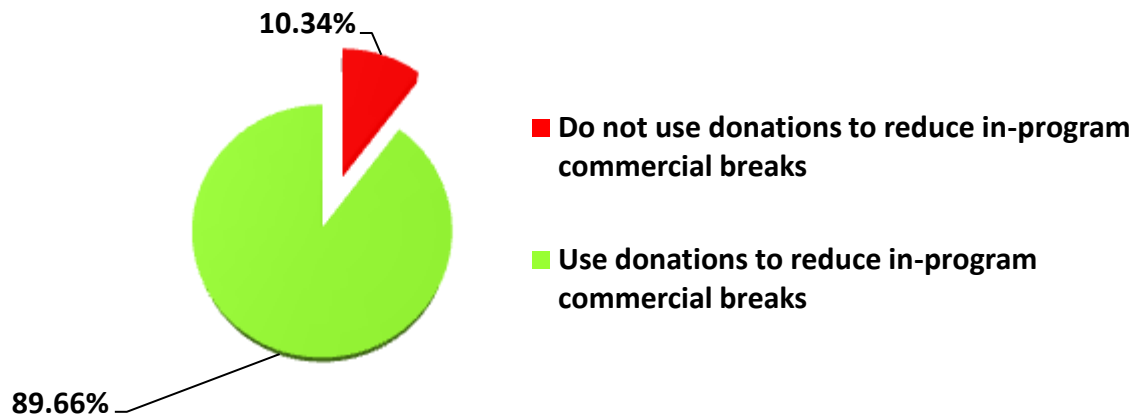
Decrease commercial breaks with increase in funds



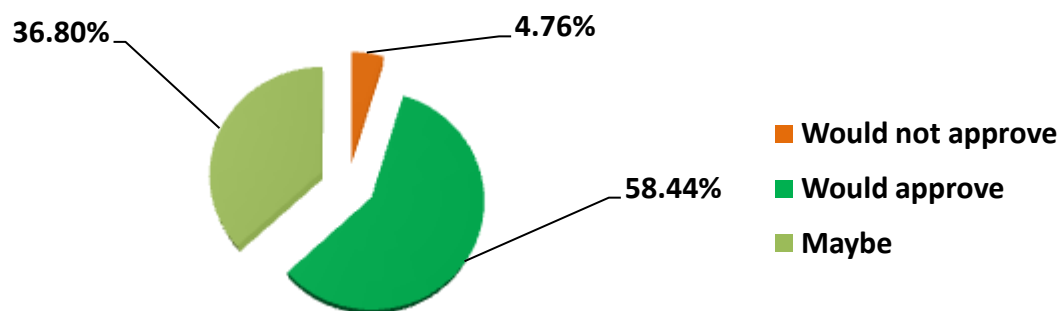
Donation facility



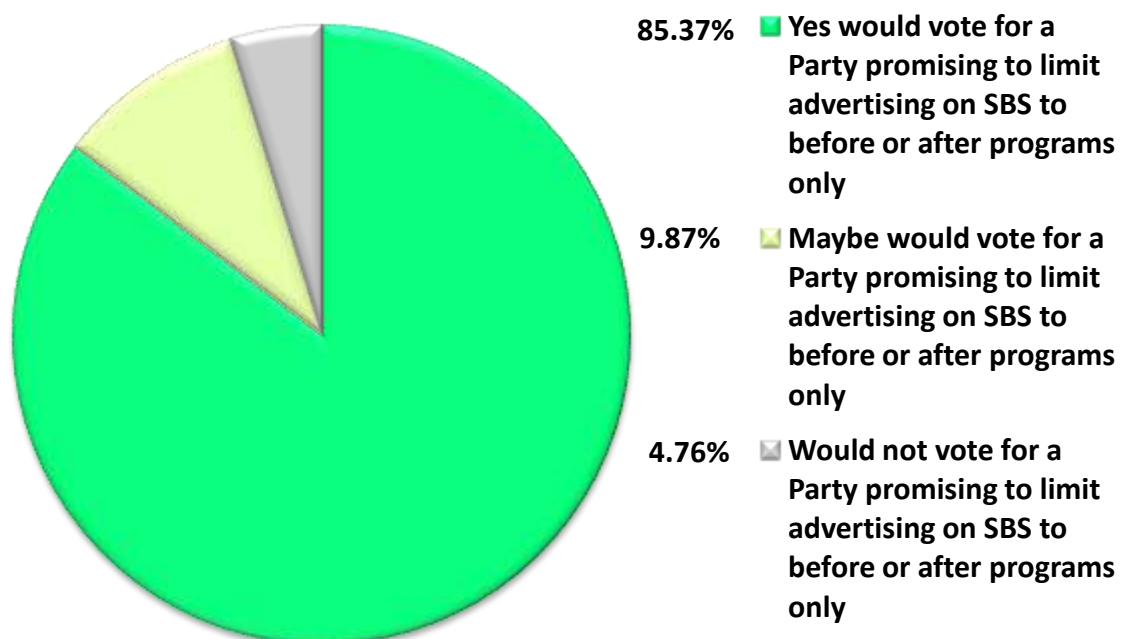
Donations for reducing in-program commercial breaks



Approve Ministerial direction that SBS cease in-program breaks

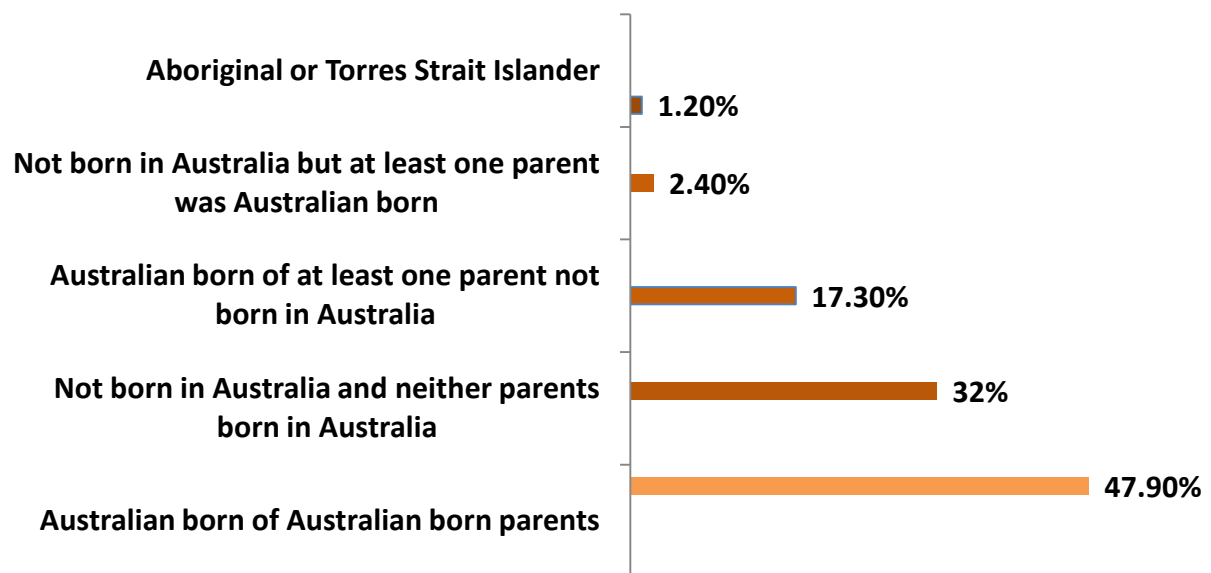


Voting intentions for a Party promising to limit advertising on SBS to before or after programs only

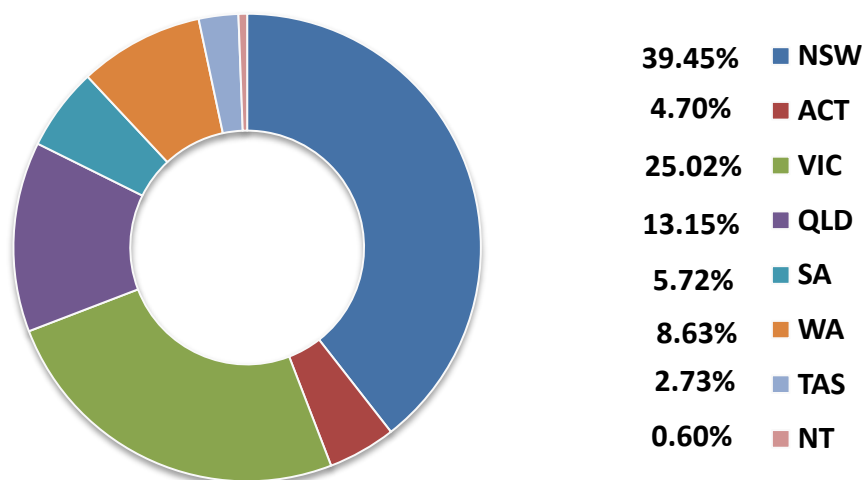


Demographics of survey participants

Ethnicity of survey participants



State & Territory breakdown of survey participants



Appendix A – Relevance comments

Below are comments about the relevance of SBS. Potentially defamatory comments have been omitted. Identifying data of each commenter has been removed. During the survey the answers and comments of a participant were not visible to other participants. The comments below are not in the order received. They have been sorted alphabetically and therefore some comments appear grouped by topic and may be broadly repetitious.

Comment	Postcode
a real alternative and a gateway to broader Australia	3464
A stinking swamp of leftist filth is what the SBS is	6024
ABC has become more superficial and limited.	5006
ABC programs poorer now	5052
abs is an amazing broadcaster as it's so inclusive of a cosmopolitan society that Australia has embraced . Australia and abs holds an important role in making people from ALL cultural, religious, and ethnically diverse backgrounds to find and inclusive society. For those people whom English is a second language or that their country of original descent can access news , movies, documentaries can still be engaged in and represented. SBS is a world leader in recognising that our world is cosmopolitan and it's programming represents this and engages those from within Australia about what is happening in the world.	6003
access to quality programs	2597
Ad interruptions	2480
Adds too disruptive, can't bear them.	2484
Ads effect unbiased journalism	4075
ads give me the shits	4520
Ads have ruined my viewing pleasure	2603
Advertisements are alienating and there is is not enough ethnics content.	4565
Advertisements spoil watching the content and interrupts the content	2602
Advertisements stuff it for me	2099
Advertisements take away from my enjoyment	2218
Advertising causes me to think twice about viewing sbs.	5073
Advertising decreased value, and competition with online media.	3013
Advertising is a "put-off" to watching SERIOUS TV TV	3000
Advertising really annoys me.	3918
Advertising sometimes deters me from watching programs which may otherwise be interesting or relevant.	2429
advertising!	6233
Advertising.	2115
Adverts break concentration on the deeper subject matter of programming.	2065
Aimed at more general audience	7008
Although programs are still superior to commercial ones, the ad breaks make it feel more commercial.	5050
Always has been relevant but is under constant siege.	3196
am less interested in programmes	2021
An alternative to ABC	3340
As a public broadcaster, loved by so many, SBS deserves more funding by the government and much less commercialism	3199
As a rule, I avoid commercial TV channels and SBS as become one of them. Also, there are a lot more English language-based programs than when it first started. Less interesting.	2880

As the mainstream media continues to "dumb-down", SBS becomes more important for accurate and diverse information	3551
At 68 (with health issues) I am home almost 24 hours a day. I have always watched only SBS+ABC, their programming suits me.	4561
Australia is an ever-increasingly multi-cultural society, but mainstream media signally fails to reflect or engage in this. We need a broadcaster that respects, celebrates and extends our diversity, helping us to see the value of it and make the most of it. SBS helps Australia be one of the great multi-cultural successes in the world, we should be proud of that and give it more not less support.	2010
Australia is becoming more multicultural all the time and this means SBS is more relevant.necessary than ever to educate and support those different views and stories.	2206
availability of internet	4034
Avoiding ads is crucial.	5245
Because ABC programs have fallen off .	2088
because adds are rubbish in a programme such as SBS	3840
Because free-to-air programs are less attractive than they used to be and SBS still provides a reasonable alternative.	2038
Because I loathe advertisements which interrupt programs I turn more often to other sources like abs Or Netflix	2614
Because in advanced age I watch it more.	3101
because it has adds	2205
Because It is no longer Special.	2550
Because no other channel has the diversity of shows that sbs does, it is vital!!!!	4101
because of adds	7316
Because of ads and dumbing down	3004
because of extended advertisements, we watch much less SBS television.	2480
because of its diversity & objectivity	2280
Because of the ads, which are a serious viewing disincentive	2073
because of the current political context and the grwoing importance of maintaining a multi-cultural ethos.	6160
Because of the increased immigrant population	4152
Because of the increased impact of advertising. The increasing blandness of its news bulletins and presentation. Because of the welter of rubbish on SBS Vice, 2 â€ or whatever it's called.	4870
Because of the introduction of advertsing. We are a rich enough country to support a public broadcaster like SBS - increase cporate tax rates to pay for it!	5022
because other channels have become worse - with trivial program etc.	3350
Because SBS has excellent documentaries and their news coverage is v good.	3207
Because the diversity of programs/content iseven more critical now to represent our population, remind us of our multicultural heritage and c;ommunity and offer quality, ethical and diverse elevision that is generalyy absent from commercial stations.	2612
Because TV programming has gotten worse in general, SBS is more valuable to me even though I feel its programming has been compromised and deteriorated somewhat.	2548
Before 2006 SBS was very relevant to me. However it has since deviated so far from its Charter that it no longer has the relevance that it once had. It ought to have more foreign language content in the middle of primetime around 8 to 10pm every night, and only one commercial break in every program.	3141
before it was special now its just like any commercial station	2482
Being overtaken by streaming Apple TV, Netflix, Fetch, etc.	3350
Better coverage of international news and events, documentaries and öŸŽ¥ movies than other stations	2604
Better documentary coverage	3123
Better international coverage although I tend to look to aljezera	3206
Better international documenties and movies	4163
Better programs	2350

Better programs - if advertising is ignored	4054
better range of programmes	4000
Better travel programs, but I HATE the ads.	2139
Can't stand the adverts	6081
Ceased watching commercial TV so it forms a larger part of my viewing pattern, also I really enjoy many of the documentaries.	3216
Commercial breaks annoy me.	2289
Commercial breaks are a nuisance and unwelcome interruption of the very good programs SBS offers to their interested and engaged customers.	3960
Commercial interest seems to take a much higher priority than multicultural and multilingual matters	2204
Commercialism has made it less of a public broadcaster.	2089
Commercialization inevitably results in a corruption of those hosting commercials, and by becoming more hostage to advertiser values and demands. Dangerous road, if true objectivity and freedom of speech, thought and concept is desired.	2010
commercials mean I watch less SBS or tape the show so I can zap through the ads	2604
Commercials off putting	2529
Communication is needed now more than ever. There is a lot of misinformation that threatens social cohesion. The need for multicultural and multilingual services are MORE urgent now than ever, to promote harmonious relationships and inter-cultural understanding.	6014
Considering how crappy free to air TV is these days [including the ABC], it's good that SBS is there as an alternative	3242
Dateline cut in half.	3207
decrease in international/multicultural programs. Why was Viceland chosen? To appeal to mainstream viewers? Cannot stand the sleaze and the name is an abomination.	3070
despite degeneration in quality, its importance remains the same	2016
Despite the negative impact of advertising, SBS content is still aimed at relatively intelligent audiences compared with the ABC which is currently deteriorating towards trash.	7250
Deterioration in quality of commercial channels programs	6330
different coverage of current affairs	3450
diversity of programmes, very interesting discussions, health shows and very good foreign films	2042
Do not follow any commercial stations.	7015
Don't watch - hate ads	2550
don't watch as much because of ads	3010
Dramatically shifted content toward the sort of sludge available on the commercial channels	4564
Even though I abhor ads, SBS is the only stn I enjoy watching. ABC has too much political interference and is stacked head to toe, inside out, with right wing cronies	2060
even though trashed and devalued, in these racist and violent times, SBS is even more valuable to our multicultural society!	3161
Excellent news coverage in a complex world. Excellence in drama programming and documentaries pertinent to today	2473
Fabulous international programs	2540
fair and unbiased reporting (esp global news)	2039
fake news	4880
Far more mainstream sbs 2 in particular	2038
Far too many advertisements	3015
far too much us and british content and cooking shows on main channel despite having a dedicated cooking channel (ridiculous in my view)	2074
fewer quality programmes	3381
Fewer thought-provoking programs in all areas - arts, culture, science, politics	3931
For all of the objections I've indicated in the survey	3465

foriegn news services especially english language bullitens from other nations. They inform us in ways our news services can't or wont. we have a high achieving high school student studding other cultures and world events requiring a bigger view than that provided by Australia centric news sevicees.	2777
Get better content on the net	3018
Glib commercial and superficial interruptions interfferring with content and enjoyment.	2640
Globally oriented (ABC too local)	2265
Good programming	2590
Government interference	2212
Great alternative to the ABC	2350
Great variety of programs. Best news in Australia	2065
Harder to watch and follow programs that contain ads	3097
Has the same relevance in that I am interested in the programs, but I am annoyed and frustrated by the ads	4556
Has a Worldwide perspective	2018
Has better and more interesting programs. The news is World News. Caters to multicultural population.	2323
However if it goes further towards Murdoch Inc it will die	3788
I absolutely hate advertising so prefer none or very minimal in between programs.	2070
I am far more selective knowing that I will hhave to endure advertisemants.	3091
I am less likely to watch programs knowing they will be interrupted constantly with commercials that are irrelevant and of absolutely no interest to me.	5006
I am more interested in cultural diversity now, and I believe it is more important to provide this diversity to the community now more than ever	3071
I avoid commercial TV because of the ads	6056
I believe advertisement has put undue influence on programme presentation. SBS in theory has to now try and adhere to their charter, abide by advertisers request/commercial demands and cater to their viewing audience - 'too many bosses'.	2430
I believe Minister for fears the competition, Gov't interference.	2019
I can get better stuff on-line	4350
I can get it all off satellite now.SBS is irrelevant	4064
I can get the same from my pay satellite service	7250
I can't accurately respond	3054
I cannot stand those fucking ad breaks!	3127
I dislike advertisements and will rarely watch any program with adervetising breaks	2060
I dislike the commercials	2500
I do not enjoy watching due to the advertisements.	2500
I do not want advertising when I'm trying to relax.	3174
I do not want to watch advertisements	2074
I do not watch 'commercial' television, confining my viewing to SBS or ABC programs. I have been watching more 'foreign' language films as time goes on, and enjoy them immensely. I would be devastated if the multilanguage/multicultural aspect of SBS broadcasting diminished.	2450
I do not watch as much because I find the commercial breaks too disruptive	6007
I do not watch it much because I dislike ads especially those in the programmes	2066
I don't find as many programs to watch. Tend to first check out ABC iView	2126
I don't like ads and avoid SBS sometimes only for that reason.	3844
I don't like the adds	6031
I don't like to watch programs that are interrupted by advertising breaks.	6101
I don't watch as much because the ads drive me mad! (And make me mad!!)	2576
I DON'T WATCH IT AS MUCH AS I USED TO	2113
I don't wish my concentration & enjoyment of a program be interupted by an advertisement.	4370
I enjoy nightly documentaries	3088
I enjoy Soccer and Cycling	3940

