

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

PROGRAMS ON SBS SURVEY



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Programs on SBS survey 2018

Executive summary

The ***Programs on SBS survey 2018*** is the fourth in the series of periodic surveys undertaken about SBS. This was a Google Forms survey.

The first Google Forms survey (n = 1176) was *Survey 2017 about SBS*.

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).

In mid May 2018, 1249 people took part in this online Google Forms *Programs on SBS survey 2018*. The survey was open nation-wide to anyone with internet access.

Across all four surveys, four different cohorts totalling 6202 SBS viewers nationally have been surveyed in every State and Territory.

The data collated here is conveyed in easy to read colour coded graphs.

The survey asked questions in five categories: *Program content; Program titles; SBS platforms; Competition; and Advertising*.

Key points

Of the 1249 people who participated in the survey–

- Most thought SBS to be a valuable public service (range per SBS outlet/platform: 58% to 88%).
- Almost three-quarters (70%) said SBS currently has insufficient niche programming and 69% said the programs on SBS are now of the type expected on commercial broadcasters rather than a public broadcaster compared to more than 10 years ago.
- Submitted titles of programs on SBS were evaluated by participants (1 : 1.2) as programs *expected on channel 7, 9, or 10 : fitting for SBS*. Many in the category of programs *expected on channel 7, 9, or 10*, had been televised by SBS in primetime.
- A little more than half (52%) said SBS now competes with commercial broadcasters.
- More than two-thirds (69%) believe SBS has a competitive advantage over commercial broadcasters purely by the fact that SBS carries advertising on top of it being largely publicly funded. This finding is a measurement of a principle, not an endorsement of advertising on SBS.
- The majority of comments centre around the disapproval of advertising on SBS which viewers now see as significantly impacting on content in a manner detrimental to the purposes of SBS and public broadcasting.

Overall, viewers are supportive of the institution of SBS but disapprove of advertising on the public broadcaster, especially the in-program commercial breaks, and current SBS commercial practices.

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

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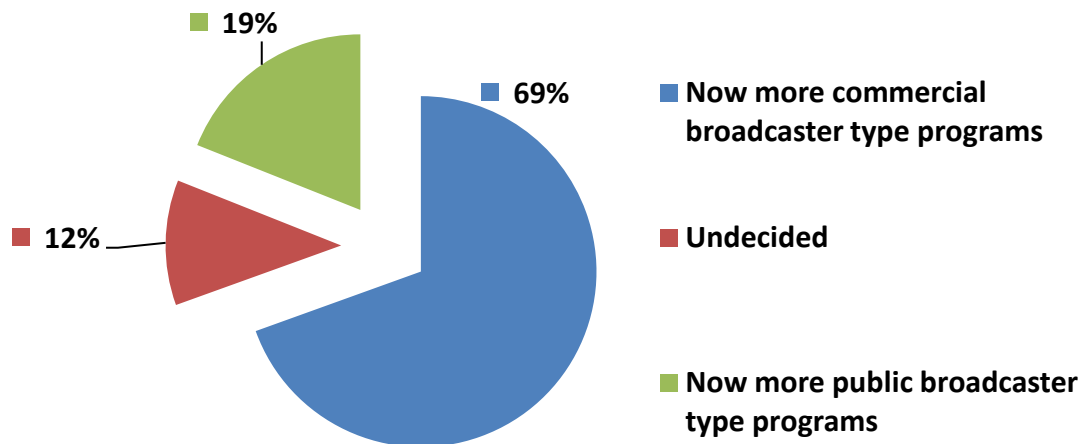
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Programs on SBS survey 2018 (findings)

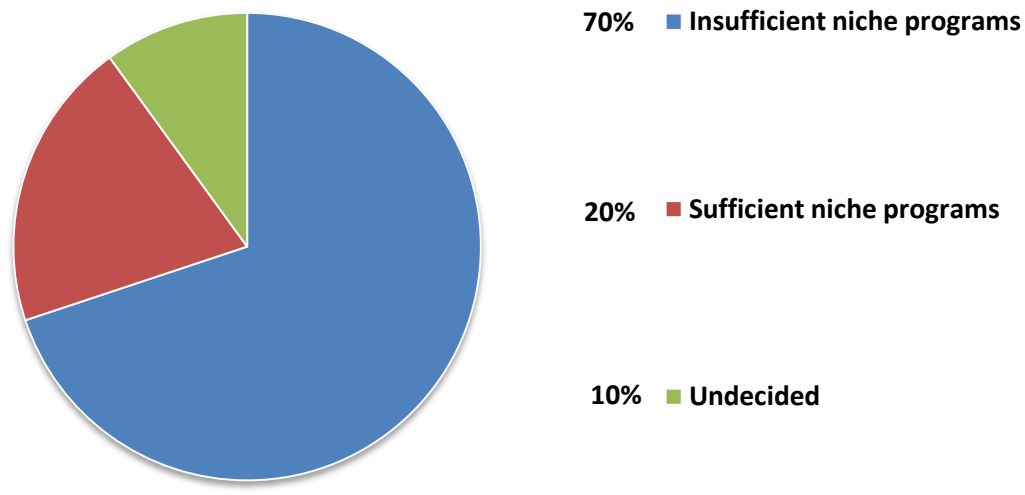
- 1249 survey participants.
- Google Forms survey conducted online mid May 2018.
- All findings in the charts and graphs are expressed as a percentage (%) of the total number of participants.

Program content

**Assessment of overall program
content type on SBS now compared to 10+ years ago**

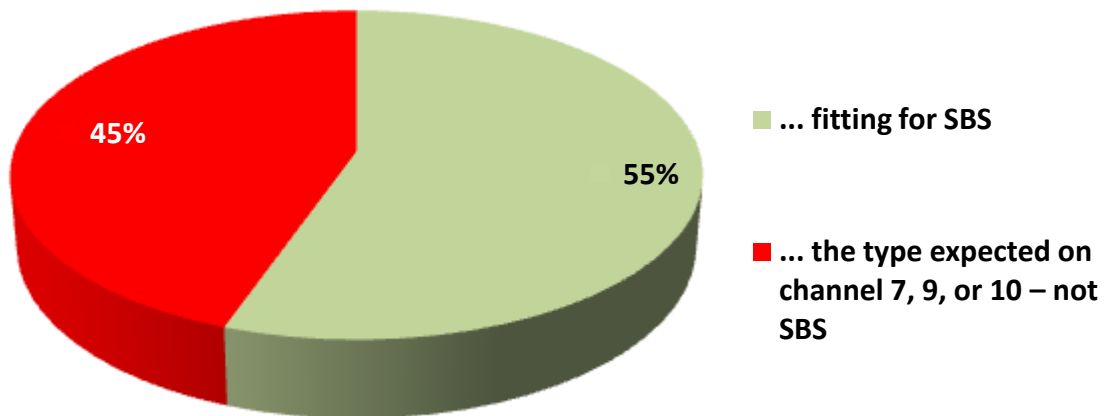


Evaluation of niche programming on SBS



Program titles

Programs and movies on SBS evaluated as...

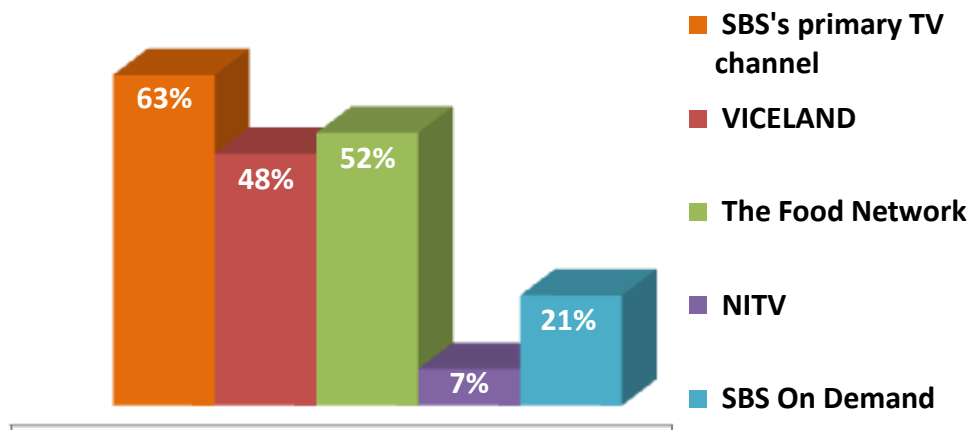


The text of the SBS Charter was provided to all survey participants.

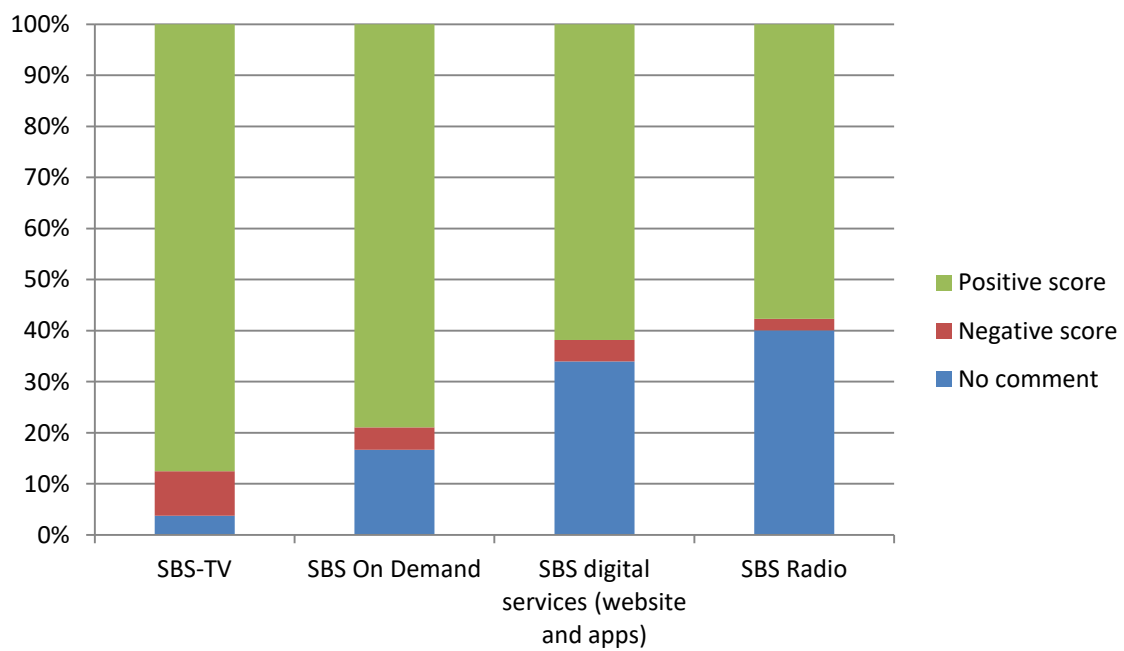
See Appendix A

SBS platforms

**Measure of survey participants identifying SBS outlets
with a high proportion of commercially oriented programs**

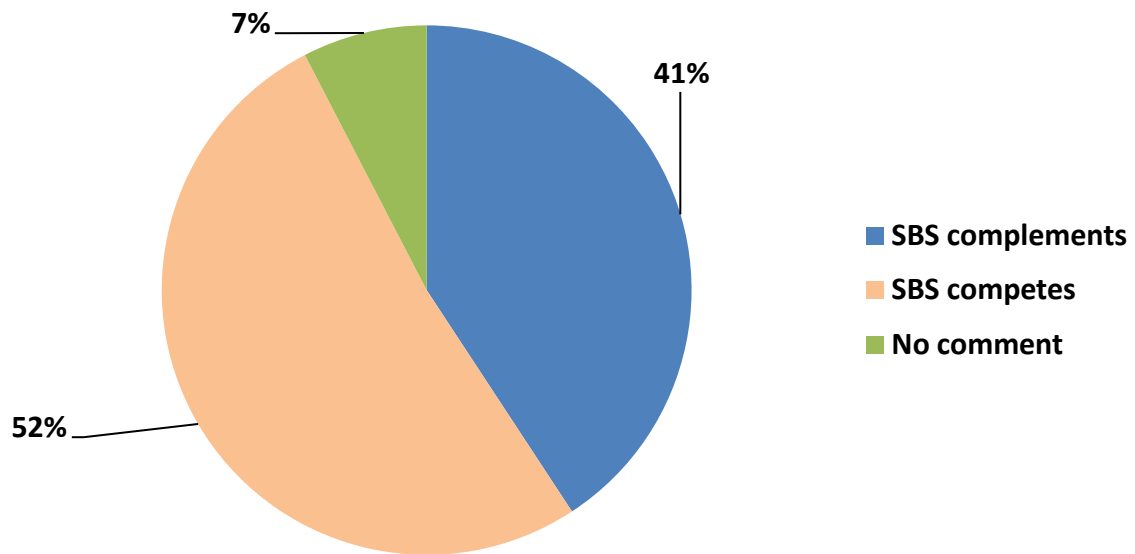


Value of SBS services



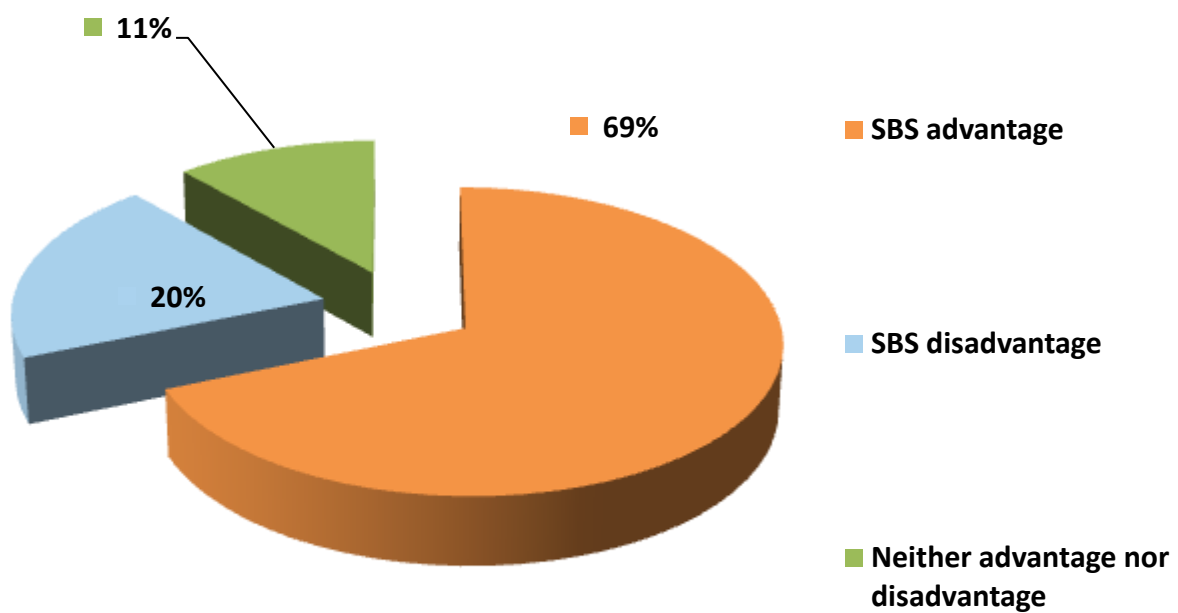
Competition

SBS competes/complements commercial broadcasters



Advertising

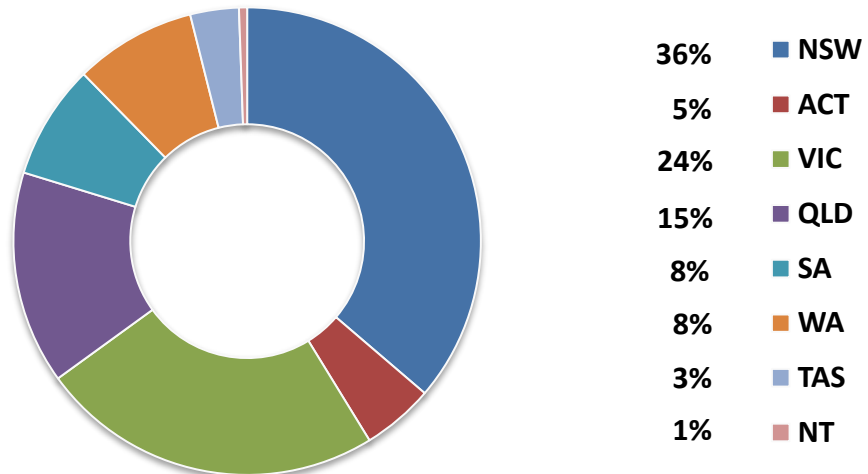
**Measure of competitive advantage/disadvantage principle:
SBS/commercial sector - given SBS has advertising on top of public funding**



The finding above does not imply endorsement of advertising on SBS.

Demographics of survey participants

State & Territory breakdown of survey participants



Appendix A titles

Survey participants were provided with the SBS Charter and asked to list programs televised on SBS that were either– ‘*fitting for SBS*’ (denoted with a tick ✓ in the table below), or ‘*of the type expected on channel 7, 9, or 10 – not SBS*’ (denoted with a cross ✕ in the table below).

No person was able to see the answers provided by other participants.

From the data (below), titles that could not be confirmed as being on SBS were not counted. Slightly incomplete entries were counted if it was possible to confidently identify a correct title, e.g., “1864” & “Denmark’s War” should be “1864: Denmark’s War”. One entry only was counted of titles appearing under differing names if of the same assessment, .e.g., “Denmark’s War” & “1864”, but if of unequal opposite assessments, the higher score entry only was counted. Both entry sets were counted for comparable opposite assessments of the same title, e.g., “The Handmaid’s Tale”. The extrapolated findings are represented in the graph: *Programs and movies on SBS evaluated as...* on page 8.

Titles	
✕	10,000 BC
✓	1864
✕	24 Hours In Emergency
✕	24 Hours in Police Custody
✕	3AM: Sex, Drugs,
✕	A Fish Called Wanda
✕	A Royal Affair
✕	A Star is Born
✕	Abandoned
✕	Adam Looking for Eve
✕	Adam Richman’s Fandemonium
✕	Adaptation
✓	After Hitler
✕	Agatha Christie’s Criminal Games
✕	Ainsley Harriott’s Street Food
✓	Al Jazeera English News
✕	Aliens
✓	Aluna
✓	Amelie
✕	American Pie
✓	Amour
✓	Andre Rieu Music
✓	Angelby
✕	Anthony Bourdain: No Reservations
✓	Arabic News

✓	Arne Dahl
✓	As It Is In Heaven
✓	Ascent of Civilisation
✓	At home with the Habibs
×	Atlanta
×	Australia (USA film)
✓	Bad Banks
×	Balls Deep: Michelle Obama
×	Barbie The Most Famous Doll in the World
✓	Bathory
×	Batman
×	Batman the Movie
×	BBQ Blitz
×	Beach Bites With Katie Lee
×	Bear Grylls programs
✓	Beautiful Lies
✓	Beck
×	Beer does America
×	Beerland
✓	Before We Die
✓	Bergen
✓	Berlin Station
✓	Big Love
×	Big Night Out
×	Bizarre Foods with Andrew Zimmern
✓	Black Ice
×	Black Market
×	Black Mirror
✓	Bleak Street
✓	Blue Eyes
×	Blues Brothers
×	Bogan Pride
×	Bondi Harvest
✓	Borgen
×	Bosch
✓	Boy
×	Britain's Pompeii
×	Britain's Ultimate Pilots: Inside the RAF
✓	Brokeback Mountain
×	Brooklyn 99
×	Building Hitler's Supergun
×	Burn after Reading

✓	Byzantium - A Tale of Three Cities
✗	Cake Wars
✓	Camera Buff
✓	Camille Claudel
✓	Camino
✓	Cardinal
✗	Carol
✓	Celts
✓	Censored Voices: 6 Day War
✓	Champions League
✗	Chance
✗	Chefs line
✓	China's Megatomb Revealed
✓	City of Gods
✗	Cleopatra
✓	Climbing Lebanon
✗	Coast
✗	Cocaine of the poor
✗	Community
✗	Cooks versus Cons
✓	Creative minds
✗	Crocodile Dundee
✓	Cromo
✓	Cucumber
✗	Cupcake Wars
✗	Cyberwar
✗	Cycling Tour of California
✓	Dakar Rally
✓	Dateline
✓	Dead Set on Life
✓	Death Camp Treblinka
✓	Deep Water The Real Story
✓	Delicatessen
✓	Denmark's War
✗	Dessert Games
✓	Destination flavour
✗	Desus and Mero
✓	Deutschland 83
✓	Dicte
✗	Diners, Drive-Ins, and Dives Specials
✓	Don't Tell Me the Boy is Mad
✓	Dragula

✖	Dream Girls
✖	Drunk History UK
✓	Eight Days That Made Rome
✖	Elizabeth Strong and Steady
✖	Elizabeth:The Crown
✓	Empire of the Tsars with Lucy Worsley
✓	End of the Solar System
✓	Erotic Tales
✓	Eurovision
✓	Exodus: Our Journey
✖	Eyes Wide Shut
✓	Farewell My Concubine
✓	Fargo
✓	Farinelli
✓	Fashionista
✓	Fat Pizza
✖	Ferris Bueller's Day Off
✓	FIFA World Cup
✓	Fighting IS
✖	Filthy Rich & Homeless
✓	First Australians
✓	First Contact
✓	Follow the Money
✖	Food Lab by Ben Milbourne
✓	Food Lover's Guide to Australia
✖	Food Network Star
✖	Food Paradise International
✓	Food Safari
✓	Football Greatest Stage
✓	Fortitude
✓	French News
✓	Frida Kahlo at Home
✓	Front Up
✖	Frozen Faith
✓	Fugitive Pieces
✖	Full Frontal with Samantha Bee
✖	Full Metal Jacket
✓	Gayby Baby
✖	Gaycation
✓	General Nil
✓	Generation War
✓	German News

✓	Ghost in the Shell SAC series
✗	Gillian Stroud
✓	Giraffes
✓	Giro d'Italia
✓	Global Village
✓	Go Back to Where you Came From
✓	Going Clear
✗	Going Deep with David Rees
✗	Good Eats
✗	Good fight
✓	Gourmet Farmer
✗	Grand Tours of Scotland
✗	Great British Railway Journeys
✗	Great Food Truck Race
✓	Greek News
✗	Guardians of the Galaxy
✗	Guy's Big Project
✗	Gymnastics FIG World Cup
✗	Hairspray
✓	Hamilton's Pharmacopeia
✗	Hamlet 2
✗	Harlots
✗	Hate Thy Neighbour
✓	History of the Jews
✓	Hitler's Secrets
✓	Hitler's People
✗	Hoarders
✓	Holding the Man
✓	Holland's Hope
✗	Hollow Crown: Henry V
✗	Homeland
✗	House Party
✗	Housos
✓	Howl's Moving Castle
✓	Huang's World
✓	Hunters of the South Seas
✓	If You Are The One
✗	If You Are The One
✓	Immigration Nation
✓	Incendies
✓	InCycle
✓	Insight