I find I'm not watching live any more, instead i record most programs on my PVR and watch later to skip the adverts. I do this as well rather than watch SBS On Demand, due to the intrusion of adverts during those programs as well. Before and after shows on both platforms I have no objection to.	3019
I find interruption of programs unbearable	3101
I find tha ads so disruptive to programs	3190
I find that I am less interested in the programs now - possibly due to budgetary restrictions, possibly due to the disruption of advertising. While it might seem acceptable for commercial television to disrupt their programs with advertising (after all, they are commercial, so the programs only exist to carry the advertisements) - when sowing programs that have artistic or thought provoking content, the advertising breaks are very destructive of the content of the programs.	2617
I find that the direction SBS has taken since introducing advertising has made the content far more similar to corporate TV and I don't engage with the content in the same way I used to because of it.	3073
I find the commercial breaks intrusive and I now have to be very committed to a program to wach it all the way through. I frequently stop watching a program at a commercial break. Knowing the social cost of gambling, I am extremely dissapointed when our SBS makes the decision to run gambling ads and will often turn the TV off at this point.	6330
I find the commercial breaks so disruptive & annoying i rarely watch SBS now.	2038
I find the online advets so irritating I would prefer to illigaly download a show. I would not mind having to watch 2 or 3 ads at the start of a program but they seriously impact my enjoyment of watching a show as the cuts are so abrupt, often the advert take minutes to load and the sound of the program continues in the background.	2614
I hardly watch SBS these days as I resent spending my hard-earned leisure being assaulted by hard sell advertising	6160
I HATE ads, & will not read anything with them, nor watch anything with them. Ads suck!	2575
I hate advertising and having programs interrupted.	2011
I hate the advertisements. So I try to record programs so I can fast forward ads and would prefer to watch program when it is broadcast.	2159
I have become a convert to SBS World News.	2031
I have less trust in the content now. If there are ads in the programs, what remains of SBS's special status?	2034
I have matured	4670
I have moe spare time to watch TV and increasingly I appreciate watching TV with little or no ads. I am enjoying many of the diverse programs and the ability to watch SBS On Demand.	5069
i have more interest in the programming now	3183
I have watched SBS from its inception. I'm dismayed at the way in which multilingual and multicultural programs have been virtual removed and replaced by English language productions.	2008
I just don't find as many programs that I want to watch. It's hard for me to define just how this has happened.	2505
I like history programs !	6155
I like to watch news in other languages so I can get a better balance of true news	5600
I look to SBS for news, documentries and programs tht challenge fake news.	6008
I love SBS and its programs are great. I am not sure how its programs have changed over time. I just want it to continue into the future!	2602
I love SBS programming but the ads are intrusive and objectionable	2997
I love the SBS ON DEMAND sequences available now; they enrich my viewing and I enjoy being able to repeat good programs. More of the world view, I think..	2774
I no longer feel it meets its charter and has become tainted by commercialism. I find myself wondering what programs of importance for social cohesion and cultural awareness, human rights etc are no longer being featured. I see what is happening to SBS as being the forerunner for what is being planned for the ABC. Once both SBS	7009

and the ABC are eliminated by stealth then we will have no truth in media left in the country which is what Murdoch et al desire. No more 'free' and thought provoking media left in the country.	
I no longer watch TV	3844
I object strongly to advertising and the increasing commercialism of Sbs.	5081
I only watch ABC & SBS I do not watch commercial tv.. full of stupid programs .	2541
I prefer to watch multicultural programs than the rubbish shown on other channels. There are also fewer Ads on SBS!	2575
I put up with the current situation in the hope that we can decrease the commercialisation of SBS	3181
I really find SBS hard to watch now because of adds	2795
I relied on SBS for access to the world's cultures. Where are the films, television series, etc from around the world that we used to be so proud of?	6163
I rely on SBS for widely-sourced coverage and commentary/questions re our fast-changing social and political situations unfolding daily.	3722
I resent programs being interrupted by advertising, especially as the ad breaks are increasing markedly in duration. are	4852
I see advertising as being connected to the interests of business, rather than to that of the viewers.	4054
I simply watch it less now.	2617
I start watching a program and find myself switching off at the first advert. I refuse to buy products advertised on SBS	2159
I switch it off most of the time as advertising irritates me intensely	2611
I tend to watch it less because of the ads.	2021
I think it relies pn sponsors so doesn't always give an objective point of view.	4171
I used to enjoy foreign movies at a suitable time slot. Now I never seem to watch any or see any that are shown.	2107
I used to love the diversity and the drive for optional ways of looking at things. It is so more mainstream and is obviously unable to provide better quality, variety and opinion from around the world due to funding cuts.	3081
I used to really enjoy SBS's many cultural programmes but now am put off watching them because of the many advertising breaks introduced within the programme. I therefore watch less of the channel's offerings.	4883
I used to watch movies on SBS but now I will buy a DVD through Amazon and watch it as I please!	2131
I used to watch SBS to broaden my world view and find out about other countries and cultures. SBS is now much more anglo-centric; even "French" movies are often english-speaking US remakes of French originals. SBS missed a great chance with FoodNetwork (33) to have a very multicultural channel. Most of the programmes on this channel are unwatchable.	2230
I view SBS less often now than previously.. I find the programming less diverse. Diversity in programming is what I am looking for on television	4121
I watch it less due to the increased advertising and the programming is less interesting.	3071
I watch it less since they started interrupting programs for adverts	6233
I watch it less than before	2478
I watch more SBS programs now than I used to watch.	2614
I watch more SBS shows	5061
I watched because programs were not interrupted	2088
I will not watch any TV station which has commercial breaks.	5031
I'm have no interest in adverts	2506
I'm older and in a cross cultural relationship. Multilingual programs are more important to me now	3265
I'm older and prefer diff programs	5068
I'm sick of being lectured to by greenies, gay activists and leftist interventionists.	5251
i'm very put off by the ads which are the same as commercial television	4121

Improved program quality	2188
In a time when sensationalism and "fake news" or biased news is prevalent particularly for news programmes, we need the SBS to give a more balanced and informed view point!	2096
In Australia it miles ahead as a source of international news far ahead of the ABC amid free to air tv	2042
In spite of being bullied to have advertisements, SBS continues to present intelligent, entertaining and multi-cultural programmes of the highest standard on television	3065
includes international information ignored by all other media	4764
increased use of sbs on demand	3515
Increasing resembles commercial programming	3079
Independent objective voices are more important than ever and I believe SBS is one of these voices and must maintain it's independence.	3812
International news which is now minimal on ABC	4212
Interrupting programmes with advertisements forced me to get Netflix and other media subscriptions so I can view films without advertising interrupting my enjoyment.	4552
Interruptions break concentration and interest	5061
It has become too mainstream, ie more similar to commercial stations.	2350
It has lost its point of difference, once enjoyed without ads - with other commercial networks.	2428
It has lost much of its uniqueness	4035
It has some great shows (esp Viceland) such as Full Frontal, Orphan Black	3052
It is altogether more 'commercial', ie more like the other channels - where before it was wonderfully different & arguably the best TV channel in the world, in my opinion.	2041
It is behaving like a normal crap commercial station that I would never watch - Too little international content (subtitled) and their catch up service mostly doesn't work!	2230
It is more mainstream and hence more like the commercial channels and hence does not provide the same multicultural mix reflecting the diversity of Australian society	2600
It is not as close to original charter, and does not provide enough programs unique to true multi-cultural content. Some of that has been shifted to NITV, though not sufficient significant content.	3820
it is now just another Commercial Broadcaster.	3550
It is now POSSIBLE that SBS is less influenced by commercial requirements and less balanced.	2098
It is one of the major free tools the government and society have to create understanding, support and tolerance of multiculturalism. We all know that education is the only remedy for stupidity.	2612
It is only one of two stations that consistently has good programs, documentaries, etc., and we only view SBS and ABC, giving the other stations a miss on most occasions.	3132
It is the main tv broadcaster I now watch as it shows the most interesting programs for me. ABC is dumbing down with more reality TV. My preference is for foreign language programming at it is more interesting, stimulating, entertaining and educational.	2204
It is uncivilized to have a movie or documentary broken up by ads.	2095
it is very annoying to have commercial interference with viewing and it makes me wonder if the success of commercial screening changes editorial policy and determines the acquisition of programme material.	7304
It is vital because private media is completely bias.	2000
It provides a better quality service in news, documentary, film .	3220
it provides greater choice of quality viewing.	2577
It seems now to be more important than in the past given the emerging conflicts within our society to have an understanding of different cultures	4064
It still has the best news coverage in Australia so it is much more relevant in ensuring a high standard of news and current affairs.	7306
It used to be the "Special Broadcasting Station". Now it is not so special.	2428
it's all available on line now.	2010
It's become less of an alternative to commercial TV.	3140

It's more like the 'commercial' stations than ever	3207
Its just like all other free to air, nothing special any more.	3220
Its lost its "special" now its been poluted	4575
its unneccessary to provide a service with multilingual programming in an environment where everything can be accessed online. Funding two government broadcasters is ridiculous.	2069
Lefty cesspit	3037
Less ABC/BBC programming we already have the ABC	5082
Less because advertisements make it beholden to commercial interests just like many other channels. This erodes independence.	2430
less cutting edge programs from interesting countries, harder to watch with commercials	2508
Less differentiated from other broadcasters	2130
Less diversity in cultural programs and too much sport.	4272
less enjoyment because concentration now constantly broken.	3188
Less foreign lang program	3028
Less inclined to watch live broadcasts	5152
Less interesting programs much of the time; not much different to commercial TV stations because of the advertising.	3140
Less multicultural	2420
Less multilingual, less multicultural and Vice on SBS is a disgrace	2041
Less percieved independence	3068
Less programs in languages other than English	2040
Less quality foreign language films	2478
Less relevant as I prefer to watch the ABC as it has ho advertising	2039
Less relevant because SBS does not reflect the Australian lived experience as well as it used to.	2067
less relevant because there is less on SBS that I enjoy watching now.	3070
Less short pieces on other parts of the world like that one by Silvio Romero. More mainstream. less variety in international news.	2429
less time for programs, as ads are played	3031
Like the world news that other chanel do not broadcast and has good programs as well.	4881
Loss of high standard of journalism. Turning to younf reporters who do not have a wordly view of the current affairs they are reporting on	4170
Mainly because the amount of choice and variety in program content type o n commercial tv and ABC had diminished in that period.	2480
Mainstream media and television seems even less independent than ever before, and often quite racist! As well as supporting NITV, there are more Aboriginal and Torres Strait Islander programs and presenters :-)	6892
Mainstream media has become more rightwing	2444
Maintains representation of Aboriginal & CALD people - BUT too much corporate & political influence	3056
Many shows seem to be general themes, not specific to the Charter	2452
Miss bits of show because I go to other programs in the ads	2611
More 'junk' ads and less multicultural programs	5159
More "socially relevant" programs	2089
More & better free to air programs & better news coverage than ABCgrams to	2074
More adverts & less programmes of interest	2448
More because the ABC is becoming less and less relevant, in particular the world news.	2068
more commercial	5083
More depth in programs I watch	6058
more documentaries and English language	4109
More English travel programs: great for English speakers not me but not so close to	2780

the charter	
More in-depth and world wide news.	2528
More interested now in world tv series and films	2026
More mainstream and commercially available programs, far fewer culturally distinctive and original, unusual educative programs.	3149
more mainstream, more commercial, less interesting foreign programs than previously.	2614
More than ever, we need SBS which is the almost only channel to provide perspective to world issues affecting humanity. The commercial channels are mostly Australia centered feeding populist tendencies. It covers a wide range of topical issues which commercial channels are unwilling to touch.	2233
More trivia, such as cooking shows	3068
More variety of documentaries	2850
More weird niche programs; less closed captioning (hardly any now on Channel 32)	2095
Most documentaries now are repeats, not new content.	2121
Most of your pro gaming has zero relevance to why it was originally established and SBS should be shut down as it is a waste of taxpayers money	6010
Mostly due to irritating advertisement placement, but also the quality of programs is compromised by these disruptions. Also commercial realities influence the type of programs chosen by SBS (choosing more commercially attractive programs over other, more challenging programs)	2088
Moved away from original charter to a more commercial style of programmingt	3223
Much less coverage of the arts including classical music.	2905
Much more choice now	3150
much more commercial content. Less 'everyday life' stories from smaller countries	2480
Much of it's multiculturalism has gone - we now have comedies that aren't funny, cooking programmes that are boringly repetitive and fewer foreign language programmes. As for ads in programmes...terrible.	2060
multicultural and foreign language programs reduced, or relegated to late night and/or early morning time slots.	3159
Multicultural seems to be interpreted as less ethnic and diverse than it used to be. It also seems less intelligent, instructive and thought-provoking. The quality of products advertised is also questionable.	3068
Multiculturalism is under severe attack and SS is very important for demonstrating how misguided these attacks are.	2010
multiculturism is more important to retain than ever before and I believe SBS plays a huge part in this	2545
multilingual and multicultural television and radio are now available via satellite and internet. There is NO need for SBS to remain publically funded.	4814
My irritation with adverts overrides my interest in SBS programming	2068
My principal interest is international affairs and serious well-informed comment. SBS is STREETS ahead of everyone else and must stay that way.	3043
needs to be more objective presentation of news and opinion	3126
News and current affairs had a very important role presenting alternative voices and perspectives. SBS news is now largely indistinguishable from the mainstream media's.	6560
No ads is much preferred	3142
No commercials on ABC	4860
No longer different and interesting. It used to be a window to other cultures, now everything's in English.	4101
non appealing programming	5016
Not	2000
Not as diverse	2515
Not as many programs using languages other than English	2251
not as many translated foreign programmes	4358
Not enough decent Australian programming	3182
Not enough good cinema content and broadcast too late at night	4216
Not enough multicultural programs.	3073

not interested in soccer or soft porn	2016
Not needed	4212
Not relevant to Australia.	2370
Now more opinion than evidence based fact	2256
Now that the vast majority of Australians have access to the Internet, there is probably no need for ethnic specific broadcasting anymore. With its appalling Vice Land program, SBS has completely and utterly lost the plot	3104
Offers alternative diverse programing, good sbs on demand cross over	3458
Only excellence in program editorial and delivery saves its relevance	2089
Only SBS & ABC are tolerable.	4556
Only SBS and the ABC provide the range of programmes that appeal to me, with some rare exceptions.	3121
Partly because I find it harder to watch (because of the adds, also the recent introduction of needing to log-in to SBS on demand) and so I watch far less of it.	6060
Personally, I now have more time for watching tv. But global issues are more important now than ever, so it is essential that Australians feel part of a world society, and not isolated by distance, background, etc. Issues relate to refugee crises worldwide, to gender, and to marginalised people whether due to geography, income, gender, nationality, religion. SBS does more than provide news coverage to Australians of varied languages and cultures. SBS is one way of keeping us in touch with others with whom we may share little, but common humanity. It is not just "foreign language" programs that are important for social cohesion in this country.	2473
Poorer quality films, ridiculous association with "Viceland", more general trash than there used to be.	3108
Poorer quality of programs. SBS has now less appeal since the introduction of ads.	3184
programming much less interesting	3149
prefer the ABC despite the endlessly repeated promos!	2121
Produces rubbish	2600
Program are cut to fit advertisements.	5152
Program breaks are an imposition on focus, concentration and enjoyment on subject matter.	6162
Program Diversivication	2075
Programmes are current and thought provoking giving information not available elsewhere.	2533
Programming is more mainstream	2614
Programming is ruined by advertising.	820
Programs are better	4655
programs are contemporary. Movies are relevant.	2481
Programs now designed to attract advertising.	2068
Programs quality decreased	2011
Provides a diverse range of programs - just get rid of the ads!	2500
Public broadcasting is under threat from Commercial so called free to air Operaters.	2486
Put off by constant advertisements.	4061
quality programs have decreased	3095
Reduction of 'curated' movie programs, disappearance of real classic cinema, including silent era films.	3055
Reluctance to watch programmes that are disrupted by often fatuous ads.	4566
Representative of Australian society in all its diversity	3070
SBS encourages critical thinking	2483
SBS gets the reality of my diverse nation, reports it and makes me trust SBS so much more. Other free to air broadcasters are mostly in denial, the quality of reflecting who we really are, just isn't there. Also SBS has superior information sources, obviously, from non-English media.	6011
SBS has become indistinguishable from the commercial stations in content and atmosphere and is utterly white bread and urban. I never watch SBS now	2420

SBS has been losing its differentiation, and its more searching, edgy quality which made it exciting and "must see". Now it feels much more similar to commercial television stations and has lost its mesmerising distinction.	3095
SBS has far better programmes than all the other channels	2830
SBS is Americanised	2099
SBS is less relevant as it is no longer unique - it is like another commercial channel with no character of its own.	2067
SBS is less relevant to me now because I am much less likely to watch a program due to the constant ad breaks which I find frustrating, time wasting, and against my beliefs for a public broadcaster.	3198
SBS is more relevant due to the increase in fake news and the control of the media in the hands of few. Independent public broadcasting is more important than it ever was.	2016
SBS is more serious than the ridiculous commercials. ABC is still OK	3930
SBS is much more mainstream.	2607
SBS is still important to me but the existence of ads and their intrusion lessens the subscriber's viewing experience considerably.	3065
SBS is the only place I can get world news that is meaningful and not hysterical	2617
SBS news gives a world perspective whereas commercial tv is very parochial and does not. SBS programs are multi cultural and are so far above commercial TV which is (apparently) aimed at those members of the public whose I.Q. is equivalent to their shoe size.	4569
SBS news, relative to other news broadcasts, gives more overseas news and I like the focus on the multicultural perspective which SBS presents. I enjoy SBS documentaries. I do not watch movies much as I dislike the commercial breaks.	2049
SBS now seems more like an average commercial channel, rather than a special viewing experience.	2546
SBS once was the home of interesting programs and documentaries. Now it is simply a repository for pseudo-pornographic trash.	2429
SBS programming appears more beholden and less risk-taking than before multiple ad breaks were introduced to TV programming.	3058
SBS programs are more like the general commercial offering than they once were.	3146
SBS provides more diversity	3187
SBS provides some diversity. My wife and I watch and/or record ABC and SBS only. We will have nothing to do with pay television particularly with the current owners.	2064
SBS provides the most diverse, international and multicultural mix of quality news, documentaries and films.	2088
SBS tackles issues unlikely to be depicted by other free-to-air stations	3136
SBS was my second go to station after ABC 10 years ago. Once advertising started I simply stopped watching it all together. I have moved back to it now since the ABC has so much rubbish on it, however I still don't watch it a lot, and when I do, I mute all the advertisements, and work on my computer during them, or have a chat with my partner. So the ads are a waste of money on me anyway, as I never ever watch or listen to them. I won't leave SBS on in the background because I can't mute the ads, and the noise of them, particularly when the audio is compressed and therefore louder than the program content, really makes me uptight.	2141
Seems more commercial	2106
Seems to have more programs I like.	3677
Shows important programs available nowhere else	3044
Sick to the back teeth of being lectured about gay marriage and relationships! I don't care! Do what you want with this appalling station, but please take more advertisements so those of us that don't support your social engineering aren't forced to fund it!	2357
Simply, I watch it more online and enjoy the large stock of online documentaries and movies	4350
Since the ABC abandoned decent arts programming I was relying on SBS to see opera, ballet and classical music programming. Now SBS has abandoned us arts lovers too. Concerts by the likes of Andre Rieu, Hayley Westenra, Il Divo, Andrea	3763