✓	Inspector Montalbano
✓	Inspector Rex
✓	International Soccer
✓	IP man
✓	Iron Monkey
✓	Is America in Retreat?
✓	Italian News
✓	Italy Unpacked
✗	It's Suppertime
✓	Jean de Florette
✓	Jedda
✗	Jennifer King
✗	Joe Cinques Consolation
✗	Jonathan Phang's Gourmet Express
✓	Jordskott Series
✗	Jungletown
✗	Junk Food Flip
✓	Just one look
✗	Kate: The Making of a Modern Queen
✓	Katyn
✗	Kids Cook Off
✗	Kill Bill
✗	Kitchen Chef
✗	Knightfall
✓	Kylie Kwong: My China
✗	Lady Chatterley's Lover
✓	Law of Desire
✓	Le Grand Chemin
✓	Le Tour de France
✗	Leap Of The Lynx
✓	Lebanese Beauty Queens
✓	Leningrad
✓	Leonardo
✗	Letters and Numbers
✗	Life of Brian
✗	Life, Above All
✓	Lilyhammer
✓	LIVE 2018 FA Cup
✓	Living Black
✓	Living With The Enemy
✓	Lobster
✓	Look Me In The Eye

✓	Lope
✓	Lord Lucan
✓	Louis Theroux Series
✓	Lousy Little Sixpence
✗	Love and Mercy
✓	Luke Nguyen's Food Trail
✓	Made in Italy with Silvia Colloca
✓	Mammon
✗	Man Fire Food
✗	Man Made Mora
✗	Man vs Food
✓	Manhattan
✓	Marry Me, Marry My Family
✓	Mars
✓	Masters of Sex
✓	Meet the Romans
✗	Mexican Made Easy
✓	Mexico's Ancient Megacity
✓	Michael Moore: Where To Invade Next?
✗	Michael Moseley: Secrets Of Your Food
✗	Michael Moseley: Trust Me I'm A Doctor
✗	Michael Mosley: Secret Science
✓	Michael Portillo's Abandoned Britain
✓	Midnight Sun
✗	Million Dollar American Princesses
✗	Mindy Project
✓	Modus Series
✓	Monster
✗	Most Expensivest
✗	Motherboard
✗	Motorcycle Superbike World Championships 2018
✗	Movie: A Star is Born 1976
✗	Movie: Batman 1966
✗	Movie: Hairspray 1998
✗	Murder Rap: Inside the Biggie and Tupac Murders
✓	Muslims Like Us
✓	Mustang
✗	Mutiny
✗	My Best Friend's Wedding
✗	My Left Foot
✗	Mystery Diners
✗	Mythbusters

✓	Nazi Megastructures
✗	Nazi Sunken Sub
✗	Needles and Pins
✗	New York
✓	Newstopia
✗	Next of Kin
✗	Nick and Norah's Infinite Playlist
✗	Nigella Bites
✓	Night Manager
✓	Night Watch
✓	No Country for Old Men
✓	Norwegian Ninja
✗	Notes on a Scandal
✗	O Brother, Where Art Thou?
✓	Occupied
✓	Once Upon a Time in Cabramatta
✗	One Born Every Minute
✓	Ong Bak 1;2;3
✗	Origins: The Journey of Humankind
✓	Our Country Kitchen
✓	Our Little Sister
✗	Out of the Blue
✓	Outback Rabbis: Untold Australia
✓	Outlander
✓	Outsider: World's Weirdest Films
✗	Paradise Papers: Secret Investigation
✓	Patty Hearst
✓	PBS News Hour
✗	Perfect Match
✗	Perfect Match Series 3
✗	Philomena
✗	Pizza Masters
✗	Platoon
✓	Pocahontas: Beyond the Myth
✗	Poh & Co
✗	Poh's Kitchen
✓	Premier League Soccer
✓	Prisoners of War
✓	Professor T Series
✓	Puberty Blues
✗	Pulp Fiction
✓	Putuparri And The Rainmakers

✓	Queer As Folk
✓	Rabbit-Proof Fence
✓	Radio Deutschewelle news
✓	Ragnarok
✓	Raising Arizona
✓	Raising the Curtain
✓	Ran
✓	RAW
✓	Real Humans
✓	Rec
✓	Red Earth
✗	Red State
✓	Redfern Now
✓	Ren
✓	Resistance
✗	Restaurant: Impossible
✓	Reza Spice Prince of India Series
✓	Riddle of Petra
✓	Ride Upon the Storm
✗	River Cottage
✓	River Cottage Australia
✓	River Farm
✗	Riviera
✓	Road to Mosul
✓	Rockwiz
✓	Roots
✗	Ross Kemp Investigates
✗	Royal Revealed
✗	Royal Wedding
✓	Rumble: The Indians That Rocked the World
✓	Safe Harbour
✗	Sandwich King
✓	SBS Pop Asia
✓	SBS World News
✓	Scientology: Going Clear
✗	Search Party
✗	Secret Eats: Arctic Circle
✓	Seven Samurai
✓	Seven Up
✗	Sex Box USA
✗	Sex in Seoul
✗	Shameless

✓	Sherpa: Trouble on Everest
✓	Shoah
✓	Sirens
✓	Sleepless Night
×	Slutever
×	Small Business Secrets
✓	Son of Saul
✓	Songlines
✓	Sons of Namatjira
✓	Spanish News
×	Speedweek
×	Spice Girls
×	Spice Girls at Wembley
×	Spice Girls at Wembley Stadium
×	Spice Girls in Istanbul
×	Spice Girls Live
×	Spice Girls Live at Wembley
×	Spice Girls Live at Wembley Stadium
×	Spice Girls: Girl Power Live in Istanbul
✓	Spies of Warsaw
✓	Spin
✓	Spiral Series
✓	Spring Tide
✓	Standing on Sacred Ground
×	Star Trek
✓	States of Undress
✓	Stories from Norway
✓	Struggle Street
✓	Summersault
✓	Sunshine
×	Super Vet
✓	Super Woman in Kabul
×	Supervet
✓	Sydney Gay and Lesbian Mardi Gras
✓	Tampopo
×	Taste Le Tour with Gabriel Gate
✓	Taste of Cherry
×	Teen Exorcists
×	The 7 Days That Made Rome
✓	The Ascent of Civilization
×	The BangBang Club
×	The Blues Brothers

✓	The Border
✗	The Boy Who Tried To Kill Trump
✓	The Bridge
✗	The Brothers Grimm
✓	The Bureau
✓	The Cardinal
✓	The Celts
✗	The Chef's Line
✗	The Chef's Line
✓	The Child and the Fox
✗	The Children's Odyssey
✗	The Classic Car Show
✗	The Cleveland Strangler
✗	The Deep
✗	The Dictator
✓	The Disappearance Series
✗	The Dressmaker
✓	The Eagle
✓	The Family Law
✓	The Feed
✓	The First Australians
✓	The Fog Of War
✓	The Ganges with Sue Perkins
✓	The Ghan
✗	The Girl with the Dragon Tattoo (USA remake of the Swedish movie)
✓	The Goddam Election! With John Saffran
✗	The Good Fight
✓	The Good Life
✗	The Good Wife
✗	The Good Fight
✓	The Great Escape: Secrets Revealed
✗	The Green Mile
✓	The Handmaid's Tale
✗	The Handmaid's Tale
✓	The Hollow Crown
✓	The Hunt
✓	The Infidel
✓	The Intouchables
✗	The Island with Bear Grylls
✓	The Killing
✓	The Last King
✓	The Last Nazis: The Children of the Nazis

✓	The Legacy
✓	The Life Coach
✗	The Long March to Freedom
✗	The Lost Arcade
✓	The Lost Twin of Auschwitz
✓	The Mafia Only Kills in Summer
✗	The Marngrook Footy Show
✗	The Mindy Project
✗	The Missing
✗	The Mobile Love Industry
✓	The Mosque Next Door
✗	The Murder Rap: Inside The Biggie And Tupac
✗	The Naked Chef
✗	The New World
✗	The Night Manager
✗	The Office
✗	The Other Boleyn Girl
✗	The Perfect Vagina
✗	The Pizza Show
✓	The Point
✓	The Polish movie: Ida
✓	The Principal
✓	The Red Land
✗	The Return Of The Black Death
✓	The Returned
✓	The Round Up
✓	The Sea Inside
✗	The Search
✗	The Secret Life of King Charles II
✗	The Secret Life of Marilyn Monroe
✗	The Secret Life of Queen Victoria
✓	The Secret of Kells
✓	The Seventh Seal
✗	The Seventies
✓	The Spin
✓	The Spiral
✗	The Talented Mr Ripley
✓	The Team
✓	The Tribe
✓	The Tunnel
✓	The Two Faces of Auschwitz
✗	The Two Faces of Auschwitz

✖	The Untitled Action Bronson Show
✓	The White Ribbon
✖	The World According to Garp
✓	The World Game
✓	The Young Pope
✖	The Young Pope
✓	Thicker than Water
✖	Tia Mowry at Home
✖	Tinker Tailor Soldier Spy
✓	Tipping The Velvet
✖	Top Gear
✖	Top Gear Australia
✓	Tour de Flanders
✓	Trapped
✖	Travel Man
✓	Turkish News
✓	Two Days One Night
✖	Two Ladies and a HotDog Stand (Zwei Damen vom Grill)
✓	Two Rembrandts in the Garden
✖	Underground BBQ Challenge
✖	Underworld
✖	Undressed
✓	Unit One
✖	Unity: Latin Tribute to Michael Jackson
✓	Untold Australia
✓	Untold Stories
✖	Unwrapped 2.0
✓	Uranium: Twisting the Dragon's Tail
✖	Valkyrie
✓	Venus: Let's Talk About Sex
✓	Versailles
✖	Vice does America
✓	Vietnam, the War that Made Australia
✖	Vikings
✓	Volumz
✓	Vs Arashi
✓	Vuelta
✖	Walk of Shame Shuttle
✓	Walkabout
✖	Walking Through Britain
✓	Wallender
✓	We Are The Night

✓	We Don't Need A Map
✓	Weediquette
✗	Westworld
✓	What Have I Done to Deserve This?
✓	When We Leave
✓	Who Do You Think You Are?
✗	Who Do You Think You Are?
✓	Wild Brazil
✓	Wild Ireland
✓	Wild Tales
✓	Wilfred
✗	Winter Olympics
✓	Witnesses Series
✓	World's Most Dangerous Journey
✗	Worst Cooks in America
✗	Yeti: Man, Myth or Beast?

Appendix B comments

An option was provided to all survey participants to write comments. These are below.

Potentially defamatory comments have been omitted. All comments are solely the views and opinions of the writer(s). Postcodes are as supplied by every survey participant. During the survey, the answers and comments of a participant were not visible to other participants. Identifying information such as names, have been removed.

Comments are in the order received.