Bocelli etc, although they have their place, are no replacement for the sort of arts programming SBS used to provide. I have contacted SBS about this. The reply I received was not encouraging.	
sold out.	2216
if you mean is it relevant as a multilingual broadcaster I would say no. For example, I see very few foreign movies these days. Subtitles not needed.	2073
some programs are trash; eg.undressed. I refuse to watch it: waste of space and time.	2041
Tend to miss programs I used to watch as not keen on having to watch commercials in programs	4170
The 6.30 New program has lost credibility due to the multiple advertisements that interrupt the bulletin, especially when a significant proportion of those ad breaks are taken up with just more promotion of SBS programs.	3448
the 7-30 programs have been better than ABC which has been trashed by political interference	3003
The ABC & SBS are the last bastions of decent intelligent television, however this is being eroded by the government	6330
The ABC has become narrower and more superficial, making SBS more important, including for news.	5006
the ad breaks, especially during films, destroy the continuity of the film, leading me to just not watch the film	2602
The adds annoy me and I don't watch it as much as I used to.	2212
the ads turn me off	2034
The advertising drives me insane so now I wait for SBS on Demand so that I can enjoy your programs	2317
The advertising is distracting, and intrusive and reflects mainstream commercial culture which I believe trashes the integrity of our multicultural station.	7053
The advertising spoils the experience.	2010
The answer is simple - the ads make me prefer the ABC. The constant repetition of the same ads is unbearable.	2612
The best source of multicultural info and programmes	2060
The better free to air channel with good documentaries.	2612
The broad, world-wide ongoing learning concept	2093
The charter has been trashed. I am appalled at the programming more akin to the BBC with all the programs on British Royalty, railways, castles, and SBS 2 now being VICE is shameful USA trash! So I say it's more relevant, because we need to GO BACK TO HONOURING THE CHARTER! More relevant because we need to keep track of the ongoing damage being done. More relevant, because if we don't protest it will only get worse. SBS used to be unique in the world, now it is an anglo centric mouthpiece and I am not happy about that!	5000
The commercial channels have become less honest & trustworthy & biased.	2205
The content is a bit more robust than commercial and even ABC tv.	2170
The content is more accessible because of On demand app. It is easier to browse what's on so I watch more than I used to.	7250
The content quality on the other channels seems to be declining.	4075
The diversity of programs is outstanding-	4152
The extension of programme time due to advertising impinges on MY time.	2300
The forces against multiculturalism are today more sinister and powerful	2257
The in-program breaks in films are always forced. No film-maker creates a feature film around imagined opportunities for commercial breaks. SBS has trashed its charter by 'inventing' natural breaks in programs where they don't exist.	2060
The increasing extension of commercials into program continuity is detrimental to the SBS charter & ethos.	2016
the intervention of in-program advertising is a significant irritant and deterrent to viewing. As such the viewer's whole attitude to what is projected is skewed or modified in its relevance and/or impact.	2456
The issues of multiculturalism and the tendency for more polarization in society are	6008

even more relevant to world events today than they were	
The little bit of advertising allows them to be more independent	2714
The multicultural aspects of SBS have dramatically been reduced (incl. that what little German content exists is predominantly negative except the limited Deutsche Welle news), there are far fewer languages other than English, programming generally has become much more alike to channels 7,9 & 10 (is this to attract advertisers?), and we are shown much fewer new ideas and perspectives as a result. SBS was created to provide a point where people who don't descend from English speaking cultures could connect to OUR Australia but it has become anglicised and heavily influenced by superficial values. We have all but lost an international source of pride for our one time hopeful and constructive, increasingly strengthening multiculturalism and SBS has played a part in both the original building and the current demise, by choices made around making/saving ' money and apathy, it seems.	6027
The need to get good quality news, documentaries and dramas provides an essential balance to the poor quality found on NewsCorp and other vested interest media.	6162
The NEWS segment is outstanding and more informative and professional than all other stations. Movies and or Series are sophisticated and feature foreign-made productions of high calibre. Information and "talk-shows" e.g. the outstanding "Insight" program with Jenny Brockie.	2090
the only channel with any content worth watching	4350
The only multicultural TV station.	6012
The only source of international documentaries and the best source of indigenous programming via NITV	2546
the overall quality of the programs provided ,especially of documentary quality , has declined dramatically. The standard of programs provided on SBS 2 is absolutely appalling,there is far less effort being made to provide a regular stream of fine foreign films with translation,as opposed to the trash and trivia that is being offered now on SBS 2 which is straight out of the neo -liberal top drawer	6163
The program disruption by ads makes it 'commercial TV' so I often avoid watching it.	2550
The program mix is not catering enough to minority interests and I am reluctant to watch programs with commercials anyway	2047
The programme content is spoiled by the interruptions	7253
the programs are the same - the ads are very annoying	3068
The programs do not reflect the diversity that exists in the Australia wide community	2083
The quality of your shows was vastly superior in the 1990s. Your documentaries are within a narrow range and lack the depth of back then. The live simulcasts of classical music are gone. Some of the locos you show seem like reality TV	3070
The rubbish on other commercial television channels means that I rely on SBS and ABC for all television viewing.	4285
The SBS runs some really good mini-series, compared to the garbage put out by the commercial channels. And the SBS runs far fewer ads.	2450
The whole culture and management of SBS has severely degraded the multi cultural and objective nature of the original charter at a time when these things are increasingly relevant to Australian media and society.	7307
There are a lot of trashy populist "reality" type programmes best suited to 7, 9 or 10.	2777
There are fewer foreign language films and news programs, which were an invaluable resource and an important attraction on SBS TV.	2088
There are fewer good quality programs on ABC TV and SBS has added more quality programs, i.e. it fills the gap where the ABC used to be.	4107
There are fewer interesting programs.	2582
There are fewer locally made cutting edge programs showing cultural diversity in a positive light. There are too many BBC programs. How is this adding to our cultural knowledge when the dominant culture dominates the SBS	3797
There are less foreign-language programs than there used to be.	2029
There are less international films and international documentaries	5041
There are less programs that attract me. I seems more mainstream and not as cutting edge as it used to be.	6725

There are more choices freely available elsewhere	4550
There are more choices to watch programmes on other platforms than TV.	3141
There are too few non-commercial sites	2047
There are too many reality/junk shows and biased media/news everywhere especially on commercial stations.	2031
There is less emphasis on multicultural programs	3400
There is much less multi-cultural programming than previously; programming is much more mainstream.	4066
There is no point watching a channel if it no different to any of the other commercial channels - in other words we are not nearly as loyal as we once were	2479
There is only left green content. White Australia gets ignored.	800
There seem to be fewer programs in languages other than English. I appreciate the Italian language news TG1 and the French news 20 heures, but I do not often want to watch Viceland generally	5067
They are becoming more mainstream	6280
To avoid commercial break during movies , I now download from other sources	6007
to many USA made programs	2515
To much leftist ideology	5158
too commercial	7310
too many ads	2779
Too many ads. Becoming just another commercial channel.	3880
Too many commercial type programmes	3068
Too many commercials. Channel two is now 1 preference then SBS. It wasn't always the case.	5558
Too many cooking programs, too many junky movies on Viceland	5073
too many cooking shows, for example, at the expense of cinema, documentaries, polemics	3009
too many crime and cooking shows	2022
too many mainstream shows	2483
Too many SBS ads as well	5112
too many trivial programs [food!!]	6011
Too many, intrusive commercials	2047
Too much advertising during programs	2429
Too much bias in views and content	2141
too much cooking	3460
too much focus on identity politics - sbs no longer serving its charter principles	3461
Too much mainstream programming (cooking, travel, etc). Far too few foreign movies (much of what is shown are repeats) and far too little arts.	3145
Too much pc rubbish being promoted.	6152
Too much populist programming appears designed to chase advertising.	2000
Too much programming in English	3429
Too much programming that would be better on ABC. Hard to believe it is a multi-lingual broadcaster.	2904
Too much sport and cooking shows	3071
too much sport and too little International content, including news worthy documentaries, films and news	2482
Variety of programs	4065
Very important to see "Real" life events and documentaries, relevant to today's world.	2489
viceland even though I watch a number of the programs. Again trying to capture the 15 to 30 year old demographic. These people don't watch tv the same as the older demographics. The ABC is doing the same thing. These are public services not "for profit" organizations.	7109
Vital for balanced information	3187
Wasting time on advertising and taking advantage of the immaturity of children.	2032
Watch it less because of ads	3155

Watch less because of trashy programmes	6023
Watch less due to ads	2603
Watch less,less foreign programs on now	3105
Watching The Night Manager on SBS after seeing it in the UK it totally ruined the drama.	2010
way too much homosex	3185
We enjoy many of the SBS documentaries and there seem to be more of them these days.	2605
We need public broadcaster like and and abc	3942
We often don't watch if the adds are an irritation, or will pre record then watch bypassing adds	2015
We watch more ABC now	2480
When I started watching SBS it was a novelty, a revelation, all this overseas programming. Nowadays there's Netflix, YouTube, blah blah blah from to find overseas content from. Still, many don't have access to (i.e.) NetFlix and I suspect SBS is important to them. I still LOVE my SBS, and MUCH prefer to find content here than on other FTA commercial channels (which I rarely watch).	5066
When SBS became available in Australia it was so suited to a multi-cultural country, but now it would seem that ABC is more programmed towards mult-cultural than SBS.	6027
While I appreciate the multicultural and world focus of SBS, I guess I have a more mainstream interest in the programming.	4561
why would I watch a film with ad breaks in it when I can watch it without via a streaming service?	4552
With ABC becoming more commercial, SBS is the only broadcaster of value	4157
With ads interrupting the news and features programs, There is less time for bews, and the flow of programs is disturbed.	4066
With globalisation, SBS is more relevant to me now as I look to it to keep me informed (as well as entertain) about what's happening in other parts of the world, politically, culturally, historically and so on.	2500
with the ABC also under attack haing a station that provides programmes from all over the world is more improtant than it's ever been.	3131
With the increase in free to air channels is important to maintain at least two public broadcasting channels	3121
Work it out for yourself	5046
World news and PS News hour	2137
world news is in depth, coverage of local and international content of current affairs and drama is superior to all other free to air.	5173

Appendix B – SBS On Demand comments

Below are comments about SBS On Demand. Potentially defamatory comments have been omitted. Identifying data of each commenter has been removed. During the survey the answers and comments of a participant were not visible to other participants. The comments below are not in the order received. They have been sorted alphabetically and therefore some comments appear grouped by topic and may be broadly repetitious.

Comment	Postcode:
Abandon account, collect less data, make easier to use.	3121
Ad breaks are intrusive - and very repetitive	3350
advertising is terrible. at least on air, one can skip the ad. not possible on demand.	4350
All my SBS viewing is On Demand and I love it. I was very unhappy about having to log in and felt it to be an invasion of privacy plus resented being forced into logging in.	2500
Allow file downloading of media to allow downloadin (with cost and quality constraints) to be de-coupled from viewing	2456
although I logged in it refuses access	2010
Although my Sony TV is not old (about 5 years) I can no longer access SBS on demand. I object to this.	4059
Annoying now to have to provide a login and remember password.	2550
Because I have heard access is not user friendly, I have not tried to access it.	2049
becoming too commercialised	2304
Being able to resume a program is important, and not having resume starting with an ad is also important	2350
Brilliant	4507
Bring in chrome casting compatability	2037
Can be hard to find titles. Better indexing of titles needed	2026
Can't use it now on my current television; when I upgrade, I will certainly not be logging in via facebook or google.	3108
Cancelled on Sony TV Bravia very annoying	2071
Cannot access on TV only Ipad	2074
clumsy search and selection and hard/impossible to find out why certain programs are not there or when they will be uploaded.	2034
Compared with the ABC's iView, it is less user friendly.	2478
Could be better but using it more and more as ABC TV declines	6009
cuts out too much	3068
Data collection for the purposes of selling for third party advertising reasons should never occur, or should be an opt in system. I don't want advertising let alone advertising that some robot thinks I should be force fed.	2612
Decided not to do when asked for personal data.	1965
design of on demand entry needs to be clearer	2597
Difficult to get it going even with correct account details.	4101
difficult to search, slow load up, very unfriendly when using it on smart TV	2093
Ditch the account system	4053
Do not ask for personal details	2218
Does not now work on my Samsung tablet 9Galaxy Note 10.1), which is highly unsatisfactory	3113
Doesn't always work on iPads after an ad or pausing	2063
Don't like the login necessity	3940
Don't use it	2298
don't use it	2290
Don't use it	2602

don't use it	2779
Don't use it	2290
Don't use it as it requires a fast internet connection	3451
Don't use it.	2546
dont use any more. too hard	2773
Dump the sign-on!	3126
Excellent content	3187
Excellent service but the constant interruption from advertising is a pain particularly when that advertising is the same again and again and again. Repetition can be harmful to both ethnic groups and issues as well as to the reputation of SBS	2473
Excellent service.	6255
Extremely difficult to "Search" and when conducting a search it is frustrating to be taken back to the top of the page (which is often huge) rather than being taken back to the point that you stopped the search in order to view an item of content.	7250
extremely difficult to find the program one seeks. the site is very poorly constructed.	2480
Far easier to navigate than ABC I-view	6330
Fine to require login, not fine to use my data to direct advertising.	4101
For Ad breaks, screen goes blank but dialogue from program continues for 10 seconds	4215
Gave up in disgust soon after it was started	2256
Get rid of the advertisements	2902
Gindng episone nubers is too difficult.	2350
Good Product	2075
grateful.	2448
Great choice of programs	2111
Great movies & other material, but I didn't like having to sign in	2293
Great range of material available.	2305
Great!!	4101
Haard to find what you're looking for sometimes but that maybe my problem.	2038
had trouble logging in	2290
hard to find programs, does not remember the point where you left it.	2010
Have always had difficulty getting full screen size with this service	2780
Have decided NOT to use it DUE to recent changes.	3064
Have never used it.	3140
Have never used it.	6008
Have not signed up	2039
Have not used	2065
Have not used this service.	3216
Haven't used it since data required.	3068
Haven't used it yet.	2590
havent used it	3183
I access it infrequently	2620
I always mute your ads anyway	7109
I am a big fan and user of SBS On Demand - its better than Foxtel and Netflix	2617
i am glad it is available	2478
I am not prepared to give personal information to a public broadcaster. This service should match that available to ABC viewers.	3032
I am now no longer watching because of the advertising breaks	3032
I am very glad that it is available.	2582
I am yet to make use of this service.	6014
I appreciate having it.	3123
I believe it is IMMORAL for any personal information gathered by SBS to be used in ANY COMMERCIAL WAY OR GIVEN TO 3RD PARTIES	3056
I chosÃ not to access SBS On Demand because it required tme to login and that facilitated SBS to track and target my viewing habits.	6330
I commend the high level of your your programming, and thank you for the quality of	3065

presenters and programming you still manage to achieve!	
I could find only the synopsis of a program, not the whole program.	4066
I did not watch the desired program because I refuse to enter personal details	7000
I dislike the whole log in process	7053
I do not access it since change over to login	5173
I do not have a TV and use 'On Demand' exclusively	3161
I do not use on demand any more because I find logging too difficult and invasive	2068
i dont mind having an account but i do object to that being conditional on providing info for targeted advertising	3031
I enjoy SBS On Demand and consider it has broadened my cultural horizons	1970
I find it complex to find some programs. You should check Netflix it is really easy to search on it and makes suggestions after you have only selected the first few letters.	3523
I find it frustrating that it isn't compatible with Chromecast.	2605
I find sometimes after a commercial break it may jump back twenty minutes and repeat a part of the pro9gram. This is intermittent for me.	3797
I find this difficult to set-up on our system. That is more our problem I think.	2088
I found it difficult to access on-line streaming of live SBS programs.	2548
I have ceased using SBS on Demand specifically because I must now log in. I find this method of data collection odious.	4570
I have found it a very rich treasure trove	2193
	3143
I have no trouble using iview despite being 94, I am frequently frustrated trying to use SBS on Demand.	
I have not used it. I tape most SBS programs from its FTA channels for viewing in hours that I prefer.	2251
I have not used this service.	2500
I have not yet used SBS On Demand, simply because of time constraints. I think a registration system is sound from a security perspective, but I object to targeted advertising selection.	3043
I have refused to use it because I don't want to be pestered by unsolicited marketing!	4564
I have seldom accessed it	4810
I have stopped using SBS On Demand, as I refuse to give SBS that personal information needed to establish an account	2095
I have subscribed. But I can't get it on my tv (can get iView etc) because the app just doesn't load after the first screen which takes forever to come up. I can only get it on my computer. It needs fixing - I really would like the catch up.	2170
I have written to the idiots at SBS and got the same BULLSHIT answer that they are doing this data capture to help my viewing experience. This is an absolute lie. They are doing this so that they can more specifically market their advertising services to the scumbags that are paying for advertising on a straight is publicly funded ethnic channel. Similarly Iâ€™ve written to Josh Frydenberg and have yet to receive a response	3104
I haven;t used On Demand recently because it was just too hard with the streaming often failing when the ads came on. so what's one meant to do then? start over again? Very unfriendly	2444
I like having it	2505
I like it as I am often not well and miss favourites.	4561
I love being able to access the programs whenever I want and to have full seasons available for some of the series. The downside is having to put up with the same ad over and over again during the viewing. I would also like to pick up a program where I left it if I cannot watch it all in one viewing but it is not possible.	2880
I love it	2774
I love it.	6162
I love it.	2296
I love SBS on Demand & use it regularly.	2528
I love SBS on Demand & use it regularly.	2528
I love the range of viewing but I've often had technical problems with the website esp	3052

keeping things on my 'to watch' list. It also needs a reminder service to give you a few days warning when something on your list is about to expire.	
I no longer use SBS on Demand. I am unwilling to provide all that personal information, for purposes that are unclear and seem spurious. That a government funded media service should restrict access to its programs by instituting this demand for information is unconscionable.	2090
I object to accessing SBS On Demand through Google and Facebook - neither of which I consider ethical or trustworthy of "my" information.	2090
I object to having to create an account and so don't use the service	2602
I rarely watch on demand tv from any channel	3198
I really love SBS on demand and use it a lot. I was really disappointed when I was asked to sign up, as I knew this meant I would be tracked and monitored.	2141
I recently signed up to SBS On Demand & couldn't understand why I was for gender, DOB etc. I am horrified it is being used by advertisers to target me more directly.	2060
I record all shows I want to see, so do not use SBS On Demand	4556
I refuse to sign up if it involves being targeted by advertisers.	3146
I sometimes cannot get back the programme after an advertisement. It is possible that it is just our area, but it is very annoying.	6023
I stopped using it on my iPad as I do not want yet another login for something, more targeted advertising, and more bl***y emails.	4107
I stopped using sbs on demand because after the first ad break it ALWAYS returned to the beginning.	6008
I strongly object to any service, but particularly a public one, harvesting consumer information in order to support advertisers.	2617
I think it is an incredible tool for the whole community and should be made as simple and easy and widely advertised as possible. It is a great service but could be much easier and user friendly.	3095
I think SBS on demand is a great service and getting better. However, I don't think I should have to log in and that is very difficult to do on a smart TV. Also we should be able to fast forward through the ads and more easily. Also finding programs is not always easy and the search function is not too good.	3065
I thoroughly object SBS requiring a login to collect personal information on me and to use this also for targeted advertising purposes.	2131
I understand SBS's need to remain solvent, however 'selling' viewers' info to 3rd parties is commercial media practice. I'm against that.	5066
I use SBS On Demand a lot, but I use an ad blocker so I don't have to watch those bloody annoying ads, and kI've been wondering if SBS has created the login so it can identify viewers using ad blockers (or is this just my own little conspiracy theory?).	6073
I value it.	6162
I want it kept even with the need for account.	2604
I want to be able to skip adverts	5068
I was annoyed at having to set up access to SBS on demand . The ABC is straight forward	2067
I was planning to use SBS On DEmand but the privacy invasion was too much to handle. Shame, I would like to see SBS stuff, but have lived without it so far.	6011
I was unaware that it had changed recently.	2618
I watch almost exclusively On Demand. I find more programs I didn't know about	3141
I watched SBS via Iview very frequently so was very upset when I was denied access due to my technology being too old for SBS. Welcome to the consumer society!	2204
I will never create a user account to access sbs on demand. I am very angry about this.	820
I won't be using it again now that I am aware of on selling my details for marketing purposes	4157
I would like to be able to stream to my smart to from my mobile device as I can do for the ABC, rather than having to turn on my computer which sits in another room, remote from the room in which we view television. I find your app to not be user friendly.	2315
I'd like to see the proposed expiry date for all programs	3122

I'm uncomfortable about having to log on when I use it. While I can find my way around the website, it's nowhere near as good as ABC iview.	6101
I've given up on it - too many programs listed as available but aren't in fact	4764
I've stopped viewing SBS On Demand since they installed the account requirement which smacks of Big Brotherism	4001
If I record programmes off air with my PVR I can skip or fast forward through the adds I would like to be able to skip through the adds on SBS on demand as well.	4055
If personal info wasn't required I wouldn't object to logging in, but that hurdle would still reduce my use of the	2518
If SBS has to raise money then it has to do this. I would rather have SBS with advertisements than no SBS	2042
IMHO having to pay for downloads is a total no no.	2073
Improve episode listing within multiple series, consider last viewed since all this data is being collected :)	3458
In plain words... it's a f#\$%^ pain in the ass!	2010
In program Ads are compulsory and program is limited time On Demand!	3207
Intrusive ads followed by black/silence, erratic replay, basic & time-consuming sign-on procedure. And more!	2047
I stopped using it because of the new login requirements - too invasive I'm not paying taxes to support market research/private corporate activity	6139
It could be a paid subscription service.	2000
it doesn't bloody work _ in IT terms it is crap	2230
It drops out all the time	2021
It enables me to find programs that have been recommended by friends, and, of course, to catch-up on what I've missed because of other commitments.	5069
It has the best films and programs available free.	3039
It is a great nuisance when you have to log in. This does not happen with Iview	3121
it is a very good service	2039
It is culturally insensitive to require users of On Demand to provide personal details that then are connected to the programmes people want to view & further, it effectively denies free to view access to SBS content as viewers must in effect make an exchange of data that is worth money to SBS for the ability to access content that SBS are supposed to provide "FREE." Perhaps there needs to be cultural sensitivity training at SBS for management and the board as well as a minimum number of people who's families come from an experience of the State watching all that is done! This seems obvious to my family, friends and colleagues, but seems lost on those at SBS and in the govt who make decisions that influence the lives of the viewers of SBS.	6027
it is much easier than iView!	2481
It is often very difficult to log o	3207
It is too difficult to find programs and needs a live stream as the ABC.	2088
It still has advertising. Fortunately I can block this.	2064
It's a nuisance and has put me off using it.	3070
It's a nuisance having to use an account. It's not need for Iview.	6160
It's a real pain having to log in. Why can't it be like the ABC's iView?	3127
It's disappeared from our TV without explanation!	2067
It's fantastic! I love it. We are fortunate to have free access to so many great movies, focus and tv series.	2204
It's good once you've used it a few times & know how it works.	4864
It's great and I use it frequently.	3124
It's slowly improving. Not long ago, if you paused a program, they made you re-watch ALL the ads from the beginning of the program. That has stopped, but it is still clunky compared to ABC iView.	2139
Its great to have access to program you missed	3142
its great!	3141
iView works much better and demands no personal info	6007
Just another case of invasion of privacy. I no longer access SBS On Demand	3199

Keep it as simple as possible. The app is a lot more reliable and attractive than it used to be	7250
Love it	2068
Love it	2575
Love it	2323
Love it but difficult to remember where you are in series. Terrible menu design compared to Netflix	2095
Love it though little experience to date - watch lots of free to air	2612
Love SBS on Demand!	3444
Love the large range, should also be on freeview too	4879
movies used to be great but i haven't seen much new in spanish for example recently	2478
My main viewing platform due to advertising on SBS	3182
My need for SBS On Demand is small because I never watch SBS (other than news broadcasts) live. I record all other programs and watch them later, skipping through the advertisements.	2533
My opinion not relevant, as our broadband connection precludes its use.	3782
Never tuned in to SBS on demand	3196
Never used it	6058
never used it	2777
Never used it - yet	4077
never used it, but would object to this process	4870
No	2203
Not as easy as iView and some great series not available eg Vikings	6285
Offer a larger quantity of films.	2081
Often does not connect and download onto my 'smart/ tv set	3058
Often not accessible	2603
Often unavailable in Canberra	2603
On Demand should be a focus for the broadcaster because this is how people will consume content into the future.	4870
On Demand should be as user-friendly as ABC's iView	4870
Online it's easiest to use, on TV (Android) it's unusable which was the main device I wanted to access onDemand.	4005
Our SBS internet reception lags well behind ABC	2529
password conflicts occur	2068
Please do not become another commercial TV station. The quality of commercial stations fell below any level of quality. Obviously, TV has a big influence on society. Please keep up a good work and standards. Standards - this is the most important thing to every human being. Regards.	6025
Please make an app for chromecast. All other free to air channels have this	4610
Poor design and poor usability	2617
Poor signal quality	6081
Prefer iView approach	5061
Prefer no account	5081
Programs are hard to find. A better system of classification is needed. There needs to be a 'programs previously watched' section for each viewer.	4171
Rather clumsy to find programs	3927
Remove commercial ads from it!	2480
required to log in at random times and often difficult to log in	3205
Rewinding or fast forwarding brings up repeated advertisements	2031
Ruined by advertisements	2000
Sadly, my family and I have all but stopped watching SBS On Demand since we upgraded the app and were faced with the need to log in. Previously we all still watched it a fair amount (though less SBS than before the annoying ads were introduced). We'll probably set up some kind of accounts with dummy details, but I really object to SBS collecting data on what we watch. Plus it's much less user friendly.	6060

Sadly, this service is full of bugs and practically unusable. Given SBS's current strange policy of putting on any good foreign language series at no earlier than 9.30pm on weekdays (making such series pretty impossible to watch for working people) it is particularly sad that the On Demand service is so bad.	2230
SBS is a fantastic resource for Australians.	2068
SBS is fantastic and very tries to meet every bodies needs and I think overall does it extremely well given interference from the govt. the govt needs to learn tat they are our employees and the we are there bosses not the other way around	3054
SBS is far exceeding it's charter.	6155
SBS On Demand has a lot of potential of expansion of interesting international programming as providers like Netflix are very thin on the ground when it comes to foreign language content. SBS On Demand could expand its content to past classics and little known artistic gems, as well as current films.	2010
SBS On Demand is a great service. It is great that you put a whole series on, so that we can watch it in our own time.	2031
SBS On Demand is essential entertainment for people who are engaged in shift work. It is unethical that viewers of SBS should be subjected to this intrusion of their privacy. it is grossly unetnical. xub	2067
SBS ON DEMAND IS FANTASTIC please keep it	6157
SBS on Demand is laggy at best, often cuts out saying no internet when i have it on (wired) via cable internet, go to iView and it works no problems for instance. As i said earlier the ads in between stop me from using it, I'd just rather record what's on SBS and watch later skipping ads.	3019
SBS on demand is not user friendly at all.	2011
SBS On Demand is one of my viewing preferences	2450
SBS on demand is so disrupted by advertising that I rarely use it.	3071
SBS on demand should be returned to free-to-air catch up system as it was until the start of this year. I was a regular user of the very good, well-organised service (though the quality and variety of programming has declined), but have not used it since the change. I will not use a computer to watch TV.	6560
SBSOD should be very easily accessible, free and for an extended period of time	2479
Seriers should be posted consequentially. At the moment they are all over the place. And the same ad plays over and over nd over and over and over again.	6725
Series episodes often not listed alphabetically	2576
should be simple streaming	3844
Should not have so many advertisements within programs.	3073
Should not require login.	5238
Shows sometimes seem difficult to find, but that might be due to user error or my stupid so-called smart TV.	2285
Shut it down	4105
Since they introduced targeted advertising I ceased using it, despite watching it regularly before.	3068
slow	2037
Smart TV only just purchased!	2088
Some days it doesn't upload, so I can't watch anything, whereas lview works always.	2045
some great programs. Pity about the log in	2997
sometimes I find it difficult to find the programs I want to watch.	2039
Sometimes the screen will go blanl but the sound continues, then I have to load the program again, then I get about 3 or 4 ads in a row before it resumes. It doesn't always run smoothly and the ads are annoying.	7020
Stop it stealing our private information.	5000
Strongly object to logging in and loss of privacy, and dick of the app itself glitch oh out with the advertising so have stopped watching on demand!	5155
Targeted advertising undermines alternative content valued by this viewer	3122
Technical quality is poorer than e.g. ABC's and mitigates against watching more frequently.	3055

the ads are especially unbearable on On Demand - you see the same ad over and over each break, it's like torture	3183
The ads are really annoying they are not in natural breaks.	2429
The ads are somewhat broken, they audio of the show will continue playing while the ad loads. This seems to be the case with most of the commercial web-players but it is annoying as hell.	2614
The ads drive me mad!	2095
The advertising means that I can be specifically targeted by a company and I am very uncomfortable with that occurring	2317
The adverts are annoying	6155
The app doesn't work particularly well on my LG smart TV	4074
The best feature of this is the range of foreign movies on offer.	3159
The in-program advertising tends to hang programs on some devices. I should only provide as much info to On Demand as I would to broadcast access - NONE!	2582
The inclusion of numerous adverts has made programmers almost unwatchable. The reason I watch on demand is because I am time poor, therefore do not want to have to sit through numerous adverts	2060
The login / account-based paradigm drove me away.	2575
The new interface is less user friendly	810
The repetitive commercials make fast forwarding a pain.	4007
The SBS On Demand is 'painful' and has been difficult to access. We do not want our details provided to other organisations! Make it simple and private!	2500
The site tries to to direct viewers to programs which may be of little interest to the viewer	3820
The software is very clunky and drives me crazy.	3044
The way advertisements are inserted into the programs is jarring and not in "natural breaks", greatly distracting and detracting from the program content	3071
there are many programs I wanted to see but the SBS On Demand is so demanding that I gave up viewing	2602
There are too many repeats of the same old documentaries and dramas	6285
There has been ongoing problems with downloading esp since ads have been introduced. Its very annoying!	4000
There should be charges for downloads	2452
They have recently updated the site and many older (not ancient) tablets can no longer use the site as before.	4870
They state I can watch "all my favourite programs, but that is nonsense. Only a fewselect programs are avialable.	6007
This seems to explain why I get such an enormous amount of spam. Shame on you.	2074
Though I accept ads on normal tv viewing times, I object to ads when watching shows online	2126
time consuming	2042
to much advertising and not very user friendly.	6003
Too hard to access	3097
Too hard to use	3006
too many ads	2034
Too many links given on the browser.	2630
too much trouble- ABC easier	2617
totally intrusive and hard to negotiate. Forced complicity or no option to view	2480
Tried to watch something on Demand but I gave up, too convoluted.	2010
unavoidably have older versions of browsers - the add breaks cant cope with them and i have to relaod multiple times to see next part of program/film	2450
Used in this household but not aware of log in requirements.	3188
used to remember where you were if connection failed or you stopped watching in the middle of a program. Now too many ads. our internet connection is disrupted all the time & we must suffer through ads seen again & again when internet connection is restored. I love 'binge watching'. I love murder mysteries (good quality drama). so really appreciate	2473

SBSondemand.	
useful	2010
Very good-could have more.	5006
Very hard to find programmes, very unuser friendly.	3095
Very hard to navigate	3058
Very impressed with the choice. I make a lot of use of this service.	6020
Very poor menu structures to find particular shows.	6157
We are regular users of SBS on Demand, in particular programs produced by Denmark, Sweden and Norway.	2477
We are unable to access it at all.	3448
we dpon't use it as it is difficult to access	2024
We have not been able to access it ...!	2904
We have not used it much, prefer to pre record.	2015
We like it.	3162
We love it!	5152
We often can't find programs that we would expect to be there	870
We previously used SBS on demand and enjoyed watching commercial free movies and TV. Now there is a new format and the same commercial pops up several times, interrupting conversations and upsetting the stability of the program. After a commercial the program often moved backwards or forwards. We will not watch SBS on demand until they fix this problem and stop boring us with the same boring ad over and over again	2047
We record programs sio we can avoid commercials	2850
while i get many emails from SBS indicating new programs , in practice i find they are difficult to locate on SBS on demand .	2617
why isn't it easier to use like iview, and why is it only compatible with the 'new' Apple TV?	4568
Why not support ChromeCast?	2068
Why! Why! repeat over and over the same advertisement. Do you think we are idiots? I watch less SBS On Demand.	3095
Would like more LOTE program options	4556
Would like more on SBS on Demand, as an archive.	5006
Would like to view on-demand programs, but refuse to join under new sign-up conditions	3149
yes on AppleTV	7008
Yes, BUT I now have a SMART TV. Many people don't know how to use it. I am a techno-queen so it's not a problem. If people have a smart TV with the ON Demand App loaded on it, then it should be OK.	2576
You need a computer to register easily for SBS on demand because it is too difficult with non-computers.	2777

Appendix C – Increases in advertising comments

Below are comments about possible increases in advertising on SBS. Potentially defamatory comments have been omitted. Identifying data of each commenter has been removed. During the survey the answers and comments of a participant were not visible to other participants. The comments below are not in the order received. They have been sorted alphabetically and therefore some comments appear grouped by topic and may be broadly repetitious.

Comment	Postcode:
"advertising" sucks	6285
A publicly run broadcasting service should not have any advertising in its programmes. Advertising by its nature is manipulative often to the detriment of the public. Public service advertising, weather warnings, health warnings are of a different nature. We are drowning in advertising. Revenue should come from the public purse and brilliant investigative, creative, innovative programs can then be assured.	2007
Absolutely avoid!	2293
Ads insult the audience and reduce the impact of programs	2481
Advertising already compromises the continuity of programs and reduces viewer satisfaction. I am also concerned that they might increase advertising dramatically in prime time to maximise \$\$ return (see the Peter Lewis review of the ABC and comments on advertising. I would be prepared to pay say \$50 a year, a licence fee, to keep advertising crap off SBS. All gambling and alcohol (drug) advertising must be removed from SBS including indirect advertising.	2473
Advertising detracts from programs	2218
Advertising during the news is particulalry offensive. The news is never good, so slamming some ad after reporting a current world horror crisis is repugnant.	2576
advertising is a sad reflection on the rest of australia	4878
Advertising is already exsessive; we have been obliged to apply to SBS the strategy we use for the rare times we watch commercial television, ie tape the programs and skip the advertisements.	3108
Advertising is destroying SBS.	6101
Advertising is not OK on SBS. Advertorials are also not ok - they are a really ugly part of advertising and irritate me even more beucase of lack of transparency.	2141
Advertising should be restricted to before or after programs	4061
all ads are intrusive and annoying	2597
All advertising income should be matched by a dollar for dollar reduction in funding from the public purse.	800
Also do not advertise during sports events.	6157
Am less and less likely to view SBS	3149
Any advertising at SBS directly influences the content and languages broadcast. This is a dreadful price to pay and the price does in fact come out of the pockets of tax payers who do not speak English as their first language and who should be able to sit down and turn on SBS and watch programmes in their own languages without having to buy a recorder or hand over personal data in exchange for being able to access the content that helps them to feel a fully valued and intergrated member of Australian cohesive society.	6027
Any increase in advertising on SBS should be tied to legally binding increases in Australian content. That said, it would be much better to decrease advertising and increase Australian content.	2010
Any increase should be linked to a total ban on gambling and alcohol promotion, and	3043

should not be allowed to intrude into time devoted to serious programming.	
Any more advertising and I will definitely be turning off.	2777
Any more advertising and SBS will be off my television viewing	4157
anymore advertising would make it a bona fide commercial operation - yet it is a public broadcaster. Make your minds up!!	3031
As a taxpayer I don't mind funding SBS. I'd far prefer it to those awful ads, which are often second-rate and repeated ad nauseam.	2139
As I record all programs and skip ads, my main concern is about loss of program segments to make room for ads.	4556
Breaks ruin being absorbed in a film/program.	6280
Clearly advertising has driven the decline in SBS content. I am prepared to pay more taxes to have back the original SBS!!!	6163
Current Le Carre serial is almost unwatchable	3141
Decrease advertising and increasing public funding for SBS.	2035
Doesn't advertising remove SBS from certain sections of the public broadcasting act. That is, they will be governed the same as commercial channels.	2300
Don't do it.	6027
dont let it happen	3010
Enough is enough!	2093
Ethical products would be better	2444
Feature films in particular require continuity. Also, the voice over announcements inserted during closing credits are very disturbing and unnecessary.	3071
fine on prime time if need more funding, but no online. One of the reasons I stream shows is to avoid ads	2126
For me SBS adverts are counter-productive	3058
Get ads off SBS. Fund it properly from govt. Drop this corporate profit bullshit.	2575
Get rid of all advertising.	5000
Government should consider a public broadcaster important enough to fund it properly.	3039
Govt should fund SBS PROPERLY, so there's no need for ads.	3056
Having to experience advertising interruptions in a program or film not created to include them, is insulting to viewer, and to the producer/director of the program/film. NO advertising at all, is my position..	3135
I accept a reasonable approach	2774
I am a great fan of SBS, especially SBS on Demand. I think we are so lucky in Australia to have this free service and I believe to educate our population we should make SBS different from other commercial channels. This can be achieved by only advertising between programs. The government should support this as it is to the benefit of the populous to watch interesting, stimulating programs which SBS provides.	2039
I am a keen cycling fan and it is so frustrating when a key moment of a race is interrupted for adverts; it really kills the moment and the flow of the sport.	2031
I am adverse to any form of advertising by SBS TV, but recognising that funding of such activities as sport are given precedence over anything of greater cultural worth, then I would prefer limited advertising at ends of programmes (so I can avoid the adverts completely!	2611
I am already watching SBS less to to advertising. It is either publicly funded or not.	2500
I am completely and utterly opposed to advertising on SBS. As an avid channel surfer, I find it almost inevitably they synchronise their ads with the commercial channels who are all sitting around with their hands on each other's genitals coordinating their activities to ensure that the viewing public cannot avoid their cretinous advertising. Furthermore on the subject of advertising, the ABC's massive amount of self-promotion is repetitive advertising bordering on harassment and they should also be instructed to reduce their advertising time to less than one minute per hour.	3104
I am increasing watching Netflix as there is no advertising and will with more of it if there is any increase in advertising	2063
I am opposed to ads on SBS. I have watched the changes and they are appalling. They place pressure on what is a tax funded station to be answerable and pressured	3081

by the advertisers. As well, selling our private information is against the whole concept of privacy information. And this from the government who is elected to look after our needs as citizens. If I had wanted to watch commercial ads, I would have watched the commercial stations. However, most of their programs are either trashy or biased. I choose NOT to watch them or very selectively. Thank goodness for SBS. And I love NITV (No, I am not an Aborigine).	
I am totally opposed to any increase and would prefer a total ban on advertising, in other words, resort back to the original SBS.	7250
I avoid commercial tv because it has commercials that interrupt my viewing.	2212
I can accept some advertising if it absolutely necessary but i don't like it.	3677
I could accept it more if most of the advertising wasn't overwhelmingly for upcoming SBS programs.	7005
I deliberately NEVER buy anything advertised on SBS	2230
I disagree with increased advertising but the reality is the coalition is determined to destroy ABC and SBS so if advertising is the only way to save SBS then that's probably what will happen. Rock and a hard place. A reduced and compromised SBS of possibly no SBS.	7109
I do not like advertisements. Watch SBS rarely now.	2074
I don;t understand how they make money advertising, since the bulk of their ads are ad nauseam self-promotion of programs..	6007
I don't object to advertising between programs. What amazes me though is that SBS can advertise two different brands of car in the same ad break. How is that helping either brand?	4077
I don't watch commercial tv so I mostly watch the ABC and occasionally watch SBS and often watch SBS on Demand so I find the advertising very annoying.	7020
i dont watch any channel that has advertising except sbs its just too frustrating	2773
I find the current level of advertising just tolerable. If the advertising get any greater I will try to make sure i record the programs I want to watch so I can skip the ads. I almost never watch commercial TV as the extent of advertising is quite unacceptable.	3121
i guess its inevitable, but it is really annoying.	2010
I hate commercials!! I dont watch them.	2074
I know why SBS has had to advertise but I dont agree that it should have to.	2073
I loathe the idea of more advertising - there's already too much.	2060
I loathe the thought that SBS turns into a Commercial channel..and advise the Board that Channel is currently on the way out as not many watch it. This will eventually happen to SBS if we are inundated with advertisements.	2541
I mute advertising !	5600
I no longer watch movies on SBS and prefer to record programmes so I fast forward through the ad breaks. I used to watch the ads between programmes.	2904
I notice that the time and frequency of in program advertising has increased recently; very annoying	6210
I OPPOSE ANY INCREASE IN ADS.	4066
I oppose this.	2905
I rarely watch the commercial channels because of advertising. I watch less and less SBS for the same reason.	6008
I regret the need for advertising and I object to advertisements for betting/gambling	2773
I said to my husband only today, that I would prefer to pay a sum to have no ads on SBS. We recalled paying money for ABC TV in the 1970s. But we should not have to pay for news service.	2473
I stop watching when annoyed by ads. Stan was great last night!	6008
I travel a lot. It is crucial for ABC to remain ad-free, & was a disaster when SBS was allowed to take ads.	2041
I understand that the more revenue SBS achieves the greater is the resources to provide quality programming. I think that the current level of advertising has peaked from a viewer perspective and higher advertising rates need to be targeted to organisations wanting to target the SBS audience.	2088

I watch ABC and SBS to avoid ads	2456
I watch On Demand a lot and I find it almost unbearable to watch the same ad at every break in each episode of a serial. I am immune to being influenced by ads and find them boring and a nuisance. With movies in particular they of course lengthen the viewing time making it too long.	5069
I will probably watch less of SBS in real time, and go to On Demand and use an ad blocker. It would be very disappointing if advertising actually increased.	6073
I wish there were no need for any advertising at all.	3126
I would be prepared to pay a licence fee to lower the amount of advertising on SBS	3044
I would decrease amount of live TV viewing	5173
I would dread the prospect of more advertising and only watch recorded programs where I could skip adds	2780
I would hate increased ads interrupting the programs I like to watch. As it is I find it very irritating to have my concentration and involvement interrupted.	2041
I would not like to see more advertising on SBS	6162
I would prefer that advertising be kept to a minimum on all our public broadcasters but at least any advertising should be sensitive and have high production values.	4565
I would probably decrease the amount of viewing of SBS and turn over to ABC News or ABC	6008
I would STOP watching	3161
I would treat SBS as a normal commercial station and therefore would NOT watch it. I never watch the other commercial stations.	6008
I would watch SBS less. It would be very disappointing.	2548
I'd prefer zero advertising full stop.	7053
I'd really prefer it wasn't increased!	2550
If advertisement is truly needful, even if the amount increased, it would be much better before or after programmes.	4350
If advertisers want to use SBS let them do so	2141
If advertising breaks increase, SBS becomes another Ch7, Ch10, etc.. The main diff would be ethnic programming. But from a distance it'd be the same: a product flog-fest, seemingly full of sh*t advertising content.	5066
If advertising were increased then my viewing would decrease or cease altogether	5159
If for some ridiculous reason advertising has to stay, then make it minimal and make it cost as much as Super Bowl ads.	2612
If more commercial have to be shown, then increase the amount before and after shows, and if in shows, then only with 1 longer break, not lots of breaks.	4879
If only we could get rid of it!	2233
If sbs continues to increase advertising. it will be just another commercial tv station	2482
If SBS increases advertising I will no longer watch it.	2620
If there HAS to be increased advertising it should be for very limited period of time during a programme. NOT several minutes!	2479
If there is more advertising I will watch it less, as I imagine many SBS viewers will	6233
If you must have advertising, take it to another level using Special Broadcasting Service commitment	6084
Increase advertising = Increase in local content	4881
Increase in advertising would be to the detriment of SBS.	3073
Increase in advertising on SBS would further discourage me from viewing SBS programs.	3149
increased advertising is undesirable	6157
Increased advertising under the current commercial format would be the final destruction of SBS. If they want 10 minutes or more per hour in primetime, then all advertising ought to be between programs only, no commercial breaks except at half time in sports programs.	3141
It has no place in news	2010
It is a sad fact that SBS requires additional funding to maintain its standard. If advertising allows it to maintain its standard then so be it	3220