COMMENT	POSTCODE
More foreign language programs are needed. But programs such as Insight, particularly the recent one about SJBHS kids and their teachers perform a valuable service. This program was an outstanding example of what SBS should do. Celebrating the great results of public funded schools and what can be done for kids from diverse and often disadvantaged backgrounds.	2024
SBS has way too much advertising and in-house promos. The ads/promos come, without warning, at inappropriate spots, ruining the continuity of programs and feature films. SBS news bulletins, once a repository of intelligence, has become increasingly more commercial in recent years, and is now on a par with the commercial stations in content and delivery.	4870
I wish for more European non-English subtitled quality films	2603
Interrupting programs to advertise seems directly at odds with SBS's charter; they have circumvented the requirement by concocting "natural breaks" where many programs - especially movies have none. "Marketing" seems to determine programming, rather programs drawing commercial support.	2060
I find your questionnaire difficult to complete as I rarely watch commercial TV - the reason ADS.	2075
SBS TV and SBS on Demand to me are unwatchable and good content is destroyed by inappropriate random ad breaks (sometimes mid sentence). At least with TV, you can record and skip. You cannot skip ads on SBS on demand and as much as I would like to use it, I would have to be desperate to try	
SBS and SBS on Demand used to provide the best TV experience world wide - not anymore. Content good, but viewing medium pathetic.	
I have virtually given up most Free to Air and only watch SBS On Demand and a Little Netflix	2089
None.	2528
Independent public broadcasting is important to ensure we do not become as ill informed as places like the USA. Government manipulation of a public broadcaster is abhorrent and is no better than private manipulation of a private broadcaster. The ABC and SBS should be funded in a way that is outside the manipulation by politicians e.g. a \$10 tax on each "screen"	2205
SBS should either be advertisement-free or adverts should be between programmes.	6285
What happened to multicultural focus?	2420
More international movies	
SBS now lacks foreign language show's in prime-time TV.	6101
Over time, SBS has substantially reduced non-English language programming,	3058

especially during evening hours.	
We prefer the type and variety of programs that SBS had formerly	7307
I would like to see a return to much more programming in languages other than English.	2350
There should be English-learning programs for migrants, as there used to be (eg Hello Australia).	
There should be more kids programs in other languages, to help families who want to raise bilingual kids.	
SBS is a highly valuable resource in our multicultural nation and its multilingual charter should be taken seriously. We need more maintenance and teaching of languages in Australia and SBS can make an important contribution to this.	
SBS is a broadcast unique in the world and should be maintained as example of public service for a modern multicultural society.	5049
This survey fails to address my concern. SBS should have no ads within programs and should strengthen its multicultural perspective	3930
SBS Documentaries are excellent and cannot be seen on any other station.	6019
SBS and SBS Viceland are really valuable channels but they are spoilt by the number of advertisements which interrupt the viewer's concentration. If we must have advertising on these two channels then you need to revert to the practice of showing advertisements only between different programs. This would mean you would have a brilliant channel, one that would be greatly appreciated and supported.	5090
I would prefer fewer advertisements	2602
All TV advertising is intrusive, annoying and banal. Given the alternative forms of media availability (DVDs, on demand, iview, Netflix and so on), there are too many free-to-air channels (mostly commercial) doing the same kinds of low-level programming---and most of them are clogged with ads. Public broadcasting needs to be strengthened, especially as regards children's programs and a wide variety of news sources. News Corp has too much media power in Australia.	2602
We rarely watch/listen to commercial media outlets.	6160
We don't want to watch/listen to commercial media outlets.	
On the occasions when we want to enjoy a film on commercial outlets, we DETEST having to listen to the puerile ads and usually make other arrangements during those intrusions.	
We want SBS to return to commercial-free status.	
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We want SBS to return to commercial-free status.	
SBS doesn't even resemble the network that started some 40 years ago. I remember fondly those beautiful movies and series from all over the world SBS used to show at prime time. Now to watch a movie in a language other than English you have to go to SBS on Demand, or wait until 1.00 am! Unfortunately, if they closed SBS tomorrow most people would hardly notice.	2131
I don't have a problem with the programming, though I'd like more foreign film, but I do have a problem with the amount & quality of the ads. Wasn't there some commitment to do just tasteful commercials in the early days? Now it's Coca Cola & any other rubbish. I resent that.	5173
I am very disappointed with the current direction of SBS. In view of the Food Network channel why are there any other food related shows on the main channel. Viceland (apart from the news hours) is completely useless to me. Also I object to the constant repeats of Hitler stories which seem to glorify him and his regime on a weekly basis.	2074
Keep SBS as it was before increased advertising	2065
It takes pleasure out of enjoyment of programmes	

I preferred the SBS of 10 years ago	2107
Nope - mostly watch ABC channels...	2121
After the ABC, we mostly watch SBS and SBS on Demand	2137
Not enough foreign movies shown at reasonable viewing times as when it first went to air.	4216
Too many American action movies.	
Some programs on SBS, especially documentaries, make for terrific viewing but there is a lot of rubbish on Viceland and the Food Network. Between funding cuts to ABC and SBS, often there is nothing that a discerning viewer would want to watch. Thank goodness for a wonderful local library with a wide range of DVDs to choose from.	3216
I have long given up on free-to-air TV. Previously I only ever watched ABC and SBS, but in recent years could find nothing to interest me, Consequently my TV was given away and my antenna taken down.	3844
I would love to see the ABC and SBS be returned to providing deep political analysis, as well as great entertainment. But I'm sad to say that I've long given up, any useful commentary is now to be found on-line..	
The ads are exceedingly annoying and increasingly intrusive, shoved in at inappropriate moments, cutting of dialogue etc. I only watch programs recorded on my digital recorder so I can skip the ads: but unlike commercial stations, pressing the skip button usually only takes you to the next ad, or (when a public service announcement or SBS promo immediately precedes the next section of content) skips over the program to the next ad break, so have to use 'fast forward' instead. Very annoying.	7000
I just hate the interruption of commercials. Much prefer ABC. But I do love the SBS Docos.	4556
We still watch much of the. Multicultural programs, travel and general interest items but are increasingly depressed by the frequency of advertising which has certainly grown over the past decade	2283
I miss the real cultural element in programming. Likewise the REAL classic movies - rather than so-called classics from America about the time of Star Wars forward. Those wonderful Old French, Russian, Italian, Japanese movies David Stratton used to show. I almost never watch anything on SBS in real time, rather recording it, so I can skip the commercials with as little damage to the program as possible - though of course there is damage to the integrity of the program.	3055
7, 9, 10 at times are atrocious	2010
Advertising seems to be guided to the lowest possible denominator	
SBS is a flagship innovation by the then deciding foresightful people in decision making positions that was second to none. The onset of commercial breaks has only just been acceptable, but the cutting up of programs into bite size blocks like on commercial stations is a real tragedy (and makes me watch less altogether) Please re-install and retain the past format .. the funding is there.	6333
compliments altogether for doing what you're doing ..	
ooroo Rol	
I no longer watch SBS very much apart from News, Insight and Dateline. I used to watch foreign language films but there are far fewer of these and they are damaged by ad breaks. I watch NITV a little but have the same problem with ad breaks. As the ABC is diminished SBS/NITV become more important as a balance to commercial TV dominance.	2230
SBS appeals to a different audience than commercial stations.	3073
SBS provides unique services - multilingual broadcasts, balanced public affairs programs - that are unavailable on commercial TV. The channel should be completely funded by the Commonwealth. This would also provide competition for the ABC, something the opponents of public broadcasting would presumably like to	2021

see.	
Get rid of Viceland!	5073
The SBS Catchup channel does not work properly	2230
The food channel is poor quality largely American garbage. The Ethnic overseas cooking programmes one had expected (subtitled) never came	
I find the orientation of the NITV channel very questionable in its apparent support for a particular concept of identity	
We are getting English speaking programmes the whole time and few subtitled overseas ones. SBS on demand programmes are not diverse and largely Scandinavian Crime series. Almost nothing Italian French German or Spanish, Japanese, Korean, Israeli etc	
Not enough overseas produced documentaries subtitled and with English voice-over	
I think its a problem that SBS has so much advertising, sometimes its incredibly annoying, and I'm not really on top of what it says about their funding issues. However, overall the station is just SO much better than the commercial stations, even with the advertising.	2042
I love SBS!	810
Overall the broadcasting and the news/current event programs are the best. Thank you SBS!	
I am very disappointed that SBS imported advertising during programming. Previously I supported SBS and participated in surveys until instead of removing advertising they chose to open a new channel. I find advertising during programs immensely irritating and won't watch these live. Trying to catch up on SBS ON DEMAND is too frustrating with the ads. I will only watch programs I can't view live on record so I don't have to watch the ads. Advertising is wasted on me as I fast forward through ads or if that is not possible I don't watch. I like many of their programs so I lose out but I lost confidence in the organization when they went foenvthidvtrsk. If you have to accept ads then PLEASE go back to between programs only.	2600
This is a precious Australian gem and I resent the intrusion of ads. It may be needed to survive I suppose and I may have to suffer them to keep this amazing service viable...it is my favourite channel on demand, followed closely by iview. The other stuff is rubbish usually and I don't watch it.	4103
The Food Network should ditch the US programmes which are generally appalling and substitute subtitled cooking programmes from elsewhere in the world. there have been many great movies on NITV, not all of which I remember the titles of, and far more good programmes on SBS on Demand than on Channel 3 - why?? our problem is bad bandwidth /speeds in our area which makes SBS on Demand often impossible to watch - yet it has great programmes not shown on Free to air...why? BTW - Dicte looked like a good series but the subtitles were so small we couldn't easily read them. Too many repeats of Michael Moseley.	2230
Commercial oriented programs are only part of the issue. SBS also looks like any other network - except for NITV - because it now broadcasts a very small mount of programs in languages other than English.	2041
I used to be a regular sbs viewer, mainly because I could watch programs commercial-free, tuning out between programs. When in-program advertisements were introduced, I stopped watching. I would like my viewing option to be restored. I will be considering this at the next federal poll.	5006
SBS, like ABC, is an essential source of truth and knowledge for Australians. It should not be polluted by commercial interests.	2289
Cut the advertising; bring back international programs & movies; allow live streaming of shows.	2482
SBS provides a valuable alternative to mainstream tv content and should be encouraged to keep this format	2285
Advertising diminishes the difference between SBS and commercial broadcasters.	5031

I see the difference as being a good thing, therefore the advertising is not a good thing.	
As far as I am concerned there IS NO COMPETITION, because the programming on commercial stations has almost reached the unwatchable stage. Product on commercial stations is woeful. They need to lift their game. If the SBS was adequately funded, then there would be no need for advertising, and advertising could go back to where it belongs, on the commercial stations.	5152
I really like seeing movies/ series that are produced in different countries in a different language.. I don't watch TV once the commercials become so frequent - eg the last episodes of Handmaidens Tale had numerous commercials and I didn't bother watching to the end - I lost interest through the ads. We need broadcasters that are able to give independent output relevant to our multicultural population	2540
I believe that SBS is forced to carry advertising in order to show some better programmes. If government funding was adequate, advertising would not be necessary. Therefore the argument that SBS is competing unfairly with commercial stations is based on false premises.	6154
I love SBS, I am so sorry that there has to be advertising, Australia was a lucky country until user has to pay for everything. I do use pay television and only watch ABC or SBS and SBS because I enjoy the films and programs that come from overseas and the world news, how luck we are to have such a service. Just ban the adds.	2622
SBS should fulfil a valuable public service by providing objective, current programming that includes a very wide range of cultures and languages, with content that challenges the notion that our own cultural experiences and notions are the most valuable and important, but it does not fulfil this obligation. Instead, SBS seems more concerned with presenting pro-America/Britain programming, persists in presenting pseudo-documentaries and devotes almost all of the programming on the food channel to encouraging the revolting habits of the morbidly obese. So, no, SBS does not fulfil its obligation to present internationally inclusive programming that would assist Australians to enthusiastically engage with other cultures and newly arrived to gently settle into life in Oz.	6027
Many Food Network programs are from America - there's nothing more unconvincing than a Yank telling us about food and nutrition. Commercials during programs are a definite disincentive to watch SBS - ads are irritating.	5159
I no longer watch movies on SBS in real time, or much TV either. I need to be able to fast forward the ads, and they go on a long time. I do watch a lot of NITV. It has great original content and the indigenous material from around the world is really interesting. It also has less ads. I guess it's not so attractive to advertisers.	2429
Funding needs to be increased by the government and not slashed. It needs to be a public broadcaster and do away with commercials all together.	2502
While I much prefer watching television without commercial input through advertising, I appreciate the type of programs SBS (and Viceland/and NITV) offers and so am prepared to grit my teeth and endure commercial breaks.	4077
Remove the ads. They are annoying to the extent that I switch to ABC.	2515
The demise of quality programs on ABC makes it all the more imperative that SBS return to a format (free of commercials) that fosters thoughtful engagement with important matters. Commercialisation is insidious: it compromises the broadcaster's independence by exposing it to overt and hidden forces of advertising.	2037
advertising should be abandoned as it detracts from their role as a public broadcaster	3940
Please remove the ads	2066
In my opinion SBS on Demand should be free of advertising and SBS Television, particularly drama, should only allow advertising between programs. The length of such slots should be no longer than the ABC takes for its own advertisements, preferably less.	2064

The Government's increase in funding to SBS would be good if it meant the organisation could operate with less dependence on advertising but I doubt that's its intention. More likely the lure of money is intended as a dampener of internal complaint.