It is outrageous that a public broadcaster should be pimped out to advertisers at all!	2000
It is part of the very dangerous trend to corporatise our way of life	5061
It seems inevitable so only before and after programs. Time to make a cuppa!!	3444
it should not be by law, but by board decision.	6163
It would be a travesty. I would no longer watch SBS if this were the case. I do not watch any commercial TV EVER, due to ridiculous advertising breaks.	4852
It would drive away many more viewers	2010
It would not be worthwhile watching programs if there was more advertising.	2031
It would stop me from watching SBS completely	2047
It's disruptive, intrusive and I dislike the current amount of advertising already. I hit MUTE to try and stay in the moment of the program I'm watching so can only imagine I'd do the same if there's an increase in advertising.	2500
It's sad how decisions in society are increasingly being made, purely on the \$.	3126
Just don't do it SBS!	4883
Keep to a minimum	2350
less better than more	2304
less not more advertising	2290
Like the on demand I'll stop watching	2256
makes me want to turn off!!	2777
Make ads in between programmes only	2575
Minimal ads please!	2010
Mining boom & WA is in deficit	3207
more ads = less viewers	4350
more ads less viewers	3381
More advertising bad. Less advertising good.	2204
More advertising would drive me away. I take no notice of ads anyway, but they interrupt one's concentration and mar the content.	5041
My DVD recorder is my best friend	4870
never	2113
No ads for weapons, gambling, alcohol or 'adult shops'	6011
No advertising at all is my preference	5068
No betting advertisements	3054
No betting in sport or anywhere else no alcohol ads either	3142
No gambling adverts on TV	3068
No Increase in advertising, never, ever!!!	2010
No increase is acceptable.	3130
No more ads! Commercial channels are now unwatchable because of the length of ad breaks.	2026
No More advertising please - happy to pay higher taxes for SBS & ABC	2039
NO MORE ADVERTISING!! SBS is a public broadcaster and should be financed by government.	2533
No more gambling ads please!	3556
None	2065
not important as i would not be watching it.	2016
not in mid program!	2617
Not to happen!!!	2000
One of the great things about the ABC is no ads. I hate ads. That's why I don't watch commercial channels (also a bit ordinary)	2170
Only watch prerecorded programs to skip the ads	2603
Pay your own way and stop bludging on the long suffering tax payer	2600
please do not increase advertising and adverts are sometime too sexually explicit for times in which children could be watching	6003
Please do not turn sbs into another commercial TV station. How wonderful would it be if SBS was supported and had no advertising at all!	2096
Please don't.	2068

Please no!	2047
Please remove gambling advertising	3124
Prefer to have SBS with advertisements than no SBS but wonder why we need Viceland an the cooking channel	2042
Preference is for no advertising st all.	3188
Privacy in this world is dwindling and it is uncomfortable and inappropriate with information that is obtained from viewers without consent!	2429
Probably not watch. Read a book instead	6023
probably wouldn't watch if more ads during programs	2518
Reduce advertising	2483
render it unwatchable except on pre recorded	2604
SBS advertisements degrade the content of many programs	3122
SBS and ABC are publicly funded and should not be 'privately' owned by advertising products otherwise there is too much biased influenced and not enough transparency and catering to the public requirements.	2430
SBS is a publicly funded service and should be properly resourced and commercial free.	6560
SBS is a special broadcasting service and as such it should maintain its uniqueness. this is very important overseas visitors recognise something special about the SBS programs that we take for granted - it's not related to adverising, though - but to the fact that there are still a few non-English films - very handy when laerning a new language. why do others have to bring this to our attention - including the sub-titles which cunningly they've changed the yellow colour to a stupid opaque - invisible colour - een the English like to watch films in LOTE!	2067
SBS needs to differentiate itself from other commercial TV, no ad during a program is vital. all ads need to be made to suit the taste of the uniqueness of SBS	2093
SBS programming is currently over-supplied with advertising of any form.	2016
SBS provides a public good that should not be compromised by having to seek compulsory advertising.	6014
SBS should be properly funded from government revenue, rather than forced to pander to commercial interests	4564
should not be any advertising	4350
Should NOT be further compromised	2066
Some advertising segments are already too long, don't increase this.	2480
Some of the breaks in sport are definitely "not natural breaks".	2904
spare the thought!	5022
Streaming is often interrupted and jerky when there are ads so I strongly support ads between programmes not during them	7250
Strongly against. it is utterly disruptive to the flow and atmosphere of programs.	2780
Take away altogether the advertisement from SBS	6151
Thank god for the mute button on the remote	2039
The ABC is where Australian content can be housed. Keep SBS to foreign content, thus reducing revenue needs..	4107
The ads are often irrelevant to me and a waste of time.	5006
The ads are repetitive and of little or no interest to me, just an irritation	5006
The adverts detract from the quality of the programming and interrupt the flow. On commercial channels the context is usually inconsequential and therefore not as disruptive.	2060
The aggressive commercialisation of a public broadcaster is a scandal. Whilst it may reflect the pressure of funding limitations, it is a poor approach that weakens the broadcaster. More will dribe me away altogether.	3032
The charter has been trashed by the interruption of programs with advertising. Look back at the history of SBS Independent, the proud commissioning arm of SBS 20 years ago. No advertising was inserted in programs, and more independently produced Australian dramas and documentaries were commissioned than is presently the case.	2060
The in-program advertising is an intrusion and greatly detracts from the many fine	2500

programs aired on SBS. Stop these advertisements!	
The main thing is to keep SBS alive - maybe you need to do support sessions a couple of time a year for people to give money to the service if they so desire as in PBS in the US - (only if needed)	4568
The more ads, the less I watch.	2429
The more commercial SBS becomes, the less likely it is for me to use them. I might then as well go to other providers for the content I am looking for.	2034
the more it advertises the less I would watch	2478
The present commercial breaks particularly on Viceland are very intrusive because they are not scripted for.	1970
There are enough commercial stations for advertisers a high level of commitment to non-commercial public radio and television should be exercised through SBS and the ABC	2641
there is enough advertising on commercial stations if people wish to watch it. There should be an option of a advert free channels	2068
There is way to much advertising now.	3064
There should be no further increases in advertising.	7009
There shouldn't be any other than for advertising te fare available.	2064
This was not the plan when SBS was first started. This is the commercialisation of a public broadcaster and should be stopped.	2428
Too much advertising everywhere!	3820
Unacceptable for a National Broadcaster	4881
Unfortunately, advertising pays for SBS programmes to make up for cuts to government funding. It's pointless for viewers to complain that SBS has advertising and turning off from watching programmes. Viewers should advocate for more Gi	3218
very unwelcome	5052
Violently opposed	2088
we are against this	2024
we are bombarded with advertising EVERYWHERE one looksâ€¦ the roadsâ€¦ shopsâ€¦ public spacesâ€¦ internetâ€¦ EVERYWHERE! we do not need it on a public broadcaster!	5008
We don't need another commercial station full of rubbish (mainly American) shows.	2614
We record ALL SBS programs we wish to watch so that we can skip the ads, so more wouldn't affect us	4764
we record our SBS shows on our PVR so we can fast forward the ads, or at least mute the sound if watching live.	3159
We would consider no longer watching SBS. We NEVER watch commercial tv because we hate the ads. We would then be restricted to only ABC tv. SBS is a public broadcaster and should be free to air with no ads.	2251
We would watch far less SBS if ads were increased, we would probably just watch the evening news and pre record any other stuff of interest and delete ads [via Foxtel box].	2015
What's worse is when it's the same ad over and over and over again	4670
Whenever an advertisement comes on during a program I get up and do a job. This often means that I miss part of the program which starts after the advertisement has finished. I DO NOT ever watch ads!	2582
While ads are annoying the reality is that when governments starve public broadcasters of funding they have little option but to increase their revenue through advertising	2617
While I detest having programming interrupted by advertising however if it means SBS can only survive with advertising I will put up with it. But I would like to see it revert back to advertising between programmes.	2131
Why does SBS waste so much of the advertisement slots promoting its own programs? It does this dring the news, and sometimes does it to promote the program I am actually watching- go figure!	3448
Why should sport be different?	2207
Why, the above question 'except in sport'? I don't want to see advertising in sport.	5108
would be less likely to watch SBS	2535
Would prefer to pay a set fee than have adverts	2603

Appendix D – General comments

Below are general comments about SBS. Potentially defamatory comments have been omitted. Identifying data of each commenter has been removed. During the survey the answers and comments of a participant were not visible to other participants. The comments below are not in the order received. They have been sorted alphabetically and therefore some comments appear grouped by topic and may be broadly repetitious.

Comment	Postcode:
A good national broadcaster that is not influenced by commercial or political considerations and reflects and encourages diversity, multiculturalism and multi-faith recognition is very important. If it helped to strengthen management independence without reducing support from the government. budget on a fixed basis (not subject to annual budget negotiation under political pressure) I would support a part-subscription or member contribution system.	3043
A well thought out and meaningful survey.	4881
Full marks!	
Absolutely essential SBS maintains and grows a wide international coverage, and the scope of its programs are not confined to the English speaking world.	3079
Ads have greatly reduced my SBS viewing	2603
Advertising has no place at all on a public broadcaster.	2000
Advertising is less of an issue for me because I record programs and skip the ads.	6007
alliance with vice a disaster!!.	3216
Apart from the advertising, SBS continues to be the premier broadcaster in Australia - for its multilingual and progressive programmes (eg Vineland). If advertising must continue I recommend 5 minutes' worth of engaging, top quality ads in spoken in language, subtitled, using actors with overseas/indigenous background, shown before 1- 1.5 hour programmes (as per challenge ads on Gruen). I'm sure advertisers are up for it. That way the ads are entertaining so we can watch or go and make a cup of coffee. That said, I prefer no ads.	6084
Apart from the food channel I watch all the sbs channels. I didn't mind ads between programs as a source of revenue. Perhaps the sbs charter could include a clause to also advertise local multicultural events and activities from advertising revenue	2040
As I have said both SBS and ABC TV and radio services require full funding from public funds NO private commercial funds. In order to supply this public money all politicians should have their allowances reduced, so they receive their salaries but no extra money for attendance at functions etc, they are able to make tax claims for work related expenses as is everyone else!!	2430
As I mentioned above, whatever it takes to keep the service going (with strong committed negotiations of course - don't give them an easy time)	4568
As I speak French Italian and English fluently I would be so thrilled to see French and Italian Movies in SBS	2541
As is inevitable in surveys it is difficult to answer complex questions with simple yes/no/maybe answers. e.g. Although I prefer SBS NOT to merge with any other broadcast service I would prefer a merge with ABC rather than a commercial broadcaster.	2350
e.g I do not want advertisements on SBS. However if it is the only way for it to continue in the current climate I would put up with ads. i would rather have SBS with ads than no SBS at all!!!	

As it is now my household rarely watches purely commercial tv networks. Since commercialisation of SBS we are using it less than before. Most of our viewing now is ABC.	3188
As mentioned the Mute button is my most valuable tool. I only watch SBS and ABC television	7109
As per my comment above could SBS please restore access to SBS on demand to those with older TV sets	4059
As someone who is severely hearing impaired, I absolutely need subtitles and/or closed captions to follow TV programs. The Deaf & hearing impaired communities should be an important part of the wide reach of SBS, and more programs need to have closed captions available for this substantial segment of the Australian audience.	2095
As well as aiding social cohesion, SBS used to be good for learners of foreign languages. This is much less the case now. Foreign news services are excellent but good quality, subtitled movies and series were a great help to language learners.	3039
At 75 years old I'm probably out of touch. Frankly I don't understand "social cohesion" other than as a motherhood description and I don't see that SBS can be influential if the people who need to be educated or sensitised to such never watch either the SBS nor ABC - as seems the case if my children's and grandchildren's friends with who I come into contact are a representative example. Ditto the undergrads at university I occasionally have tutored over the past 10 years.	4764
At least remove repetitions of advertisements.	3095
At least SBS does generally keep to time. Neither ABC or other FTA channels manage that.	5112
Australians deserve both an ABC and a multicultural broadcaster.	2088
Because obesity is a major problem in Australia, I think there are too many cooking programs encouraging people to eat too much sugar and fat. I would like cooking programs on SBS 1 to be greatly reduced in number.	2612
I think "Viceland" is a very undesirable name for that channel because vices are bad.	
I loath the frequency with which many ads are repeated. Ads that are repeated many times with one program actually put me off the advertised products or services. I find them an insult to one's intelligence and they are intensely boring.	
PLEASE limit ads to between programs, and refuse to accept ads (such as gambling) that encourage unhealthy or undesirable behaviour.	
Both my wife and I are regular viewers of both SBS and ABC. We do not watch free to air commercial stations, but do watch some programs on Foxtel, for example BBC news. We are only marginally interested in sports programs.	2477
BRing back "Letters & Numbers"!!!	3064
Or if playing repeats over and over at least get them in synch again and play the final series. The most recent lot was not played. Very disappointing!!	
Letters & Numbers was a fantastic family show...we loved it and still enjoy watching it even as a repeat.	
BUT please please please get them in Synch..ie Monday on Monday and so on, play them in order & include the finals.	
Cease public funding of the SBS.	4814
Comment re the question: Would you vote for a Party that promised to limit advertisements to before or after programs only, like SBS used to be?	5159
Australia's political landscape is littered with promises from candidates & parties which evaporate after election to office - Rudd's promise of a universal dental scheme in 2007, Abbott's no cuts to health, education, the ABC or SBS etc etc etc etc	
Commercials have made live watching of SBS TV unenjoyable	2603

Cut out the ads during a program	3146
Despite some good things, SBS does feel like it has lost its way increasingly in the last few years. Government funding for arts and culture should be tied to their unique value, not to commercial concerns or audience numbers. SBS has a very special role in our richly diverse society, let's enhance both.	2010
Did not know what VICEland was before reading this survey. Thought it might be for their "light porn" movies that used to be late at night. Have never used SBS ondemand	2034
Divisive shit show, that I am forced to help fund. Shut it down!	2357
Employ journalists and news readers/reporters that can speak non-slang, grammatical English. Too many of the above staff have a very poor grasp of spoken English and I would like to see this rectified. I'm sorry to name names but the news readers/journalists that are particularly difficult to listen to include Sara Abo and Ryan Emery. News readers/journalists who speak well include Katrina Yu and Natashya Tay	6019
Also very annoying is the relatively recent tendency of SBS TV to repeat the same advert in the same break - occasionally up to 3 times. This is more than counterproductive - where a commercial product is advertised in this way, I will NEVER buy it. This marketing practice treats its target as fools and shows nothing but contempt for the viewing public.	
Even though I am not born in Australia, I have lived here for 65 years.	6157
f advertising was permissible at any level, it is hard to see SBS not being pressured into selective advertising. This makes it vulnerable to big business. We have already seen advertising from well-cashed members of the mining lobby, which is aimed to skew our views about coal. Therefore I say, yes to donations, if there is NO advertising.	3135
Final two questions	7008
Fire them all, shut it down, burn it and salt the earth. Not needed waste of taxpayers money.	6024
Food Network is mostly American content and repeated many times. I'm quite disappointed with it, especially with the competitions (and especially the children's competitions). Many programs are simply ... unintelligent? and uninformative. I would like more about world foods, and shows that teach me better cooking.	2296
For our family (husband and self) SBS is an essential component of a civilised life in Australia. However increased advertising will damage the integrity of this service	3099
For years, SBS has been the only TV channel I bother to watch. The commercial channels are unwatchable (i.e., drivel plus endless advertising) while the ABC is too parochial for my liking. I'd like to see SBS return its nightly World News service to a regular slot on weeknights, starting no later than 10:30 pm -- currently, the news slot varies in a random fashion and often starts too late to be of use. The volume of repeat content on SBS 1 is becoming alarming.	2121
get rid of advertising which is a worldwide curse	3010
Give less oxygen to Pauline Hanson and other global warming deniers....	7310
Given the current dismal state of public life (for example the inadequate response to the challenge of climate change, and the shameful treatment of refugees), SBS is still a rare ray of light in the gloom. It is too precious to be allowed to deteriorate into merely a simulacrum of commercial channel.	5067
I have twice been widowed on the death of a non-Australian-born partner (not simultaneous!). I am the grandmother of three small grand-daughters who between them speak four languages -- set to increase now that two of them have started primary school and are learning new languages. Multi-culturalism is one of the achievements of modern Australia, and is very important to my family.	
glad that you are so carefully assessing the SBS users' views with this substantial questionnaire.	5052
Glad to see that these issues with SBS are being taken up with SBS. I am particularly	2090

incensed at the changes which require a lot of personal information in order to access SBS on Demand. I no longer use that service. If the day comes when I do want to access SBS on Demand, I will set up a spurious profile which will enable me to get that access without trading it for my personal information.	
God bless SBS!	2444
Good comprehensive survey. Would like to see SBS free of all government politics with regards to its future, this includes funding to which it must be increased greatly if the organization is to survive. Putting in advertising with replacement of future funding has not worked well for SBS unfortunately.	2502
Good luck in your attempt to limit/remove advertising from SBS - I think you have a very difficult task.	3185
good luck to us both	4878
Good work and good luck. This Government are like Trump, they have an ideological bent to destroy public broadcasting (following the IPA wishlist).	2429
Government control is the issue and corporatisation increases the conservative ideology which conservative governments favour.	5061
Government should provide adequate support to SBS and ABC. They are two of the great strengths of our society. It's worth looking back to the time before multilingual radio was permitted (by law) in Australia, and remembering the joy and new levels of social cohesion that the first multicultural radio programs brought. And then television. The survival of an adequately funded SBS is one measure of our urbane, cosmopolitan, society! Long may it thrive!	3068
Great to be asked to participate. Hope action will be taken to turn SBS around.	2067
I already vote for The Australian Greens and am proud of their support for independent public broadcasters.	6011
Good on you for doing this survey.	
I also would like to see the credits being able to be run without interruption/interference at the end of programs, unlike what is happening on the ABC where loud voices talk over the credits at the end of every program.	2622
I always believed SBS was a superb cultural institution of which Australia could be exceptionally proud. Having travelled in countries like the US, I am still of that opinion - but less so since the sad reduction of government funding & the introduction of advertising. I would hugely support its return to the glory days. I also believe firmly that SBS contributes much to social cohesion & understanding among the groups that comprise our country. That any government would do anything to reduce this is incomprehensible.	2041
I am a huge supporter of publicly funded radio and television and would hate to see the diminution of SBS and ABC activities, freedoms to provide information without fear or favour and a variety of programs to inform, challenge and representative of our mixed origins and cultures.	2612
I am English speaker of British origin. I love the documentaries and foreign/arthouse movies that SBS broadcasts, and enjoy watching programs in their original language (subtitled). I can't abide commercial TV channels, and will not watch movies interrupted by frequent commercial breaks as on commercial channels. At least SBS tries to find natural breaks, and at least give a warning(or apology) that a commercial break is about to happen. I also like to read the credits and hate it when a commercial cancels the credits.	2620
I am getting REALLY SICK of the govt STARVING SBS & the ABC of FUNDING - death by 1000 cuts - and installing their FAR RIGHT cronies as announcers AND trying to defund the Arts altogether, or trying Brandis-type tricks of ensuring their OWN VALUES are paramount. The people of Australia (including me) want to see SBS & the ABC remain INDEPENDENT FOREVER (of BOTH POLITICAL AND CORPORATE INTERFERENCE)!	3056
I am in support of the minimisation of advertising on SBS, especially between programs, and also support the provision of programs in LOTE	3198
I am more than prepared to participate in any activity including public demonstrations,	3104