PS Why not use an Australian instead of American dictionary for a spelling checker. For example it's expecting a 'z' in 'organisation', see.

The SBS World News now appears to be a series of short news 'grabs' between ad breaks. Its credibility has been greatly diminished by this and it is no longer a source of serious news for me. This represents a very significant decline since the days when tuning into SBS news meant seeing stories that did not appear on other channels. Instead it seems more like a summary of what we can see on the other channels. 3450

I can understand SBS having to provide advertising in order to obtain funds but, like the ABC there should be far less and better placed in comparison to commercial stations. 3220

We very much enjoy the wide range of programs available on SBS on Demand especially French, German and Nordic drama series. 2477

I don't watch a lot of television. I have stopped watching SBS mostly because the programs seem to contain violence or dark themes, as if catering to an audience not given to deeper thought. This used not to be the case. In earlier days, SBS could be relied upon to offer programs from around the world. 3145

Its the targetting of the ads on SBS, food show ad = Coles , Safeway. Sometimes the ads are right out of character with the programmes. I dont mind SBS advertising itself. 3150

The ads are there for ideology. Everything has to pay under a market economy. SBS doesnt have ads to make money but to fulfil a world view re business as being the highest human endeavour.

SBS is a lifesaver for me. I love all the foreign language movies and serials especially Scandinavian and French. 6157

I seldom watch and commercial channels.

SBS on Demand is very good but one does not see the programs in community languages that used to be in the main program. I only watch SBS on demand because there are fewer advertisements. 2203

I mainly watch SBS news and watch Drama series on SBS catch-up. I find both provide me with quality television that I could not possibly get on commercial channels. 3067

Too much leftist ideology in news programs, obvious leftist bias and identity politics. 5158

LESS Ads 2203
MORE funding!!

SBS is being forced into a business model that makes it compete with commercial channels and self fund. This should never be the case, I'm happy to pay taxes to fully fund SBS over sport and arts funding. 2612

SBS "appears" to have compete with commercial media, but it should only need to complement it. 3550

Ads: I dislike them both in programs and in-between. SBS needs adequate funding to stop this commercialisation. 2131

in general I watch most overseas news on SBS (I speak 5 languages), so in that field it is unique, but there is a lack of foreign films and docos (compared to years ago), which are now mostly (if at all) shown on afternoons (as if it is for elderly non-anglo aussies!). 2038

The biggest obstacle and irritation is its use of commercials in the middle of everything it shows! It is really horrible and completely unnecessary, it has lost its

"go-to" character forever!	
Since the inception of SBS, I watched ABC & SBS about 50/50 (never watched commercial TV)	5047
My only real interest is scientific, geographic and cultural documentaries. I was bitterly disappointed when, many years ago, SBS abandoned their charter to include the first advertisements.	
Over the last couple of years as SBS has become "just another commercial channel" I very rarely watch SBS.	
It is probably of most value to ethnic groups, where they can catch up with news from home.	
I watch SBS much less since advertising within programs was introduced and would revert to my previous viewing levels if this was reversed.	4005
English language programs now swamp the evening schedules, often the style of programming better suited to the ABC. This did not seem to be the original intent of SBS	2780
SBS is irreplaceable. It presents news and documentaries in an unsensational and unbiassed manner, treating viewers as adults.	3340
Has a more international flavour than the ABC - and most certainly than the commercials.	
SBS is about ensuring diversity on our TV screens.	2038
This is important to developing and maintaining a civil society.	
It is not a requirement of commercial TV.	
As I said earlier, I rarely watch SBS these days because I cannot stand the constant and irritating interruption for yet another ad. When there is a programme I really want to watch like Python's One Down, Four to go and The Phantom, I record it so I can fast-forward the ads.	2629
SBS should not be competing with or duplicating programs that the advertising sponsors are happy to fund on the commercial channels..	5067
SBS used to make more quality local dramatic programs with an aboriginal and ethnic representation which it now seems not to do - presumably because it costs money they don't have and the commercial advertisers are not interested in supporting these programs. Because public funding has been replaced by commercial advertisers this has given power to the advertisers to determine SBS programing. These are the same people who shape the commercial channels and now they shape SBS to mirror the commercial channels. So it is not too difficult to see that sooner or later this government will ask "why bother to have and SBS if all it does is duplicate the commercial channels.	
SBS used to be freer to produce programs on the fringe or at risk of challenging the public's parameters on many issues - and beyond what the commercial channels would consider profitable.	
Perhaps programming and productions are constrained now by what advertisers are willing to support.	
Most programs now come from the usual suspects - Countries. This is particularly so with films.	
As it now is SBS fails to represent the broader world and its peoples. One way it used to do this was through international films that reflected the cultures from whence they came. Rarely do we see contemporary world films.	
In all respects SBS is a poor shadow of its former self. I feel sorry for the SBS team.	
Drop the ads on SBS and more Australian content	3182
SbS used to screen famous films, and programmes of merit and artistic distinction.	3124
There is increasingly terrible american sitcom content.	2480
far too many ads and too frequently.	
need much more MULTI-cultural content.	
needs to be a channel with a distinct leaning towards the multicultural society it purports to represent.	

needs to have content not found on commercial TV.	
Have been in despair re the number of ads which quite frankly break one's focus & pleasure. If they must continue then stick to beginning or end but NOT during the program!	5000
I want SBS to give us the window on the rest of the world that it used to give. It can't do that if it has to pander to advertisers.	6163
the diversity of shows that could be shown would only strengthen the cultural links that exist or could exist in our multicultural society, Finding common threads binds us together..that what SBS can do well.	3515
I cannot comment much. I did not know there is SBS Radio. I do not use Apps, or SBS on Demand, so do not know how they work. I love SBS on TV and overall I do not look at commercial stations, so cannot answer the comparison questions. I don't like their advertising, and usually cannot get past the first ad break if I do try a program. I put up with SBS ads because the program is desirable, and I make use of it somehow, e.g. continuing the washing up, going to the toilet or gathering in the washing. I don't actually look at the ads. I find it insulting to have the same ad presented over and over during the same program, especially when the same ad is shown during the same ad break. Who are they trying to enlist? I said 'complementing' because I expect there have to be programs such as the How to Make Money ones on the commercial stations, but it is good to have thought-provoking programs on SBS. Some of the "discussion" programs on commercial TV are mainly the anchor team hyping and talking loudly, fast, and not much to think about. Especially to children, it gives impression of a hyped world. With SBS one could hope for fact-based programs e.g. on food, etc, and if presented with bias, there could be consequences, whereas with commercials, one would tend to think it is just some advertiser talking, through the spokesperson. At times I watch NITV with satisfaction. I do not know whether funding out-ranks ratings.	6107
Advertising is acceptable BUT ONLY between programs, not within. To have a movie, a work of art, interrupted every 10 minutes is uncivilised. I am completely against it.	2095
SBS in the 1990s and early 2000s had its own distinct character. In the days when it was presented by Mary Kostakidis, SBS World News carried stories which were not seen on the commercial channels and ABC. After SBS introduced in-program advertising, the program content became noticeably more commercial in orientation. Quirky minor TV series such as "Radio Wha Waho", from NZ and non-mainstream foreign language programs have all but disappeared. The SBS World News adopted a glitzy presentation model so that it is now a clone of the commercial news services, both in presentation and in content.	2480
I don't watch Food Network, and rarely watch Viceland. I mostly tape foreign movies so I can fast forward through the ads.	2251
You are doing well, just lose the in program ads.	4054
I love the international content which still exists on SBS to some degree, and would like to see more Asian movies. I wish SBS had enough funding to have good software. My programs are not just interrupted by the commercials, they stop while we wait for the ad to come on, and sometimes the program does not come back on and I have to restart it.	2074
On demand has almost replaced free to air viewing for me. And in all, SBS has almost totally replaced the ABC as my main source of news and entertainment. Advertising to some extent seems almost inevitable, but more between programs and fewer interruptions is by far the best option.	2627
SBS exists to "... provide multilingual and multicultural radio, television and digital media services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society"	4128
not to compete with commercial interests?	
While the inclusion of commercials throughout programs on SBS is irritating, what	7005

annoys me more is the fact that at least 40% of those commercials are promotions for up-coming SBS programs.	
Comparison between SBS is like chalk and cheese and does not have much to do with the ads, which are just a imposition on my watching and seem to be getting worse and worse. As I rarely watch commercial TV because it is so awful, it is hard for me to make a comparison	4103
SBS should stay try to it's original charter and purpose and be an ad free alternative broadcaster. ¹⁴	3880
Sadly We no longer watch SBS	3880
As we intensely dislike commercial breaks during a programme.	
SBS and its provision of non-American based programmes and a world-view of news and entertainment is essential to the health of Australia which tends to be narrowly focused on itself and the American Culture.	4053
As you can see I have given up watching SBS due to the ads.	2063
I hate adverts. This prevents me watching SBS much of the time. Please keep working to remove intra-program ads. I haven't watched a commercial channel program for 10 years. Thanks. Jon	2060
Just remove the over advertising, especiall during programmes.	2000
I new watch commercial TV because they have advertisements, so I am unable to comment on how SBS compares with these stations.	7325
Hate the advertising breaks.	6163
It would be good to remove advertising.	3461
Great content, less adds better	2540
I think SBS should restrict its advertising to between programs only: this would enable SBS to supplement inadequate public funding dollars. This would also be in line with European television broadcasting practice.	3772
SBS has run some programmes that has led to commercial stations taking them off SBS or running similar programmes. In some cases the coverage has suffered due to it being taken over by commercial channels. Cycling is one example with less coverage overall with it split between SBS and other channels.	4865
I greatly appreciate the chance to binge-watch series such as Bad Banks, Cardinal and Modus on SBS On-Demand and consider this an excellent service.	
I never watch commercial television, so it is frustrating to see the SBS group becoming more commercial.	870
SBS broadcasting is ruined by adverts during programmes.	7250
Adverts that are broadcast are of minimal interest to me. It seems to me that SBS has very little idea about its audience.	
Please halt the advertising, or if you must, between programs.	4562
Could not comment on 8, 9, and 10 as we have no mobile reception and therefore cannot access apps. etc.	3896
I hate using SBS ON DEMAND because of repetitive and mind numbing commercials. It is so user unfriendly especially if I want to fast forward.	5034
we often don't watch anymore because of the incessant ads	3904
Please go back to ads only between programs.	3142
The advertising on SBS although fairly minimal is annoying. I never watch commercial stations because their huge advertising blocks are too frustrating and interrupt the flow of what you are watching.	7024
I'd love no commercials but (begrudgingly) will settle for a change to between programs	2068
I have watched SBS grow from the first day it was on air.	2099
It is now the main channel I watch.	
I understand that the push from commercial networks is part of a long campaign by	

their owners, and political forces associated with them, to reduce the influence of public broadcasting in this country.