letter writing activity, harassment of politicians, and a public enquiry the members of the public can actually meet with and question the directors of SBS.	
I am not strongly opposed to a merger with the ABC, providing that the public broadcaster charter was retained, with no advertisements. The special features of SBS would need to be retained. Frankly, the ABC needs more rationalisation than SBS--it is becoming too undignified, dumb-downed and commercial and forgetting its public broadcasting responsibilities. It has too many TV channels. News can be reported without ABC 24 and there needs to be more local news, especially in regional areas.	2913
I am of German descent and speak several languages, including Euro and Asian languages: It frustrates me that overwhelmingly the only German content on SBS seems to be either limited broadcast from DW or documentaries about Nazism - a fairly brief period out of thousands. This lack of balance ignores all of the extraordinary contributions that German people have made to the world at large before and after that brief albeit devastating experience 70 odd years ago. And we are yet to see SBS repeatedly air doco's on the murder of entire indigenous peoples by the English, nor discussing the continued victimisation that results in rape, death and mental illness among the victims of current xenophobic behaviours in Australia, Britain, the USA and other English language cultures. SBS was intended to be a multilingual, multicultural broadcaster and its management has abandoned that premise and chosen to become a slick, superficial station, pandering to lazy and apathetic government ministers and invested advertisers, as well as seemingly focusing on personal gain/interests.	6027
I am really appalled at the direction SBS has taken with its programming. Primetime is full of British programs, or War promoting shows, or prison shows or USA (VICE) gangster culture. If we do get any O/S docs (as an e.g..) it is always presented by a British commentator. We even have British commentators showing us Australia! What a pathetic joke, only it's not a joke, it is deadly serious. Also where are the non English directors of programming? Or even SBS production staff? I want to see SBS to return to it's charter asap. I want to see programming from countries other than the UK. I want to read subtitles. I wish SaveOurSBS courage and strength in addressing these important issues and I commend your work. I truly hope we can reinstate what was once a unique in the world broadcaster. Thanks for your questionnaire.	5000
I am retired and TV is very important to me. I do not watch any channels other than ABC and SBS, and mostly factual/ educational. Only programs I refuse to watch are food and cooking! ABC's increasing offering of repeats means that I am more and more devoted to SBS. I particularly enjoyed "The Hollow Crown", but why was it shown in the middle of the night?	4556
I am saddened that SBS is so different now with advertising. Are we so poor as a nation that we cannot afford a commercial free SBS.	2011
I am undecided on this Q because it is unclear if such requirement would be because of extra funding by government:- 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? This would be a fair requirement if the funding was provided.	6014
I am very attached to SBS and watch it regularly, even with the ad breaks. Their programs give me a better understanding of other cultures. Indeed, SBS has aided in making Australia the world's most successful multi-cultural society. I am grateful to Malcolm Fraser for helping to make it possible. My wife and I appreciate being able to see news from our countries of birth. Lately I have used SBS on demand a lot and love the foreign series broadcast there. Commercial realities have meant ads but I can live with them in their current format. I would be happy to financially contribute to keep ads to a minimum.	6020
I am very disappointed with the SBS over the last few years. The quality of programmes has deteriorated, most seems to be (apart from the various overseas news) sourced from the US or Britain. Channel 2 offers nothing of value to me and the Cooking Channel is completely wasteful particularly as on Channel 1 there are more cooking shows. My viewing percentage of SBS has come down from more than 50% 10 years ago to	2074

occasional viewing now. I would not mind if ABC and SBS were united with a clearer mandate for programmes directed at ethnic communities. Finally I have had enough of Nazi-films and documentaries being shown every week - an absurd glorification of Hitler etc.	
I am wholly opposed to advertising on either public broadcaster because the free dissemination of art and information by the ABC and SBS have profoundly enriched Australian life. Any form of advertising strikes at the very heart of a free society and diminishes us all.	2602
I believe there is a need to improve sub-titles in terms of colour. Sometimes it is extremely difficult to view the sub-titles. World news is good but some form of journalistic commentary & ethnic view on top story would be appreciated (5 minutes in one hour would work).	2590
I consider SBS to have been a primary cause of the present state of so called 'Political Correctness' that has turned the Australia I was born and brought up in, into being encouraged to be divided by race; a situation that is leading towards what was 'Apartheid' in South Africa.	6155
I deplore the attitude of this and most (?all) recent governments to starve funding to anything that contributes significantly to public good, such as SBS and the ABC. I seldom watch TV at all as I find it reduced to cooking shows, reality shows, sports programmes, and other such things that are of no interest to me. I certainly object to the breaking of news and documentaries with adverts (usually a few decibels louder than the actual programmes). At least SBS still employs competent news readers!	2611
I did watch sbs more when the late news was at 9.30 and movies at 10pm	2107
I dislike advertising so much that I generally never watch a commercial channel on TV, as I cant stand the inane level of the advertising or its repetitive nature where there is a sponsor. I only now watch the SBS programs that are really of great interest (like Insight, Dateline) or the News (although even there I now find it much more comfortable to watch the ABC News and avoid the ads all together).	6008
I do not want to see ABC and SBS being merged as one entity. ABC is not doing a great job with its charter and I hope that least SBS will stick to its charter. I very much doubt that SBS will ever be able to claw back the position of no advertising. But I would like to see any advertising placed in between programs. A "donations" business model is the thin edge of the wedge whereby free-to-air television will disappear. I was very disappointed that SBS rebranded one of its channels to VICELAND without any information, discussion or debate with its audiences.	2131
I don't understand why SBS has a food channel, especially when there are so many food shows on SBS 1 & 2, (as well as on ABC and all the other commercial stations). Enough of the obsession with food already!!! How trivial ! Give us more French comedies and other foreign movies and get rid of the US rubbish.	2614
I enjoy SBS world news, Insight and other world view programmes. I strongly resent commercial advertisements on publicly funded media.	4566
I enjoyed the opportunity to express views and opinions about the current and potential future state of SBS. A further comment: I think some of the questions here are expressed in a manner too difficult for non-English natives to fully understand, and they potentially are the most ardent viewers of SBS programming. A less complex range of questions may have brought you a greater response volume. Best luck, I've long loved 'our SBS'.	5066
I feel SO strongly about the issue of advertising on public broadcasters that I would march in the streets to oppose it - as well as undertake civil disobedience! There should be NO PUBLIC BROADCASTER ADVERTISING at all in my opinion.	4852
The joy of concentration, in being able to watch/listen to, full and uninterrupted programs, is an important component in developing our psychological health. This also has the capacity to nurture valuable, concentrated thought processes. Am I wrong in thinking that the lack of such skills in our current society, is to partly blame for many of our social problems?	
I wax lyrical..... and apologise for my limited use of language, but I do care so much for,	

and am proud of, the world's best public broadcasters.	
I feel the government should increase funding to SBS and all multicultural agencies in Australia	2545
I feel there are far too many cooking programs on SBS	4163
i find the question re voting for a party which promised to abandon advertising insulting as surely a one issue and a minor National issue at that would be reason for me to vote one way or the other	2016
I grew up with ABC and would never watch Commercial channels, but since the SBS began showing adverts and since the ABC has swung so right-wing and has been dumbed down, I no longer have a TV in my house.	3844
I have always enjoyed SBS and what it has to offer. Its prime time news coverage is excellent and often considers big issues in an international context. I also enjoy some of the foreign language news programs even though I do not know or am fluent in the language. I also enjoy the documentaries and SBS on demand....some terrific drama here too such as 'Baron Noir' which I think are useful in bringing understand many similar issues in Australia....the human condition is the human condition wherever you are and we need to be reminded of that regularly. Not a fan of most cooking shows.....who cares! Viceland doesn't do much for me either. Enjoy watching NITV as there are some excellent programs there. There is some confounding of issues in early questions. Reference is made to comparisons with earlier years of SBS and excellence of SBS. Not always clear whether you are referring to overall improvement of programming per se or whole of SBS with bloody advertising. I think SBS has improved in many ways but increased advertising offsets that improvement by being a blood nuisance. I am very mindful of the current govmt's desire to combine SBS and ABC for purposes of bringing in advertising to the ABC. SBS must not get caught up in that model which was recommended by Peter Lewis in his review of the ABC as a way of 'getting around' current legislation which prohibits advertising on the ABC. The interesting thing for me is that this issue WAS NOT PART of Lewis' remit yet he raised it anyway in his review. In my view this was dishonest and should have precluded him from being anyway near public broadcasting, both ABC and SBS. Combine this with a process from the current Minister for Communications with regard to selection of members of the Nomination Panel for the ABC where is has become the Minister's pick and you have to wonder what else is going on behind closed doors to screw over SBS as well as the ABC. It would seem guvmt policy is to get rid of public broadcasting. I would happily pay a licence fee for an advertising free SBS. By the way I object to coal industry advertising. It is nothing more than propaganda.	2473
I have been an enthusiastic viewer of SBS television since its inception (thank you, Malcolm Fraser). Much of that time I have worked evenings/nights so I have had to record favourite programmes. I have been able to fast-forward past ad breaks, though that reinforces that they are there. Nevertheless, SBS provides some of my favoured viewing and I hope there will be no decline in service.	3121
I have family who live in France and New Zealand and friends in several other countries. I feel more connected by watching SBS programs. I also watch NITV regularly.	5600
I have found the SBS documentaries in the time slots 7.30-8.30 pm very good. The NITV programs could be more widely known. Not sure how Indigenous people feel about the mix of Australian, Torres Strait, N.Z and North American Indigenous programs.	2140
I have had a bit of difficulty answering a few of these questions for one reason or another. But hopefully you understand that I believe that if SBS goes down the path of more advertising, then it loses it's relevance and importance in today's society. I believe it just becomes another boring profit driven business, which cares little for the people it is supposed to serve and just peddles rubbish.	6008
I have high value for documentary-type programs.	3340
I have loved SBS for as long as I can remember and was very proud when it was introduced. Although I am of Anglo heritage I love learning about other perspectives,	2293

and enjoy watching shows in languages I know as well as those I don't. I regret that it has been forced to have advertisements during programmes.	
I have no confidence that the current National Government will enhance the role of SBS and restore funding to a level where it can ensure the vibrancy of the broadcaster just as I watch in horror at the ongoing attacks against the ABC and the progressive dismantling of the ABC's voice across the country including the winding back of Radio National. Our public broadcasters are the only 'independent' voices we have. Without them what are we left with 'Sixty Minutes' ?	7009
I have stopped watching commercial tv because of excessive adds and the mindless rubbishy programmes. I have decreased the amount of time I watch sbs and watch the local channel wtv. For a long time now I have watched the decline in the standard of programming and the marked departure from the original concept.I have watched since the first broadcast and am very unhappy. The executives should be sacked and go to where they belong, commercial tv. Thanks for standing up for those who wish to see what the world has to offer.	6023
I have to admit I am an infrequent viewer of SBS, since we (my husband and I) have become committed to several programmes on ABC and even commercial programmes (although we find their advertising very annoying.) I am often reminded by our sons of a very good film or series that are on SBS and enjoy them - although i often on record, so we can skip the advertising - as we do on commercial TV.	4521
I have written so many submissions in the past in support of SBS - before and after the days of Minister Alston. SBS will always be a target. We have to get more people watching it for practical reasons too. TOO many cooking programmes. I would like a handy-person program with non-ocker man and woman with informative guests showing us how to do all sorts of things. And a good and interesting gardening program which is about Australian city and regional gardening as well as say a Greek Island garden - or a Berlin balcony garden. Mix it up. More contemporary German content. Always fascinating. Thanks for EVERYTHING all of SBS. YOU are my MAINSTAY. I will support you and donate and fight for you. It is purely self-interest on my part. And, I will do all in my viewer's power to protect this UNIQUE bastion of broadcasting to the Australian public.	2576
I know the Government has slashed funding to SBS and times are difficult . They (the Government , in particular recent Liberal Governments) have almost totally destroyed the ABC... The ABC has axed so many of it's educational and cutting-edge arts programs that,now, people have been organising protests around here (6285) to save Lucky Oceans great music program "The Daily Planet"... It is a strike at the heart of years of forward thinking and open education and free thinking, in short "Culture" itself.. The Liberal Government has a lot to answer for when they are finally toppled...	6285
I loathe advertising and avoid watching it	6162
I love SBS	850
I love SBS - and I think it is a powerful tool in promoting mutual understanding amongst all communities in Australia. I would love to see more ethnic Australian content - perhaps have SBS do the equivalent of Redfern Now for the Lebanese community. We need a serious opportunity for the Lebanese, and other communities, to tell their stories in a nuanced and penetrating way - not just in comedy that tends to stereotype. At the same time, we should be encouraging young people from those communities to develop their production and writing skills and tell their stories. It was not clear in the survey what was meant by 'Australian content'. I would be prepared to live with more advertising if it were used to encourage ethnic communities to tell their stories.	2031
I love SBS and hate any advertising unless it is the only way to keep the station.	2604
I LOVE SBS especially the Scandanavian drama programs - also other European one (with subtitles)	6157
I love SBS, and am British-born of British parents. Now more than ever we need to promote social cohesion. SBS has an important role to play in this. Some advertising is fine, and can even provide a necessary "move from the TV" time, but is much more enjoyable before and after programmes. I particularly like the fact that SBSondemand	4350

retains their programmes for online viewing for a much longer period than ABC iview.	
I love SBS, it has been a big part of my developing an identity and awareness of multiculturalism. I would definitely donate if SBS asked for this I believe it is important for persons from LOTE to have access to films in their linguistica and cultural milieu and also for ordinary australians to see presenters that are indigenous or LOTE and to experience multiculturalis in whatever way we can get it in.	2478
I love the Feed!	6060
I may need a calculator for the next question! There is an excess of advertising in our world. I try where possible to shy away from products which are advertised on SBS. Re gambling there are enough people with gambling problems now without trying to increase this market.	3550
As one famous person stated - 'maintain your rage'.	
I need to have SBS as it was chartered originally to represent all nationalities in Australia to express the multicultural society that it is.	2625
I now use iView and youtube.com (and attend Cinemas) in preference to SBS On Demand, precisely because I believe that interrupting a movie or a documentary with ads is highly uncivilized. What do the producers/directors/writers think of this treatment of their artworks? It is barbaric.	2095
I only watch SBS and ABC .	2067
I particularly like SBS news coverage and the unusal documrntaries .	2290
I really enjoy the current format of evening SBS News but other new programs are nothing like the other earlier programs. I cant remember when I last saw a subtitled movie. We are a multicultural society we need to broadcast movies in other languages, wouldn't that help inter-relational building?	2073
I sincerely hope that SBS, does some radical overhauling of their content (notably local content and getting rid of ads). Less American content would also be good. There's enough of that rubbish on the commercial stations.	2617
I strongly object to the name VICELAND for SBS's second station and would never watch it on principle. I think it's catering to the lowest type of viewer who wants nothing but titillation and violence from their television viewing.	4077
I think inclusive, quality public broadcasting is a mayor determiner of enlightenment, wellbeing and cohesiveness of society, particularly as avenues for real public discussion/debate and for creative arts programs.	3196
I think SBS is moving steadily towards becoming a commercial broadcaster. It is possible that this is what the government wishes, so that it can "support multiculturalism" through subsidy of a ("public") service heavily reliant on advertisements and sponsorships.	3122
I tune away from SBS during ad breaks. It would help if the ad breaks were of a predictable length so I could return to SBS without missing any programming.	2038
I understand the in-program advertising was to provide additional revenue. However much of the in-program advertising is of its own programs which would provide no external revenue. Even if SBS has transfer pricing (which I doubt), this would not improve the bottom line. These advertisements should be the first to go. Around 8.20 pm, the program is interrupted for a news update. I cannot recall one occasion when this update was so important that it could not have been held back until the end of the program. At the end of this update, the next program is usually announced indicating the previous program has finished but then the previous program is re-started. This is very confusing. Volunteer Radio station 4MBS is able to include limited advertising in an unobtrusive manner.	4007
I use the mute button on my remote during ad breaks so the sponsor decreases the value of the content.	4065
I used to brag, when overseas, about our unique multi-cultural SBS television station, covering the needs of the various communities. While the "news from home" programs still exist (though I have no need of them), I approve of their intention and I highly	2533

approve of the high standard of international programs shown later each day. However, frequent distracting interventions for commercial advertising have seriously interrupted my enjoyment of top quality international programs (which I watch via subtitles), having recorded them on my PVR. I skip through the recording to exclude the advertisements. It is harder now to boast about our unique Australian multi-cultural station.	
I used to feel that I could never leave Australia to live in another country e.g. USA, Canada , as I thought their TV programming was so abominable. I intensely dislike advertising (it would have to be subtle to be acceptable), and none of my young folk want anything to do with commercial breaks so consequently they use Iview and SBS on Demand or DVD's etc to avoid commercialism. I enjoy Drama and movies, documentaries and News from around the world. I hate reality shows, and feel saturated with cooking shows too. Please retain an individual character with an "exotic" appeal, or excellent Australian content.	4035
I used to really enjoy watching films and shows on SBS on Demand. Now the extent of in program advertising and the way that advertising is done makes it really annoying. SBS is actually doing serious damage to its brand and to its success.	3032
I used to watch many programs on SBS TV now I only use it for the World News when there is a major overseas event.	2323
Advertisements on TV are essentially short programs designed to make one miserable if one does not buy whatever product or service being sold. Simply, I will lead a happier life if I am not confronted with such objectionable ads. I have always paid my taxes in full and feel That I have Paid for an ad free public broadcaster like SBS.	
I value SBS and absolutely loathe the mid-program ad breaks. Quite often it causes me to turn off and listen to the radio ABC or BBC of course.	3127
I value SBS but think it should have some advertising so that it is independent of total public funding.	2000
I value SBS greatly as a provider of multicultural content locally AND from the world. It wasnt til I read the info in this survey that I remembered there were so many more subtitled films in prime time and otherwise many years ago. The English language stuff can go to SBS 2 - your purpose is to represent cultures for whom English is NOT there first language. may you live forever as a public broadcaster with a minimum of advertising and more government funding	3031
I want to know what SBS is doing with the information regarding my personal viewing preferences? Who BESIDES advertisers gets this information?? Is this really government spying??	3161
It is bad enough that we have to 'sign-in' to access 'ON DEMAND... even more am I appalled that SBS condones even more collecting of information by encouraging the lazy to sign-in via Google and Facebook.	
I was extremely angry when SBS introduced in-program ads.	4066
I watch a fair bit of SBS, however i find that a service that was originally began to serve ethnic communities with content has moved beyond that to showing quasi - pornographic programs on certain nights. Most ethnic groups watch their own country's shows on satellite tv anyway. I think there is a good case for SBS funding to be dramatically reduced or the network sold to private interests and available to private paid subscriptions.	2429
I watch few commercial channels, and when I do I go to mute or wash dishes!	6008
I hate my time being wasted. Very rarely, an ad may be so clever as to be watchable, but then they are repeated so often. (I can't bear the ones that come back a few moments later with a shorter version of same.)	
I very much regret the day SBS turned to commercial advertising, but if it must be, then please keep ads to between programs.	
I watch less SBS because I find its programs less interesting and more like the general	3146

commercial offering.	
I watch ONLY SBS and ABC 1 and ABC 24. I do NOT watch commercial TV because of all the advertising! Australian drama has been good. Especially, Miss Fisher, Dr Blake and others. The SBS world news is the best in the world, in my opinion. I watch ABC for Australian news.	4810
I watch only SBS, Viceland or ABC TV - the current advertising on SBS channels, especially SBS HD, is irksome. I usually put the TV on mute and go and do something else so as not to have to watch them. Some ads I find infuriating, others very irritating. The fact that SBS has public funding and advertises within programme content gives it the edge financially over poor old Aunty who isn't allowed to advertise (except promos, which are still very annoying). I would prefer to see no advertising on our public broadcasters and adequate public funding so they deliver a variety of top quality programmes to their viewers, including top quality News programmes.	6073
I watch SBS all the time. I don't remember seeing an ad for any local SBS Radio. I don't even know where it is on the dial. Maybe SBS should promote its radio on its TV stations.	3556
I watch SBS News as it is the best source of overseas news. However at times they have a minor article which seems to be mainly from USA of little relevance to Australia. I think this detracts from the reason for a serious news program being broadcast.	2111
i wish SBS were to resist the temptation to become trivial ['popular'??] and provide more thought provoking and modern art [specially visual art] progrms.	6011
I would approve if a Minister or Parliament required that SBS increase their ratio of foreign language television programs- on free-to-air & internet services?	3797
I would approve if a Minister or Parliament required the SBS remove all gambling advertising. Popularising and normalising and encouraging gambling is damaging the fabric of our society.	
The SBS should be providing documentaries on other cultures. The SBS currently provides and embarrassing oversupply of documentaries on British culture	
I would be prepared to pay an annual fee to have all advertising removed from SBS.	2228
I would be very happy to have some sort of licence fee to help fund public broadcasting rather than pander to commercialism. Perhaps a tax exemption for donations or "membership" of a Government sponsored public broadcasting support fund?	2576
I would hate to see further degradation of SBS. It and ABC are my refuges in the sea of nonsense that is most of commercial TV.	2548
I would like SBS to remain a government funded national broadcasting service that provides high quality programs for Australian society and caters specifically to helping to establish and maintain multi-cultural cohesion in Australian society and culture. I would not want SBS to have to become dependent on donations, like PBS, in the United States to maintain the original tenets of its charter to sustain the overall quality of its suite of programs.	6163
I would like the coverage of the Tour de France and other major cycling events to be longer each day.	2207
I would like to see both SBS and ABC improve their service by airing high quality programs that are often neglected by the mainstream commercial stations, in particular (but not only) arts/culture-based from around the world. SBS and the ABC should be leading not following.	2350
I would like to see more Australian Indigenous weighted programs, similar to that on NITV, the reason being I believe that most viewers probably are not unaware of program content of NITV.	3040
I would not funds to decrease for ABC , to enhance SBS	3190
I would prefer no advertisements, but understand if this has to happen to save SBS. I enjoy SBS!	2607
I'd love to have less ad on SBS, love to have no ad during a program. also understand that the government funding is limited, and can't give too much to SBS, that allowing a certain amount of ad is necessary to run SBS, SBS is a vital part of our lives and social	2093