Commercial operators do not want a public broadcaster competitor because that draws audience share and thus advertising dollars away from them.

I think it is not a "disadvantage/advantage" situation, but simply the argument that commercial media operators always make: go after the public broadcaster, period.

SBS TV has enriched the quality of broadcasting in this country beyond measure. SBS TV has enriched my comprehension of other ways of life enormously.

It is in my opinion a specious argument for commercial TV networks to go after SBS TV - they have all been caught out badly by the move by viewers to social media platforms. This includes the fact that about 65% of all advertising dollars now sit on social media platforms including Facebook.

That fact makes the commercial network's argument against SBS TV's situation largely redundant. It seems to be that the commercial networks are doubling down on their efforts against the public broadcasters now because they are hurting so badly from social media giants like Google and Facebook. That therefore smells of desperation by the commercial TV networks rather than a long-term viable business model.

SBS TV as I understand it was forced by the government of the day to accept advertising.

This is part of a slippery slope - we have gone from advertising between programs, to advertising within programs - the eventual design of anti-public broadcasting governments and their commercial media lobbyists is to break up the national broadcasters like SBS TV for the commercial network's survival - that is how the commercial world operates.

It is the same as the Conservatives constantly haranguing the ABC about "bias" until they got their quota of Right-leaning commentators a regular gig on flagship stations like Radio National.

In other words, I do not think the commercial networks have a leg to stand on - it is advertisers who decide where to place their client's money. The same as advertisers who have quickly moved to exploit the social media space.

This is the same situation as when decades ago the ABC used to broadcast the flagship codes like the Rugby League and Test Cricket. Media Tycoons hammered successive governments until the sports were moved to commercial networks so they could reap the financial bonanza.

Public broadcasters exist to provide educational programming free of bias and subject to a public broadcasting charter - the fact that SBS TV was forced to take on advertisements is beside the point.

That the commercial networks (a) didn't anticipate the digital revolution and were caught flatfooted and (b) are finding it tough to operate in the world of Google and Facebook, well, that is just tough!

It is entirely predictable that commercial networks would seek to focus on the public broadcasters as being the reason for their current difficulties but that is a well-worn excuse that does not stand up to scrutiny.

All the public broadcasters like SBS TV have done is shift to formats that support

the content they get from overseas partners and from purchasing content in the marketplace. That is not a strategy to disadvantage commercial networks but simply the way the media landscape has evolved in this digital revolution.

What, it seems to me, commercial networks are now demanding, is for the position of SBS TV as a public broadcaster to be mangled again so that commercial networks can gain an artificial competitive advantage over public broadcasters in the digital space.

The actual reality of programming we see punctures the commercial network's argument - take the last summer and winter Olympics, or the Tennis, or the Cricket - the commercial networks have a stranglehold on these major events with massive advertising deals across traditional and digital streaming formats.

It is in fact the public broadcasters who cannot hope to compete in that marketplace to get major sporting fixtures for broadcasting on their platforms.

Take another analogy - the Federal departments and agencies have been granted many millions to continually refresh their IT systems just so they can operate in a rapidly changing information technology world. That is basically so they can get their work done on a day-to-day basis and to protect the data they have stored.

Well, the public broadcasters like SBS TV are no different - all SBS is doing is upgrading its technology and platforms so it can operate within a rapidly evolving technological world. There has been no disadvantage imposed on the commercial networks by SBS having done so. The commercial networks have also demonstrably refreshed their IT and now offer content across various platforms via agreements with internet service providers.

In that space, SBS TV is dwarfed by the dominance of the commercial operators.

The point being - the operating ethos or assumption or model of commercial networks is that they want it all - even a relative minnow like SBS has to be crushed - it is as much ego as anything else. Public broadcasters offer different content, by their very nature, to commercial networks who will cry "foul!" until the end of the world - but that doesn't mean there is any substance to their claims - it is just how they have always and will always operate.

Hands off SBS!

I've been an ABC-only viewer until my recent retirement. I have been pleased to add SBS programs. As the ABC programming becomes increasingly limited and repetitive SBS has often provided acceptable, enjoyable, informative alternatives. I rarely watch the commercial channels, tuning to them only for occasional snatches of Adelaide Crows games or recent-release films. I would prefer shorter ad breaks, though at least on SBS they are predictably spaced at only 3 or so spots per hour. I think advertising on SBS gives it a large commercial advantage over the ABC which has to rely on shrinking public funds. i hope any changes after the review will not further inadvertently disadvantage the ABC by competing with rather than complementing that essential public service.

5067

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5067

SBS should be adequately funded to allow the network to provide news bulletins, current affairs programs and cultural programs that reflect ethnic diversity. SBS should NOT try to compete with commercial networks catering to the lowest common denominator.	2105
SBS supplies content different to or not covered by commercial stations	4567
I believe it also has a benefit and obligation to supply services commercial doesn't	
I object to the way that commercial broadcasters and politicians are twisting the view of this remarkable and life-affirming service. It is a service to the community and should always be seen as such.	3032
SBS has by far the best programmes on our TV Channels. I love all the foreign films, and being able to watch programmes I have to miss later on. When one watches something like "The Handmaid's Tale", it's awful when an advert interrupts the programme. It doesn't stop me watching it, but it's annoying and disappointing. I don't mind having advertisements at the end of programmes, but I dislike intensely having whatever I'm really interested in watching being interrupted with an advertisement. I love SBS, and will watch it anyway.	4650
I just hate the ads.	2800
Also, the realisation that any programmes on this channel are sensitive to the commercial interests who choose to advertise on SBS	
It is important to have a range of foreign programs. (The type that are never aired on the commercial channels)	3053
This is we are not dominated by American culture but understand cultural perspectives from many parts of the world	
Viceland: Too many with violence and sleaze	6021
At my house we can't really watch commercial TV now as the advertising is too intense and too insulting. So we specifically limit ourselves to the public broadcasters (except for some sports). IF the ads on SBS get even slightly annoying we just switch to ABC, and if nothing of interest is on there we play ABC digital radio instead (double J, ABC Jazz). We refuse to tolerate much commercial nonsense on TV in the home now and SBS is on the cusp (of being too much). Thanks for asking.	2042
I love SBS programming - but get annoyed by the ads breaking programs up. I'd love to see a return to the advertising BETWEEN shows rather than during them. I do not watch commercial channels because I hate the programs and the ads. I love the overseas content and programs like Dateline. I think SBS On Demand is just fabulous. SBS is leaving the ABC behind.	2031
If possible go back to ads between main programs (and more then if you must) as they disrupt the flow of the program and make them feel disjointed ruining many a good production.	3058
I watch SBS less than I used to because of the advertisements.	2038
The inclusion of ads in programs has driven this viewer away from SBS.	4878
I enjoy the content on SBS but the ads deter me from watching it as much as I would otherwise. I do not watch commercial tv at all because of the ads and the content. The service it provides in reflecting our very diverse society is essential and is the only broadcaster which does this.	4878
SBS is now dumbed down to compete with commercial channels. The very name VICELAND is cringeworthy leading people to expect ever so naughty programmes.. That is simply crass. All this is due to taking on advertising.	7007
International films are important to show, and programs that have a serious content, which commercial networks would not be showing.	3148
I tend to check at the beginning of the week and each day where the shows are that I want to watch. They are mostly ABC and SBS Primary. Rarely watched the other SBS stations though others I know do and really enjoy them. Was very disappointed when the ads started through the programmes. The end of programmes was OK.	4215
I no longer watch SBS at all, because of the advertising	2010
Please return the advertising content on SBS to between programmes. It would	3121

seem that the horse has bolted and there is no prospect of returning to an advertising-free landscape. But that landscape would be barren without, for example, the excellent Scandinavian political and crime series, or Donald Glover's extraordinary Atlanta, a comedy of life with an oblique perspective.	
Keep up the good work SBS. Meanwhile thank Heavens for my mute button re the ads	7109
SBS television is my SECOND choice of television viewing. ABC is my FIRST. I believe most SBS programs are of extreme value to society but from my own perspective they are totally spoiled by the interruption of commercial advertising which is of no interest to me whatsoever, and a total waste of what little time I have to enjoy television. This is my main reason for watching mainly ABC.	4551
All the MANY programs I am interested in on SBS, I record at time of broadcast; and watch later so that I can skip through the advertisements; so the advertisements are completely wasted on me.	
I would prefer to see ZERO ads on SBS. They complete destroy the viewing experience. Ads advertisements in the middle of shows is a total abomination and should be abolished immediately.	4061
Each time I see an advertisement on SBS for an exciting drama series - I think there was a series from Denmark - I am quickly disappointed that they are only available on SBS OnDemand.	3070
Show them on free to air and at a good time not from 11:30pm onwards. Show some quality programs not rubbish documentaries on the Royal family which are filling in space on commercial tv.	
SBS used to be cutting edge showing some fantastic films and international dramas - now it is a bit boring.	
The saviour (if only for a couple of weeks) will be broadcasting of the FIFA World Cup.	
No ads on SBS please	2043
I don't watch food shows anywhere and the name Viceland is a total turnoff. I don't watch daytime so can't comment, except that's where your foreign language content is, news only, which is valuable to special audiences and you should do it. I mostly watch NITV since that's where most of your good shows are hidden.	3460
I like SBS but would like to see less ads.	3124
SBS was the go to for more variety and unusual programs than the commercial channels. It still has some different programming but it is becoming less and less. The one good thing about the changes is that our other favourite channel, ABC lost a lot of its great programs but thankfully they have turned up on our other favourite SBS!	3170
I have always watch SBS News because it presents a less parochial content and it does appear to more factual. In the past it has had a more internationally appealing program, more appealing to our multinational community, which I believe was the reason it was created in the first place. It offered something different, not today though. It is different still from the free to air commercial stations but how I find difficult to define, possibly as the ABC differs from commercial stations. A bit more refined maybe?	2073
SBS is not carrying out its original function. It is sad to see it competing with commercial TV.	6151
I mostly watch documentaries and movies (and PBS News Hour) on SBS, and really appreciate them.	3163
There are WAY TOO MANY cookery programs on the main SBS channel - no need when there's a dedicated channel to the subject as well.	
I love SBS.	6160
The frequent adverts during programs are annoying to the max. I sometimes get frustrated and switch it off. It was so much better when the adverts were only between programs. I actually watched most of those adverts then - at least 90%! I	7000

do my best not to watch them now - watching around 10% now. Also, the adverts (on demand) frequently cause the program to malfunction and I get completely cut-off and do not go back to it.	
SBS adds an invaluable contribution to my life. It would be even better without ads.	2604
SBS adds an invaluable contribution to my life. It would be even better without ads.	2604
There are too many advertisements on SBS. I would like to see more public funding for SBS so that it is advertisement free. ¹³	4212
NA	3185
I like SBS a lot. I loved it when commercial breaks only occurred between programs.	3332
Get all advertising off SBS. The rot set in as soon as advertising started.	3108
Since the adds have increased over the years I have gone away from watching SBS. If I do, I normally record the program (like a commercial program) and then skip through the adds.	2540
I understand that the foreign news services would be invaluable to different groups. I even watch the USA news hour and Aljazeera at lunch time. I also listen to SBS Cool Radio,	
However if the SBS is to continue with adds, I would prefer that the funds for the SBS be re-directed to the ABC and SBS be closed down. ABC could still run some of the current SBS programs on one of their TV channels as well as on iview.	
SBS is far and away one of the best parts of Australia's media. In fact, of the world's media. It is madness to jeopardise its unique character!	2350
I hate the advertising on SBS. It seems to intrude at the most inopportune times, ruining otherwise excellent programs.	2060
Plus the ads themselves are badly made, and more of a deterrent to purchasing, so really defeat the purpose anyway.	
I also HATE the Eurovision Song Contest, and the amount of time devoted to it, and ALL the sports programs - at the expense of programs like the Movie Show etc.	
Especially over the past year SBS television appears to becoming more commercialised in its programming. The amount of advertising, even if SBS is advertising its own product, is extremely annoying and off-putting. In this regard it appears to be no different to the commercial stations. I enjoy going to film festivals to see films about other cultures. There is such a wealth of films out there it is possible to obtain more content for viewing on television. Think of the range of programming in any one year at the Sydney Film Festival. I also believe there is an oversupply of sport on SBS. For example many people enjoy the Tour de France but now you have cycle races from all over the world including the cycling tour of California. There also appears to be an oversupply of cooking shows.	2131
disadvantage because we expect it to be uninterrupted viewing	3212
I hardly ever watch the commercial channels as they have too many advertisements. Even more importantly, almost all of their programs are rubbish! Even the ABC has too much crime & other violence. I use the ads on SBS to rush off and do little jobs; I can't sit & watch them!	2621
I still strongly oppose commercials anytime, even between programs.	2913
I yearn for an SBS without commercials.	5173
Keep up the good work by showing shows our major networks would not go near.	5061
As a public broadcaster SBS should not carry any advertising. Advertising immediately compromises the whole point of a public broadcaster, especially with respect to News. If SBS cannot function without Advertising perhaps the SBS should be absorbed as a special unit within the ABC?	6076
Remember SBS from 1980s, wonderful selection of foreign language programmes - docs/films/dramas - at peak hour viewing. SBS was completely different from commercial tv and from ABC.	2021
In recent years peak viewing is disappointing and combined with ads peppering content sometimes not worth watching. This week only one foreign language film on schedule between 7.30 pm and midnight.	

Love option of SBS on Demand though. As for Viceland, least said better, but understand it is not targeted at me. Would rather that channel be used for programmes more in keeping with the SBS charter of old. SBS fulfils a valuable public service. However, unless it begins to better reflect the original charter soon, then that opinion will change.	
I am very sad that SBS has been forced into commercialisation - i greatly valued SBS when it was commercial free	2031
SBS should be fully funded by government so that it can fulfill its public service functions. I mainly watch SBS news and current affairs, however advertising and commercialization has compromised the independence and objectivity of reportage and editorializing. I used to love watching dramas, documentaries, etc, on SBS; however, I refuse to watch any programs with in-program advertising on SBS or on any other commercial channel.	4067
I appreciate SBS on demand. I find the shorter ad breaks more palatable so tend not to watch when programs go to air - I watch on demand. Also, I like to watch more than one episode at a time. The longer ad breaks on live tv really disrupt my viewing pleasure. That's why I don't watch any commercial tv at all. I don't mind ads between programs. That seems to be the best solution.	2170
I was extremely proud of SBS as a world beacon of multicultural TV and fabulous films. Although I still love SBS, it has declined over the past ten years. The ads drive me crazy and we do not seem to have such diverse and dare I say intellectual content. Even the news as gorgeous and your readers are, is not what it once was	2022
Yes too much commercial advertising and programming.	3207
Thank you.	
I hope that in the future SBS will return to being fully funded by government with no pressure to advertise. And that it continues to serve the broader public as well as providing services to niche groups	2612
SBS serves an audience poorly served by other broadcasters (at least as far as TV is concerned), providing us with programs which enlighten us as to the mode of thought in other countries. I am sure it helps those who are inclined to be concerned about the issue to have a better understanding of the members of our migrant communities.	2614
I hardly watch SBS because of the advertising and I don't watch commercial TV	3844
I only watch commercial tv for AFL, and even then they are trying to force viewers to Foxtel. ABC and SBS will always get my support.	6103
I'm sorry if my answers aren't all that helpful, I mainly watch the NRL footy on channel 9, and Frazier on 11. And channel 2 also when there's an ad on the channel I'm watching.	2484
I also watch movies occasionally and I notice Viceland has a lot of good movies - and NITV.	
I hate the commercial panel shows, like The Project, mainly because they are vehicles for social propaganda of mainstream views and I'm a retired naturopath who sees through a lot of pro-medical pro-establishment bullshit.	
I would strongly prefer SBS to revert to commercials only being shown between programs.	5050
The disadvantage is that the type of programs SBS should show will be lower rating because they are somewhat specialised and attract the smaller ethnic groups in the community and those who want to learn or be mentally stimulated.	6005
A lot of the money wasted on the opinionated ABC would be better spent on SBS. The ABC has become such a disappointment, especially it's news service which is now just opinions and sensationalist rather than newsworthy. The ABC still has good programs but standards are slipping.	
I think SBS provides a great service to the community. SBS is prepared to show films or other shows which the community would not see anywhere else.	2127
I believe SBS provides quite an amount of positive program content to viewers and	

warrants increased support from the Commonwealth Government.	
I love SBS	2039
I only watch ABC & SBS tv	
With the types of programs SBS shows, it is not in competition with commercial channels. There is no competition so no competitive advantage.	4170
SBS has done a remarkable job of continuing to supply programs of high quality, many of them in languages other than English BUT the constant intrusion of advertising is distracting and inappropriate for a public broadcaster. It should definitely revert to ads (as few as possible) book-ending programs rather than interrupting programs to show ads.	2037
I would watch more SBS without ads. Have always been disappointed about the commercialisation	2439
More public funding is needed for SBS and far less intrusive advertising.	5116
It is great to have views/programs from European & Asian countries -	2122
I would support advertising between programs, but not during.	2479
SBS Viceland sounds horrible! What is wrong with SBS 2?	
I am quite appalled by the mercenary nature of advertising on SBS. I have several comments regarding advertising as follows:	6019
<p>(a) I particularly object to the interruption of program credits at the end of a program with details of the program to follow. This shows complete disrespect for both makers/personnel (actors/producers/journalists et. al) of the program just aired and the viewing public. This is particularly annoying when the program just shown is of a contemplative/thought provoking nature, which is then interrupted by facile and naked narcissistic self-pedling.</p> <p>(b) Often, the ads are not flagged beforehand. A program is simply suspended, sometimes in mid-sentence in the most annoying manner. This, again, illustrates the contempt in which SBS management holds its viewers. Also, the nature of the ads is often at complete odds with the 'feel' and mood of the program being interrupted and the ads have a real jarring effect that is most annoying.</p> <p>(c) I particularly object to multiple (sometimes up to three times) airings of a particular ad in the one break - Expedia ad comes to mind here. This drives me absolutely insane, and I vow that I will NEVER do business with any commercial enterprise that employs this stratagem. Surely, this must be at odds with both the advertisers and SBS's intentions in airing the ad in the first place - surely, it's counterproductive.</p> <p>(d) my final comment regarding SBS ads is the number of times that they will repeat ad nauseum the same group of four or five ads (mostly to do with their own up and coming programs - the recent saturation of almost every ad slot with one telling us about Who Do You Think You Are is one example, but there are many, many more. Again, the effect of running these ads ten or more times in an evening in every advertising break would surely have to be counterproductive?</p> <p>(e) changing tack somewhat. I also am less than impressed by the quality of the journalism/voice overs on the SBS news. There are a number of journalists and reporters whose diction is so bad, that sometimes it's almost impossible to determine what they are talking about. Other reporters (Katrina Yu, Lydia Feng to name two) are very easy to listen with clear diction and far better grammar and overall command of the English language than most of the journalists/reporters. Unfortunately, the bulk of SBS reporters/journalists have appalling grammar and a couple of the more egregiously bad examples cannot even speak in proper sentences but gabble all the way through the report.</p>	
I more or less stopped watching SBS when advertising was introduced & since then on the few occasions I have returned to SBS to watch specific programmes, I	6160

couldn't tolerate the seemingly endless in-programme ads & gave up.	
We do not watch commercial channels because of all the ads and now find SBS is heading in the same direction. This really annoys us, as it does put us off watching programs we would otherwise have chosen to see.	3101
SBS has provided me the opportunity to watch TV when ABC programs don't interest me	2037
Hands off our sbs	3199
SBS should have advertising only between programs. Programs must cater to all the cultures and minorities of our nation even if we have to pay more taxes.	4272
Realising that funding is necessary for good programming, advertising is probably necessary, but we would prefer it between shows not during.	3556
Cheers	
I would much prefer to revert to the previous model where advertising was only between programmes rather than part of the way through them.	2605
Advertising within programs as well as the nature of the ads has changed the absolutely experience enormously. I'm a much less frequent viewer these days	3056
SBS On Demand is great compared with ABC Iview. The ABC series access is poor and series episodes can only be viewed after broadcast, unlike SBS where the whole series is viewable after the first episode is shown. The disappointment is having the ads interrupting these programs	4226
KEEP UP THE GOOD WORK!	5042
SBS provides multi cultural, multi lingual non commercial programming for the benefit of a racially diverse nation. It has no better peers globally. Commercials during programming are a mistake. They dilute SBS's brand. I switch channels	7008
The content of programs I don't have too much of a problem with, it's the constant interruptions for ads that is as bad as commercial TV. It's not appropriate for documentaries, etc.	6053
SBS is extremely valuable in a country that is far too mono lingual.	3984
Diversity is important, celebrate it - don't suppress it!	
SBS can't compete in ads with the commercial channels, so can't get much of its revenue that way. Go back to no ads.	
I watch mostly SBS, the rest mostly ABC.	
I w3atch a lot of SBS between 4pm and 10pm. There have been a lack of foreign/language films - I can record if they are later (usually). I try to view as many as I can if they are not too violent or sentimental. I don't look at SBS 2 - Where did you get the name Viceland?? as most of it has little appeal. I love your news with its WORLD coverage.	6058
I only ever watch ABC and SBS as those are the only stations which make me feel as though my interests are of value.	2023
SBS News is a wonderful program which keeps us aware of events throughout the whole world. Sadly, with the financial cuts to the ABC, our National Broadcaster just cannot help being rather insular.	
Hate the new format of spoiling the show with mutiple adds which is reflected on SBS on demand .Accept the pre 2006 model but now it has lost the way due to monetary gain	4573
Easily the best television station, have enjoyed watching so many programmes (current affairs; documentaries) and great movies (especially non-US or UK) ever since SBS started.	3055
I value the programmes which SBS offer.	4355
I love my SBS - and Viceland, and NITV sometimes. The latter great because less advertising!	5068
Because of the ads, I tend to record most things on my Fetch and view them slightly delayed, so I can ff through them.	
I never watch commercial TV, so can't actually compare, apart from the occasional clips of rubbish from them that get shown on the ABC, SBS or Facebook.	
Eliminate ads altogether	2040