landscape, but it is also not THE most important part in our lives. SBS also needs to run smartly to truly reflect and satisfy the need of Australian special makeup of the society. to run it smartly to avoid the redundant content that can be sourced elsewhere from other media , but provide unique content that is SPECIAL to the social makeup of Australia.	
I'm afraid I don't fit the ethnic customer base for SBS, using it mainly along with ABC as a source of superior mainstream content. I never watch commercial TV so find it hard to compare with SBS.	2233
I'm in favour of any measures to stop SBS going the way of the commercial free-to-air channels. I despise them(the commercials), they have next to zero credibility and are crass establishments setting very poor examples of behaviour standards and discernment.	2484
I've always appreciated SBS and believe government funding is essential. I regret the need for advertising revenue.	2773
I've always loved SBS since it very first started, and the wonderful range of films, TV series, documentaries, news and other types of shows. Please don't go more commercial, keep the wonderful range of foreign films, Cult films, Australian films and shows, don't destroy our SBS.	4879
I've been a long standing supporter and admirer of the SBS and recently I have been saddened by the commercialisation of the TV network. Please, please, return it back to how it used to be at the start. NITV is a great addition.	7053
I've treasured SBS since its inception, and hope it will go back to its original Charter, and improve its contribution to making Australia an even more resilient and tolerant multicultural society.	2251
I'm devastated by the quality level of commercial broadcasters. Everything these days is made in the name of profit. Culture and anything attached to it was never a profit provider, but this is the most important part of our and any society. Please for one moment forget about money, but keep your standards up and educate our society what is important and what is not. I'm 60 years old and also devastated by nearly everything what is going on around. Please keep your bar up, and do not put your standards in the gutter.	6025
if a donation option is made available, they should all remain anonymous, or some other restrictive system implemented, so that donators can't expect favors in return as presently happens within politics. That road has only lead to perdition within the political arena, and much of the present mess politics is in. Note Turnbull's dance to Big Carbon and other vested interest industries as just the more recent example of how donations can utterly corrupt a system.	2010
If increased advertising meant that SBS represents the community more and creates more Australian multicultural content, I would reluctantly approve more advertising. However, more advertising and keep the broadcaster as is NOT what SBS was meant to be. SBS is less than a shadow of its original, unique self.	2776
IF SBS provided a donation facility that could well encourage the Government to reduce its funding.	3055
Im a Kiwi been here for 44 years I love SBS happy with subtitles series. We live in a Multicultural world the more we understand other cultures the better we are able to get along with them. No ads is the best just program promos and not too many of them too. I lve the science and travel programs so we can see the world and understand it better. Too many talking head programs on ABC. All the best with getting more funding crowd funding a great idea too.	3142
In France and other countries, ads are restricted to before and after programmes so why not SBS?	2060
In the USA trump is killing of the PBS networks for telling the truth I fear the SBS is next	6021
Intelligent talk would be better than cooking.	2010
It appears Government, particularly Liberal has forgotten what a Public Broadcaster should be & is trying to make both SBS & the ABC "more commercial" to satisfy the influence of wealthy TV Station, radio & newspaper owners.....	6083

It bothers me that commercial interests are given so much importance in our wealthy country - surely we can afford good quality public broadcasting without ads which skew our values to increased consumption, or attempt to.	5069
It has been incredibly sad to see how SBS, which formerly had an important educative role in broadening the outlook of the Australian community and in fostering internal social cohesion, has been so reduced in scope and achievements. Language education programmes have been cut back, good quality documentaries are minimal, and the enormous archive of older foreign language films - surely most of which would not be expensive - is not being tapped. The best programmes are all put on far too late at night and SBS On Demand is full of bugs and very difficult to use, especially for the elderly. A very sad situation. And of course the constant advertising is very annoying - as are the promotional breaks. At least those could be cut out, particularly given my previous comment about the best programmes being saved for non-prime times - for some unfathomable reason. NITV also seems to have suffered with less international films than previously.	2230
It is extremely important that SBS be adequately funded by the Australian government and not rely on advertising, which limits its independence. Along with the ABC, SBS is increasingly important at present given the limiting of media ownership in the hands of few and the rise of fake news spreading misinformation to influence decision-making and undermine a diverse and inclusive society. Like NPR and public broadcasters in the USA, the public should be able to donate to the ABC and SBS but only to supplement public funds and limited funds from advertising.	2016
It is important that programs are not interrupted by commercial break interruptions - pleased that SBS are seriously trying to bring the situation to the Government and everybody's notice and look forward to a satisfactory outcome.	2093
It is important to keep up the standards of SBS, as it provides a very much needed cultural boost for Australians. Even the ABC does not provide sufficient variety of content and movies in foreign languages. The educational value of many programs is much appreciated. Archaeology, History, Geography and Music are all essential, to give us an appreciation of the various cultures on the planet, and encourage peace and understanding. My partner and I rarely watch any other TV broadcaster and it would be a great shame if more rubbishy and distracting advertising was inserted to disturb the flow of the program.	2230
It is so important in a democratic country to have a TV network that provides diverse, informative and factual programmes of worth. It would be a great shame if through government interference, this was diminished or eroded.	2096
It more important now to have strong independent public broadcasters not reliant on vested interests or public donations. Investing in our cultural life presenting its diversity is an important funding role of governments	3458
It was difficult to rate some responses as I was not sure if the question referred to content or a delivery mechanism.	
Sometimes questions require qualification.	
Local content: keep up the subtitle work..to enable foreign content. Some locally produced shows have been "populist" and shallow e.g. Go back to where you came from series . A silly way to deal with racism or cultural difference.	
It often amazes me when I hear people say "there is nothing to watch on TV, so I have "Foxtel", or similar". There is plenty! Often there are several programs on at the same time that I wish to watch, so I have HDD recorders. I do not watch SBS exclusively, but sure watch their programs often. And, ads do not bother me because of the ready availability of recorders where you can "zap" thru the ads. HOWEVER... il often watch the ads, because they are often "catchy" and informative for many reasons. I need to get "off my soapbox" now! Keep up the good work!!	5351
Keep calm and carry on the good work	2285
Keep fighting	2065
Keep on keeping on to the highest standard you can please.	3065

And thank you to you all!	
Keep the PBS News hour!!	2137
Keep to charter. No ads. Doing great specially SBS on Demand films.	2026
Keep up the good work. SBS should be a national treasure.	5006
Keep up the good work. The ABC has deteriorated to such an extent, that SBS is the only TV channel available that has any intelligent content. All the commercial channels and now the ABC are aimed at actively lowering human consciousness instead of uplifting their audiences' world view. Also what happened to community advertising such as anti-litter campaigns, etc. All channels seem to fail miserably in this regard.	7250
Less focus on nations, more focus on language groups on a global basis.	3071
Less seriously: one of the endearing habits of the original SBS was the occasional super-popular telly from other countries. We used to say 'A Whole World of rubbish' - but it was fun, and oddly unifying.	3141
Loved the survey. I hope the answers make a difference.	2068
Maintain SBS independence	5158
Maintenance of high quality programmes is very important, and whilst I detest any advertising on tv I also understand that given our current government attitude towards the ABC and SBS, increased funding is unlikely, and advertising is here at least until the next election.	6285
Maybe there are too many irons in the fire. I would like to see more non-English programs, but am hesitant about a new TV channel to show these. As funds are tight I would rather see SBS have just one TV channel and make it top quality. Or would it be much cheaper to run one additional channel for limited hours only, as used to happen when SBS started? Is it really essential to operate 24/7? I don't see much need for Viceland. SBS Radio and TV cater well for news in a number of languages and the Internet can help with this too. I'd like more community language TV programs but realise these would severely impact ratings if shown in prime time, so I am a bit ambivalent about this. However, with SBS On Demand, people can view these when convenient. I really like the current documentaries each evening, though almost all are in English. Ideally, a government-funded free-to-air broadcaster should be free of ads, but if this proves politically impossible, a few ads between programs, or possibly at natural breaks, are acceptable, and product placement could be used as a less intrusive form of advertising. Donations could be solicited, but I think these would be better directed towards programming and good journalism rather than at just reducing ads. People are also more likely to donate if their gifts go directly to programming.	2530
Multiculturalism and social cohesion are contradictory concepts. Social cohesion cannot be promoted by forcing taxpayers to fund the promotion of foreign cultures.	5251
'Multiculturalism' has become and 'industry', left largely to interest groups and government manipulating the subjects (citizens belong to a republic !). As practiced, 'multiculturalism' rarely - very rarely indeed - goes outside the basic food, flag and costume. This is so at least in so-called 'public life'. SBS was an oasis from this perversion of the concept, function and passion of person like myself: republican, secular, able to speak other than English and, quite frankly, sic and tired of the travesty which 'multicultural Australia' has become, practical since the Royal Ambush. And I stop here. With best regards to all at SBS.	3840
My concern about donation dependence is that SBS would become like public television in the US where it has to devote enormous time and resources to fundraising. I believe in a well funded and tax funded public tv and radio service.	6163
My strong preference is to keep SBS relevant, non-biased, non-partisan, "multicultural", social and educational. Ethical at all times, SBS needs to make us think, wonder, laugh and cry!	2090

My vote at an election would be based on more than one criteria however a Party who supports the public broadcaster would be more likely to support community in many more avenues, education, health, social services and yes, I would vote for them on that basis.	4157
My Wife and I have daily watched SBS news and other selected programs since it's inception. We still miss Mary K and were appalled to see her nemesis recently arrive on the ABC. He seems to bob up everywhere! I am now a crotchety old man who remembers when radio adverts comprised: `This program was brought to you by Bex tablets, BEX, Bex!' I could handle that. Then the Yanks brought in the singing commercials and it was all downhill from there. Mr Goebbels would be so impressed! We sincerely hope that Anton Enis makes a full recovery.	6076
News and current affairs programs are the best! Viceland is the pits! We miss David and Margaret at the movies. Documentaries are often very good but the constant background music is very irritating; we are not deaf, but often use the mute button and read the sub-titling instead.	3159
Of all free-to-air channels, my family watch SBS by far the most.	5073
ON DEMAND - AT THE MOMENT WHAT HAS BEEN DONE TO IT IS A FARCE.	2067
Only thing good on SBS is the documentaries. The rest of the programming is agenda-driven rubbish.	2370
Our family would stop watch SBS in general because of the inclusion of ads AND why is it OK to increase the volume when showing ads? This later is REALLY ANNOYING	2456
Pay your own way and leave the taxpayers alone.	2600
Please fight for this cause to restrict advertising. It is so important as so much has been invested in SBS so far.	2039
Promos are ads. Ads between programmes were part of sbs from the beginning, so I accepted them. Ads within programmes are an abomination. I don't watch sbs nearly as much now that programmes are ruined by ads sbs on demand with logon is obviously a purely commercial activity. I now only watch sbs on demand on my old smart tv, which doesn't require logon - however the app is very buggy & doesn't work a lot of the time. sbs on demand experience is very very bad.	820
Public paid and supported institutions don't need to or should they, compete with Private Enterprise. They can explore topics that Private companies won't even touch exactly because it may not be commercial content. I don't want my media to only be served out by self serving corporations who only answer to investors who's only mandate is to generate as much monetary return as possible or they go somewhere else to make that money. Long live a Publically funded and free to explore any topic, SBS.	2100
Really enjoying sbs on demand. Great programming and still free!! Thank you so much	2576
Recommend reducing the need for revenue by not trying to be all things to all people. Pick two or three things SBS is going to do and do them well. Leave Australian content to the ABC, don't try to do external community events etc. Reduce the free to air channels to 2 and on-demand and keep it tight and high quality. If you thin things out so much you will become irrelevant to people.	4107
regarding the new Channels I do not watch "food / cooking" programmes but I know a lot of people do, so it maybe appropriate and beneficial for people to see other food that other cultures cook. Also I only speak English butsee the need for a specialised channel for other languages.	3131
Regrettably, because of reduced government support, SBS seems to have largely strayed away from the SBS of old, making itself much less relevant to many viewers.	2480
SBS 65% of our TV viewing. ABC would be 30% Commercial channels would be 5%.	2088

SBS is a wonderful and unique organisation and absolutely essential to the Australian cultural environment.	6162
SBS is one government policy that we should be very proud of. I don't know of any other country that provides a similar service, let alone with our quality. I believe that SBS is solely responsible for the uptake in Australian viewers making foreign films at paying cinemas as mainstream and as profitable as they are. I also believe that government underestimate the value and trust viewers have in SBS reporters and the work they do.	2612
SBS & ABC, both free to air & digital services make up 97% of my television & radio. It is very important to me that they have sufficient public funding to maintain their high standard & independence.	2528
SBS already has a food channel so no need for more cooking shows on SBS 1 & 2. No need to have ethnic news broadcast on 2 channels at the same time.	6158
SBS content and delivery has diversified greatly in the last 15 years, so comparisons with previous contexts is difficult to assess.	3198
SBS does not need to compete with commercial TV when it comes to gimmickry and shallowness, particularly win showing content made in the USA.	2905
SBS et al only serves to divide what should be as one. We are all Australian. There should be no publicly funded foreign language broadcasting in this country. We should all speak the english language proficiently enough to obtain residency, citizenship, an education, and a job, and assimilate into the wider general community. SBS broadcasts in foreign languages to minority cohorts that can, and do, already access via satellite, overseas live television news services and programs from their homelands, so on that basis, SBS is possibly already redundant. We all, in this country, need to pull together as one, not divide, on any basis of race, ethnicity, culture or religion. We are first and foremost, Australian, and that is what should be promoted and practised by every Australian, no matter where they were born, or came from, they should always be an Australian first.	3193
SBS has always been an important media outlet in Australia, and remains the only broadcaster to provide a world focus on news and current affairs. I think it does a magnificent job on limited resources. I am able to accept advertising, within reason. What really annoys me is when the majority of advertisements during the countless breaks within a program are for the network's own programs (a situation, I might add, which is the same for commercial networks). Makes you question why increases to advertising breaks are needed.	7005
SBS has gone down hill over the past 5-10 years. Less scandinavian movies and movies overall as well. I enjoy the Scandi Noir series. The documentaries, comedy, travel. Some food but a whole channel is a waste of money and air time. The more public broadcasters the better to get an even approach to news and politics. Thank you SBS and ABC	3070
SBS has too many programs that follow the format of programs on other channels. I am thinking particularly of cooking programs. Some news programs do not have English subtitles (eg, news from Italy) and should provide them (at their expense, not SBS's) if they wish to reach a wider audience.	2597
SBS is a fantastic free to air tv station. It must be supported and remain independent and excellent.	2065
SBS is a huge part of Australian culture and has contributed enormously to social cohesion. This is threatened by the rafts of advertising no matter that it is dressed up as content at times! When the commercials take more and more time, more people will switch over to On Demand which at least now is less plagued by ads. Therefore it is counter productive for advertisers.	2481
SBS is a more important facility than our current Parliament in offering and supporting cohesion and multi culturalism in our society. More Power to the SBS !!	2483
SBS is a sad shadow of its former self. At a time that the ABC has been given to Rupert Murdoch and the IPA, it is vital that the SBS be an independent broadcaster presenting a diversity of views for a diverse range of people.	3108
SBS is an important part of Australian culture and therefore needs to be protected. Already the advertising malaise has invaded, but it needs to go back to its original	2204

ideals.	
SBS is an important part of our life and is absolutely important in supporting our multicultural society.	2484
SBS is an important reason for fairly good social cohesion in australia, compared with other countries such as the UK which has nothing like this.	2024
SBS is an incredibly valuable addition to the Australian media landscape and the government should stop meddling with it and accept that it needs not be constrained the way it has been and always threatened with more advertisingäó_ more funding cutsäó_ and I wish the politicians like Pauline Hanson would stop going on about selling of SBS! and to think that they get paid by the Australian taxpayersäó_ I would prefer my tax dollars go to the SBS and the ABC than their wages!	5008
sbs is an organisation that all Australians can be proud of; plays a big roll combining our multi cultural population. Please don't stuff it up	6210
SBS is becoming more important, not less, to represent multicultural Australia. It is a great free resource - best and most comprehensive catch up app of all stations. Financially supporting it any which way to expand without the need for increased advertising, will benefit Australian society -why not advertise its programmes more!	2575
SBS is being forced to become a greedy corporation like all the others. Privatisation equals profits, dumbing down, and obscene salaries for the executives everyone else does it tough or looses their job. Partial privatisation means the same to a slightly lesser degree - the track SBS is being driven down.	2256
SBS is failing its charter by presenting too many American and British programs.	2099
SBS is great - content to make you think. Good documentaries, Food channel is OK - everyone is doing it. Just wish I could access more by catch up on the tv app. My friends also complain about the app. Even when loaded it drops out. Not to do with broadband - I get iView perfectly. Maybe needs a separate app for movies and tv series.	2170
SBS is important to our Australian identity as a multicultural country. It is important that it supports the arts and provides intelligent and informed alternatives to commercial tv and radio.	6000
SBS is in a difficult position without adequate government funding. Nevertheless, it seems to have lost sight of its charter. I remember when it was so poor it broadcast the news in a corner of a big office room and everyone had to keep quiet, but it was still more interesting and alive. It's not just a money issue. But then Australia has changed right across the board in terms of values.	2505
SBS is in my view very 'progressive left' and politically correct and seems to want to craft a vision of Australia as ethnic silos with the elephant in the room the still majority Anglo-Australians. I would like to see its programming more realistic and reflective of what the demographics of Australia actually is and should remain for the foreseeable future.	2612
SBS is our preferred TV station. We will NOT watch any of the commercial channels. Unfortunately, the fact that SBS has been forced to include advertisements within its programs is a major distraction whilst viewing and detracts from the overall quality and standard of SBS as an important media organisation, that receives world-wide recognition of its fine standards. The advertisements are a blight on the many good programs on SBS.	2500
SBS is unique in the world and should be promoted as a 'national treasure'. International visitors are amazed at the range and extent of its programmes and the promotion of a vibrant multicultural, multinational society. To maintain the magic of this uniqueness, it should be fully funded by the Federal Government to undertake its programmes without the need for advertising.	3124
SBS must be preserved	3136
SBS needs to continue all endeavours to remain an important part of the Australian public broadcasting system with particular revelance to different ethnic groups and social cohesion.	2641
SBS news items are becoming very shallow. Too often it is over in a flash and we have no idea where the event occurred, when or who was involved. It seems like they are	3448

trying to pack a maximum number of items in the bulletin with no care about whether the item has been communicated intelligibly. Is it too much to ask that news items make sense?	
SBS offers an outstanding international news service. That alone makes it an essential element of the media landscape.	2018
SBS provides great shows and should not emulate commercial channels - that is not its role	2021
SBS seems to ignore that a lot of your foreign born audience has conservative values. SBS is very PC and seems to assume that we agree with your biased view of the world. A lot of us are quite embarrassed by how you seem to think we should act and think, like being ethnic is of itself a virtue. We think you are very tokenistic and overall a waste of OUR money. It's not government funds you dills, it's OUR money and if SBS thinks it represents or is of value to refugees like me (yes I'm a boat person from 1978) then it is deluded. There's far better ways the money could be spent	2141
SBS should also be useful and entertaining for the many people in Australia learning foreign languages. And bear them in mind as part of their audience.	3068
While I would be happy for SBS to invite donations, I'd hate it to be made dependent on them.	
SBS should be able to offer the opportunity to subscribe to the channel, much in the same way that the radio stations Three Triple R and 3PBS do in Melbourne and FBI do in Sydney. You could get a membership card, maybe a quarterly magazine, with businesses offering discounts to subscribers. For instance I can imagine stores like say Dymocks offering up a discount on books and SBS Merchandise. SBS Subscribers could get a first look at any SBS run concerts, even for tickets for things like RockWiz or to be audience members at live broadcast shows.	3019
Of course it would be strictly voluntary and would not affect how you view it, strictly as a money raising thing for passionate SBS viewers who want to subscribe.	
SBS should be fully funded and ads banned	2607
SBS should be privatised. If there is a genuine need for the services then market forces will provide the necessary funds to operate the channel. By the way, I feel the same about the ABC.	5007
SBS should either be sold off (privatised) or closed down. Multiculturalism in this country is causing tribal divisions which will eventually destroy Australia. SBS is part of that problem.	4350
SBS should fulfil its charter by presenting more multicultural programs and cease advertising altogether.	2047
SBS should have an independent structure away from the ABC	3223
SBS should not receive any taxpayer funding.	4055
SBS should somehow be decoupled from political whims so they can report the corruption in our government'	3809
SBS should stop being so obsessed with taking the side of asylum seekers. Also SBS should encourage immigrants to learn the language and adopt the culture of the country they chose to come and live in. I have fallen out of love with SBS for these reasons.	5108
SBS Technical managers should monitor broadcast quality outside Sydney for technical glitches between breaks and video compression artifacts. They should watch SBS services as we do elsewhere in Australia. The HD channel needs a high data rate.	3058
SBS used to be a lot better when the ads were only between programs and short. Now they are nearly as bad as commercial TV and I watch very little of them.	2550
SBS was a breath of fresh air, NITV is now the breath of fresh air. Dump the cooking channel it seems to be full of stupid Americans cooking fattening rubbish. Insist that SBS public TV is funded properly ensuring we live in a rich community and overcome the white male dominant view.	2777

Multiculture is much more fun. SBS is extremely valuable. Thank you for the survey.	
SBS was terrific once, it is not now. I watch it rarely.	2074
Selling my email address is disgusting. I was not aware of this.	
It makes me angry.	
SBS will provide a very valuable service to the community by adhering to its basic philosophies whilst implementing them in a way that makes it seem relevant to contemporary society	3130
SBS-Was started as a public broadcaster and that is how it should stay.	2075
SBS, the ABC and Al Jazeera are the only sources of actual news that I watch, SBS and the ABC have the only worthwhile programs (there than news) the remainder of commercial tv is fodder/entertainment, don't ever let the presenters claim "The news you can trust"	4552
Setup a cheap subscription service over the internet such that customers can pick their own program schedules to their own preferences profile. Streaming over modem wifi should enable one to watch on a tv anywhere in the house.	4272
Shut it down. Multiculturalism and social cohesion are contradictory terms.	4105
So many friends have commented recently in the drop in quality in SBS programmes on free to air TV. I explain to them about the effect of advertising - ie the programmers have to appeal to a wider audience in an effort to attract advertisers - but the trouble is that the people who I know who did watch SBS now watch it much less so not sure how the ratings are going!	3068
So pleased to be asked these questions. I used to be an AVID watcher of SBS; I just turn off because of the in-program breaks. It is wrong of SBS to argue that they need advertising to survive. They need better resourcing from government.	2060
Some of the questions require answers which are too definite, or dont have enough flexibility in answering.	2448
Some of these questions perhaps are a little vague. Would donations mean that advertising that occurred would be biased towards advertising to say a business or government body ... ie "the Clean Coal" advertising currently happening of which I am deeply disturbed by. Donations in a political sense mean more like sponsorship in todays society which remains worry some. I have always liked SBS to non political without political influence pushed towards the public with a good cross section of both domestic and international flavours. Its been interesting to see the changes made over the years, both good and bad!	2429
Sorry. I started writing a comment above and then I made a mistake and did not know how to get back into the space and continue my comments. However, the subsequent questions cover what I wanted to say.	3218
Stop commercialising SBS. It is a great national resource, very helpful to the success of multicultural Australia and like the ABC, should not be forced by conservative politics to become commercialised.	2428
Survival of SBS is very important for its cultural diversity and unbiased reporting.	2529
taxpayers of Australia need to be reminded that a healthy gov-funded media, such as our ABC and SBS, are vital to ensure we have independent voices free of commercial and government influence. Else we end up like, say, Russia, where the media do what the gov 'suggests' they do. Hands off our public broadcasters!	2010
Teach your presenters to say "aitch" not "haitch". Do not overpay your CEOs and staff generally and you will have more money for content.	5063
Thank You and I wish SBS all the very best..	2489
Thank you for the opportunity to express my views on what I believe is a great service to multicultural OZ.	2350
Thank you for the opportunity to voice feelings about SBS. Its still a great channel for mostly ethnic and Aussie programs even with the annoying adds. Adds are only good	2010

for going to the toilet and checking on the cooking!! Thats it!	
Thanks for the opportunity to comment. I think the best of SBS is very good TV indeed, especially the European series of recent years (e.g. Scandi-noir), and films too (including 'festivals'). I usually don't watch it live anymore, as I need to record it in order to flick through the ads (which I abhor). I'm very happy to see Australian content, including Indigenous productions. I'm a big supporter of public broadcasting, including most of the ABC options.	2550
Thanks for the opportunity to provide comment!	2850
Thanks.	3207
The ABC, SBS, have been second to none with their investigative reporting. They have provided transparency and understanding when attempts to conceal or misinform the public have taken place. Australian citizens have been greatly advantaged by the nature of the organisation and the people who work there are the cream of the media world.	2007
The cooking channel is a disaster. I expected cooking programmes from international sources subtitled where necessary	2230
Furthermore I do NOT want American cooking programmes - American cuisine is a total blood disaster with NOTHING to offer. I want European, Mediterranean, Arabic, Israeli, African and Latin American cooking programmes sourced in those countries as well as Indian and Far Eastern cuisine FROM the appropriate countries.	
I expected to be watching vast amounts of it whereas I NEVER watch it. I don't give a stuff about restaurants or competitions - give us a cooking channel - It's not rocket science!!!!	
As for Viceland it is an outrage wasting channel time Get rid of it - And what the Hell are crap American commercial films in English doing on SBS- Get rid of the American content it is all non-relevant.	
The Food channel is a waste of money as most of the programs are very old, of poor quality and far too repetitive.	4212
The Government must properly and fully fund SBS and the ABC. Poor funding equates to poor service.	2159
The introduction of advertising on SBS initially had me switching SBS off completely. Its taken a long time to bring me back to the station, and I find myself irritable when the ads come on. I neve ever watch the ads. they are muted. I also tend to switch back to ABC more often than not when I get sick of the ads interrupting my personal space. My home is advertising free. Why would I bring advertising into it by choice? We are bombarded daily with it outside our homes walls, and it should stay that way. Public TV requires public funding only. And please don't make SBS any worse with more of these inane cheap reality TV shows. They are just awful TV and bring the whole tone of SBS down to the worst of the commercial stations. Please don't use SBS funding on reality TV rubbish.	2141
The old SBS with great movies broadcast at reasonable times was a delight. Now I watch SBS about half as often as I used to. Still some good docks and programs like Insight	4216
The only tv worth watching. Without it, never watch tv. 'Insight' in particular is by far the best program on tv.	4350
The only use for a commercial break on TV is to either make a cuppa or have a nature break! Or you could record a favourite show and then just fast-forward through the ads - easy!	2031
The original charter of the SBS was to develop and maintain cohesion in Australian society by helping us to learn about and understand one another by discussing and gaining different perspectives. This is one of the reasons we do not have the cultural divides in other countries. It is critical that all voices are heard and we see ourselves as one nation. We need to learn to support one another not go into the blaming, naming and the emotive approach of the commercials. SBS is too important to who we are. It is critical it is supported and retains a free-of-influence approach.	3081

The public broadcasters,as the bastions of democracy should be publicly funded.	2068
The quality and diversity of programming is world class. Keep advertising to a minimum. There should be more government support as this is a public good	2060
The quality of programs offered is the most important criterion for me. If advertisements helped to buy more expensive but higher quality content, it would be worth discussing. However, I'm not sure if pricing is an issue. I am also against a Food Channel as I loathe food programs. Is there really so much demand for this?	2034
The reason for establishment of SBS was valid at the time. Now with internet and multiple channels, there is no valid reason for SBS to continue. It should be shut down or merged with the ABC and the combined organisation's budget cut in half as you are both utterly bloated organisations that are run primarily for the benefit of your employees with utterly hopeless management.	6010
The reason we watch SBS and the ABC is because of their higher standards of programs and presenters. Neither would benefit by becoming more "mindlessly stupid and dumbed down" as most commercial channels.	3688
The SBS should be disbanded and the money put into Aboriginal housing	7250
The SBS should live up to its name and the purpose for which it was introduced. Inducing people to buy specigic products and especially inducing people to gamble not only does not do that but militates against it.	2604
We should make advertising on SBS less attractive to potential advertisers and to that end I would support a boycott of companies that do advertise on SBS.	
The survey mentions starting an additional TV channel. SBS are already squeezing too many channels into their limited bandwidth and so I strongly oppose any new channels as this will reduce the picture quality of all the channels.	3145
There are plenty of LOTE programs available on the internet. SBS has become redundant. Privatise it and save the taxpayer.	4341
There are too many issues involved to vote for a party on a single issue but proposal above would be a plus.	3677
There do not seem to be many films or series in Italian or Greek --major community languages -- but lots in French, which is less a 'community language' than a middle class anglo interest.	3068
there is already too much advertising on SBS & ABC cuts mean their programs are full now of dreary English repeats .So SBS needs to do better !	2779
There is far too much USA content on Food Network- most of it resembles commercial products.	3181
There is no justification for the public funding of a national broadcaster. Either privatise SBS, merge it with the ABC (and then privatise both), or make it a subscription service. The state should not compete in a commercial setting.	4550
There is no place for publicly funded media in 2017. Shut it down. Fire them all. Salt the earth behind them.	3037
There needs to be a reduced or free advertising channel with worthwhile programs to watch. If a commercial station has a program you want to watch then you have to accept that it comes with a price but there should be an option.	2068
There should be no commercial influence on SBS of any kind.	2582
These days there seems to be more multicultural content and personalities on ABC TV than SBS TV which makes SBS less relevant in that context. Nevertheless I watch and enjoy many of its programs.	3216
This is a very important topic to be reviewed.	2066
This is an excellent survey. I hope the SBS Board and management take note and amend their ways. Similarly it is time the government injected massive funds into SBS to bring it back in line with the public ethos it has set aside. SBS belongs to the people and it is high time our politicians listened. Get rid of the in-program commercial breaks. The parliament needs to rectify this destructive policy because SBS evidently will not.	3141
This survey I was irritated by several questions. I think the change to 'Viceland' is every bit as important, and as negative, as the issue of in-program advertising. The programming is really not as good as it used to be.	3922

All minority groups should have a firmly-established program - but I do not believe this needs to be in prime time - SBS could make far better use of 'SBS On Demand', for example. The wide cultural base of SBS programming seems to be slipping: we need more cinema, more music, more theatre, more serials and series. We need more opportunities to appreciate each others' cultures. Viceland is a manipulative disaster - using an irrelevant American culture and exploiting violence and aggression. And this survey is simply too long.	
This survey was quite good but a bit too long.	2038
This was a very well designed survey and made me aware of many things I had seen, but not made a note of, happening with SBS TV. I do not like calling a public broadcasting station 'Viceland'. It glorifies crime and adds to community unease.	2444
This was not easy for me to answer reliably in many places as I don't watch a lot of TV. I almost never watch the commercial channels; I mostly watch the ABC; I only occasionally watch SBS TV.	7004
Time to stem greed of advertisers, apart from ngo's and community organisations.	3820
To a certain extent the ads have improved, in that they are of a slightly better quality. However, they appear all over the place, even when people are in the middle of talking. I'm glad they have stopped the practice of playing the same ad twice in the one spot. There was an aged care ad that was driving me crazy. I would much prefer if there were NO ADS at all.	2139
Too many cycling events on SBS - what about other sports?	2068
Too many food shows on SBS 1 - they should only be on the food channel.	3053
Too many questions.	3101
Too much conservative government interference in taxpayer funded TV. They are unable to stand criticism of their policies. They should be happy enough with the pro-government rhetoric they get from 3 commercial TV stations that non discerning people (sheeple) watch and print media	4226
Under current Arrangements I am not inclined to watch SBS at all.	2262
viceland and the food channel are a waste of resources. nitv is poorly structured and contains much substandard material. scrap the food channel and merge nitv and some viceland type content into 1 channel. the money saved by reducing the number of active channels to 3 would allow the sbs primary channel to return some of its previous quality.	3186
watched SBS from the beginning saddened by the lack of support by the LNP	2212
We are very concerned about what our federal government is doing financially, which affects the quality of both the SBS & ABC services. Full uninterrupted financing of these services is vital in order that all Australians can obtain accurate & up to date news, Australian & multicultural programs & as well as other information in an industry that they alone seem to be capable offering.	2480
We do not get TV reception, so why are we paying (via taxes) for this non-service? SBS should have all government funding removed.	4570
We love SBS. It really plays an important role. It could be even better. Advertising is completely inappropriate and detrimental. Thank you.	5006
We now do not watch SBS unless we can record the program on our set top box and fast fwd all the commercials. It is very difficult to watch a foreign film or subtitled program regularly interrupted by commercial breaks.	2850
We only watch ABC and SBS tv. We hate the ads on commercial tv which totally spoil every show. If SBS had more ad breaks we would not watch it. As a result public money spent on SBS would be wasted on us. Advertisers would be wasting their money on us. I believe that it would drive more people to download shows, or watch shows on their computers without resorting to tv at all. Soon advertisers would stop wanting to spend money on SBS and we would lose the station altogether.	2251
We record programs to watch later & fast forward to avoid commercials. We resent interruption to programs & were very disappointed when SBS went down the commercial route. Also we miss subtitled foreign films in prime time, though we can record for later viewing.	2074

Well done to the SBS staff who manage to provide interesting and relevant programs and content under such difficult circumstances.	2538
I would like to see SBS completely free of advertising.	
Where are the movies. I live them. No more crime and Keep cooking to the cooking station. BRING BACK FANTASTIC MOVIES please	2022
While the quality of most SBS programs is well above average, it is frustrating to be subjected to repetitive, mind-numbing advertisements in the midst of a show. Furthermore, the duration of the ads is too short to attempt to boil a kettle and make a cuppa and too long to avoid a sense of frustration. A public broadcaster should never have to be subjected to such demeaning fund-raiser. I'd be happy to pay a little more tax to avoid this.	2880
while you speak of "social cohesion " a lot of your programming in fact sponsors , social ghettoisation , by not encouraging the learning of English and social integration . some of the strongest critics of this situation are in fact previous migrant groups e.g Italians , greeks etc who were subjected much stronger prejudice , but overcame it to become strongly AUstralian .	2617
Why do we double up on international news reporters? Cut costs by having SBS cover international events and the ABC cover national events and swap content.	6081
why do we have to go to our computer and get a number when I want to watch a recorded program on SBS very frustrating	7316
With the adoption of advertising on SBS and the reduction of foriegn language films the station has gone from our first choice station to just one of the crowd.	3196
With the recent degradation of both the ABC and SBS, I have taken out a subscription to TV5 France to gain access to good foreign movies and programs, and am looking to extend this to other foreign channels that similarly have high quality content and DON'T have advertisements. I still rely upon SBS and the ABC for current affairs and locally produced quality programs. However, the amount of advertising (including for coming programs) that is shown, the more likely I am to switch off or over to TV5.	2617
Would like SBS on Demand to be rewritten as it is difficult to follow, ie takes too long to find episodes. Thanks, What has happened to Deutschland 83?? Only 6 episodes broadcast.	2350

Questions

- 1) How important is it to you that SBS remain part of Australia's media landscape? 6
- 2) How concerned would you be if SBS were merged into another broadcaster? 6
- 3) Select one of the following statements that fits most comfortably with your view. 7
- 4) Comparing the current period (of SBS interrupting every program with multiple commercial breaks) to the period of more than 10 years ago (when advertisements were between programs only), is SBS television less or more mainstream now than it was more than 10 years ago?..... 7
- 5) Comparing the current period (of SBS interrupting every program with multiple commercial breaks) to the period of more than 10 years ago (when advertisements were between programs only), is SBS television less or more special now than it was more than 10 years ago? 8
- 6) Do you find the in-program commercial breaks disruptive and an impediment to your viewing experience? 9
- 7) 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? 9
- 8) If in-program advertising remains, instead of multiple commercial breaks per program, would you prefer the number of commercial breaks be limited to not more than ONE in every program? 11
- 9) Do you think SBS is now subject to commercial influence or interference compared to how it was 10 or 15 years ago?..... 11
- 10) Do you believe that betting and gambling advertisements decrease or increase social cohesion? 12
- 11) Do you want SBS to cease broadcasting betting and gambling advertisements?..... 12
- 12) Would you support or object to SBS engaging in product placement?..... 13
- 13) Comparing the current period to the years before SBS was interrupting programs for commercial breaks, to what extent has the 'SBS brand' been trashed or enriched since the introduction of in-program advertisements?..... 14
- 14) Since SBS-TV introduced in-program advertising, how faithful do you think it is to the SBS Charter? .. 15
- 15) Comparing now to 10 years ago, how relevant is SBS to you now? 16
- 16) In the absence of a legal definition, do you want the SBS Codes of Practice amended to include a definition of natural program breaks?..... 17
- 17) As a public broadcaster, do you agree or disagree that in the public interest and for transparency, the SBS Board ought to publish the Minutes of its meetings? 17
- 18) How important is it to you that ALL of SBS's advertising revenue be invested in 'local content and Australian made productions'? 18
- 19) Comparing SBS-TV now to how it was 20 years ago, is your overall SBS television experience better or worse now compared to 20 years ago? 19
- 20) Indicate how strongly you agree or disagree with this statement expressed by some commentators: 'SBS has lost its publicly-funded ethos by adopting an aggressive commercial strategy, and failing to provide multilingual and multicultural television services that reflect multicultural Australian society.' ... 19
- 21) Is the main SBS channel (SBS-ONE) worse or better now than it was more than 10 years ago?..... 20
- 22) How appropriate or inappropriate is SBS-VICELAND in the fabric that makes up Australia's national multicultural broadcaster, SBS? 21
- 23) Would you like to see more resources set aside for, and an expansion of NITV? 22
- 24) Conclude the quoted statement - with one choice below - that fits most comfortably with your view: "That Australia's national multicultural broadcaster should devote 24 hours a day to a 'food' channel, the SBS Food Network, is a 23
- 25) To what extent would you approve or disapprove if SBS established a new free-to-air channel in which a very high proportion of primetime and other programs were exclusively or predominantly in languages other than English (subtitled)?..... 24

26) If SBS established a new free-to-air channel that scheduled a very high proportion of primetime and other programs exclusively or predominantly in languages other than English, how important would it be to you if this new channel did not interrupt programs for commercial breaks, that advertisements were restricted to between programs only (as SBS used to be)?.....	24
27) As part of the SBS Charter requirement that SBS 'contribute to the development of cultural skills', would you think it worthwhile if SBS established and funded a community cultural initiative, like an SBS multicultural youth orchestra?.....	25
28) Would you like to see SBS participate in community events that foster multiculturalism and social cohesion?	25
29) Tick up to five boxes only from the list below to indicate what you want to see more of during peak viewing periods on SBS.	26
30) As Australia's multicultural broadcaster, do you believe that SBS Radio is satisfying the purposes for which it was established?	27
31) Would SBS television more closely reflect the purposes for which it was established if SBS-TV scheduled programs based on a publicly reviewable criteria that related to languages spoken in the community?	27
32) Were you aware that under the SBS Privacy Policy, when accessing SBS On Demand, SBS collects data on you in order to target "relevant advertising", determine how often you are shown "particular advertisements", and uses your viewing data to help SBS "sell advertising" while engaging "a range of third party providers"?.....	28
33) Do you believe that SBS are asking for too much personal information in order to access SBS On Demand?.....	28
34) As a public broadcaster, do you think SBS ought to provide full access to SBS On Demand without the need to create an account (as it was previously)?	29
35) Do you find the SBS On Demand service is user friendly?	29
36) Select the statement that applies to you.	30
37) Would a non-legally binding proposition that there "might" be more Australian content or at least the same amount as at present (from increased advertising revenue), be sufficient reason for you to want SBS to double their hourly advertising quota in primetime?	30
38) If it became inevitable that advertising were to increase on SBS in some or all parts of the schedule, how important would it be to you if the law restricted advertisements to before or after programs only (except in sport) – like SBS used to be?	31
39) How important is it to you that the Australian government invest a significantly greater portion of funding in SBS as security in maintaining and improving a socially cohesive multicultural society?.....	32
40) How important is it to you that government fund SBS adequately so it is less reliant on advertising?. 32	
41) If there were a significant increase in public funding for SBS, would you expect a reduction of in-program commercial breaks?	33
42) As another means of raising funds, would you like to see SBS provide a donation facility on their website and elsewhere so that SBS could receive donations - without fear or favour?.....	33
43) If SBS had a donation facility, would you like SBS to use the income from donations to reduce the number of, or wipe out, in-program commercial breaks?	34
44) 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?.....	34
45) Would you vote for a Party that promised to limit advertisements to before or after programs only, like SBS used to be?.....	35
46) My origin is:-	36
47) Postcode:-	36

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