Sbs is and always needed we need SBS it is different from other TV in Australia I personally enjoy the difference between SBS and commercial stations but the increase in ads is disappointing	6110
I have written to SBS in the past about their repeated advertising as it is most annoying. I also told them that station ads for forthcoming shows, highlighted on World News, is NOT news.	3149
I luv SBS. The programs I watch are not available on commercial channels. I luv the objectivity and the world stories no other network offers. Most of my viewing time is on SBS. Keep up the good work.	3043
Not sure why the Vice channel is named that. 95% of the time I only watch ABC or SBS. I like obscure movies.	3844
The govt should fully fund sbs as a public service for the public good.	3071
As a public broadcaster would it be an advantage to have the support infrastructure combined with the ABC (i.e.all the back of house stuff) Still maintain the character of SBS on It's own channels; surely this would be an attractive financial situation.	2632
I don't mind the adds as they only last for around 3 minutes where they last between 5 and 6 minutes.	2100
Maintain the original charter without being disrupted by ads and editorially influenced by advertisers.	4070
Ads are annoying.	5152
Apart from the American PBS Newshour and the 6.30pm evening news there would not be more than two or three hours per week that I would watch any TV at all. Most of it is just rubbish.	3000
Why so little stress on the advertising in this survey? For the record, I hated the introduction of advertising. I like the current content of SBS but I am 100% against the advertising and especially the ads within programmes	6026
SBS should return to the pre-advertising style that it had before politics got in the way as per usual.	2778
I avoid content platforms (broadcast of other) that have advertising	5050
I can't stand the program interruptions with advertising and I rarely watch SBS now whereas before its commercialisation I loved SBS and watched frequently. Now I watch ABC but would love to see SBS de-commercialised. At the very least they should stop interrupting programs and films with ads because that is what drove me away.	4220
SBS should be ad-free and more non-English content (with subtitles - if these could be switched off that would be great for native speakers or those learning a language).	2206
I do not mind English language content if it is alternative (not mainstream), and not likely to be something commercial stations would play (hence most of Viceland's content gets my approval).	
Food Network programming is almost exclusively in English which bothers me. I realise no commercial stations do dedicated food programming, however there must be non-English content out there. I think it's a missed opportunity if the Food Network is just a clone of the American channel by the same name (however this is probably due to it being a partnership with the US Food Network). Imagine learning to cook Italian food straight from nonna for example. How much better would that be (as would learning any cuisine from native speakers, since food and language are both cornerstones of culture). The Food Network channel also has too much American and unhealthy eating shows which while amusing in moderation, set a bad idea of what is 'normal', especially if we want to seriously tackle obesity and diseases like diabetes.	
I really miss the foreign language series like Inspector Rex and Commissario Montalbano for example - these types of show seem to be missing from current programming, although some still make it to Onemand (like Spiral/Engrenages). I do appreciate the quality and quantity of Nordic noir films and series, so I hope these continue.	

SBS On Demand is a gem (like iView) which puts commercial offerings to shame (like plus7, Stan, etc. which always seem to have technical issues) and the content is varied and multicultural in general so as such is not competing on content with commercial mainstream offerings.	
Seemingly a dearth of real foreign culture films	4550
Having the ads between shows was better, in my opinion, though obviously in movies, having ads at regular intervals makes sense.	5070
I would rather have the old days back with ads only between programs but this is highly unlikely with funding cuts. I do find that the ad breaks have lengthened over the years and wish they could be curtailed and that they occur less frequently. Nevertheless, I would still tolerate ads if this were the only way to keep SBS.	3132
Long live the S.B.S.	6155
I REALLY REALLY HATE the advertising.	2024
I am actually really annoyed that SBS was allowed to introduce it in the first place and because of the ads I have stopped watching programs on SBS if I can find them online with no adverts - for example the PBS Newshour.	
My feelings on this are strong enough to inform my voting preferences.	
SBS does seem to have a lot more mainstream programs that are seemingly a bit more like Channel 7 or 9. I am surprised to see Batman on there but not The Good Fight. I can see that it is only a channel like SBS or ABC that would pick up The Good Fight that appeals to a narrower audience even though it is not a culturally different program. Lie the commercial channels there are a lot of food programs on SBS but they are culturally different cooking programs and not at all like My Kitchen Rules	5006
please hands off sbs and abc they show programs which would never be shown on commercial television, however sbs on demand DO SHOW too many commercials, often repetitious and very annoying	2785
SBS still has some programs that are better than commercial channels	4186
SBS is unique television and must be kept that way. If programs are constantly interrupted by commercial ads it will put people off watching .	3198
Unable to connect to ON DEMAND due to Flashplayer platform	5032
bring back subtitles, with more non english language programs	3068
I hate the endless ads, and also the ads for their own shows. There are definitely fewer foreign language shows than before, and the documentary levels are "dumber" than before; fewer French and German and more National Geographic. The whole Viceland channel is Terrible! But there are still a lot of good shows on.	3169
I like the original SBS. I don't watch commercial TV or listen to commercial radio because of the commercials. I hate it. SBS was not only a relief from the advertising, it was also provided a culturally diverse and superior offering.	3193
It's very important to keep SBS as a publicly funded service. It provides numerous valuable shows that are informative and varied.	3182
I think there is an issue with SBS and the ABC providing streaming services without charge. I for one would be quite happy to pay a subscription not more than Netflix for the convenience but it would have to exclude commercials during programs and I would prefer none at all.	2099
SBS is a very valuable media outlet which caters for everyone but with a focus on multicultural Australia and as such it does not compete with other outlets because that is not their focus. SBS is not set up as a commercial outlet, as are 7, 9, 10 with their focus on advertising as the main factor. SBS had to resort to advertising to keep on going and keep being able to offer its high class and very interesting programs. I do not think that SBS competes with the commercial outlets as its program content is different from the demography that watches the commercial channels.	2602
I think SBS is wonderful but I would prefer ads between programs. Thank you	3146
Reduce commercial..Have challenging current affair that challenge authority	2430
need balance between commercial funding and public funding - otherwise	4562

Government will gut SBS like the ABC and that would be a tragedy.	
I used to love SBS but recently I find myself giving up on watching their channel as I find the ads so intrusive.	3081
I choose not to watch commercial TV because I don't want to be subjected to the rubbish they show including the ads. I feel like I'm being yelled at every time an ad comes on.	
The only thing stopping me from watching SBS are the ads. Please get rid of them.	
SBS is so far down on what it used to be which was a very valuable alternative to commercial but also complimented the ABC.	5351
We are all disadvantaged with the smashing of SBS.	
I don't wish to see or purchase any of the advertised content inbetween programmes I wish to watch on SBS	2131
I only watch a few programs on SBS, and have an old TV so no On demand etc. I really like the programs I watch, not found elsewhere.	3124
My preferences are drama series & quality foreign films. SBS is & has been unique in showing these.	3095
Advts before & after would be less distracting & detrimental.	
The ads on SBS on demand are slightly more sensitively placed than on main channels!	
I love the content on SBS on demand & would certainly enjoy it more with less advertising.	
Get rid of these pesky commercials during programs!	7109
Please don't find reasons or excuses to take funding away from SBS AND PUT IT IN THE SAME SITUATION AS THE ABC. SBS is the best channel to watch after the ABC and if the commercial channels can't compete then they need to produce better quality programs.	2074
Long live SBS!	6158
Get rid of the ads!	3381
SBS saves us from a totally monocultural media world. We already live on an island that takes 7-8 hours flying time to escape, SBS keeps us in touch with different worlds of politics, innovation, art, history and different ways of being human. Please let us keep the brilliance of SBS from further demise.	2380
I enjoy SBS. it is an excellent channel.	3052
I like ti tune in to the French ,German and other news stations.	
Less commercials and more alternate TV and films from abroad and local content.	2196
More Ethnic TV	
You are seeking more Australian content and less advertising. I am happy with content from around the world and in particular the Great Railway Journey series. I very much like Insight and Dateline although I do not always watch them. Jenny Brockie is excellent on Insight. Who Do You Think You Are is also another program that I like. I just wish that there was less advertising. I do not watch commercial TV. I also watch ABC HD. I have an interest in NITV but have not really got into a habit of watching it. Thanks for the opportunity to comment.	2611
While I am critical of SBS commericalisation process over the past years, there is a great need in the community for a public broadcaster that provides the type of programs that SBS originally provided.	5031
Whilst SBS on demand is excellent and there are many diverse movies from other cultural backgrounds I rarely watch them because of the interruptions.	
The few advertisements between programs were tolerable as it was years ago.	4507
SBS is a wonderful cultural, educational and social resource, which as far as I know is unique. Many overseas friends have been amazed at the breadth and quality of its programming. It is disappointing to have such great shows interrupted by so much advertising.	3131
We need public broadcasters like SBS & the ABC they play a valuable role in keeping us informed with unbiased programs and quality entertainment	6036
While SBS has potentially some the most interesting and informative programs on	2627

free-to-air TV, they are largely demolished by the inclusion of aggravating and unnecessary advertisements. Ads belong on commercial TV stations, not on public broadcasters.	
As far as SBS on Demand goes, I cannot comment other than to say it is a symptom of the current mad rush to push everything and anything onto the mobile network. Which may work if you have reliable mobile coverage, but I do not.	
I love SBS but would love to see less advertising. It is not as bad as commercial stations where there are so many ads that you forget what you were watching.	4152
I love the variety of shows but would love less food programmes.	
1. I watch less television than I did 10 years (due to LNP federal government restrictions on retirees)	2518
2. It was somewhat difficult to recall what SBS programming was like 10 or more years ago !	
Love watching On Demand.	2576
Keep it up.	
I can tolerate adds after and before shows but NOT DURING THE PROGRAMS.	
Some programs such as Handmaid's Tale and the Scandi Noir thrillers could potentially be shown on eg Netflix or Foxtel, but I'm more than happy for my taxpayer's dollars to be used for making them available via streaming or FTA.	4074
I see SBS as unique and the commercial content not overpowering - I never watch commercial channels because of too many ads.	3095
SBS programming is still pretty good for a public broadcaster; the only problem (and it is a big one!) is the incessant and in the main banal advertising!	3023
SBS is superior to commercial broadcasters.	2777
Funded Public Broadcasting is an essential part of a civilized developed society.	2777
To under fund is a social disgrace	
SBS shows many shows (dramas, documentaries etc) as well as movies that would never get a run on commercial TV and provide insight to other cultures. Their own produced drama and documentaries are also high quality and have the objective of telling stories that may not be shown on commercial TV - eg Safe Harbour, Sunshine.	6009
Advertising are ok before and after each program but not in the middle like commercial. I still find sbs high quality but when I arrived 30years ago I found it superb compared with Europeans channels.	4655
Naming a TV broadcaster Viceland puts me off SBS	2779
I use SBS on Demand a lot as I live in a small country town about 40 mins from a larger country town. The local cinemas rarely cater to my cinematic tastes. SBS does. My husband loves the SBS documentaries and the train journey programs.	4723
Would like to see SBS go back to ads only between programs.	6056
It is not a commercial broadcaster. It should not carry commercial advertising. I find watching SBS excruciating these days. It should focus on foreign programmes and films far more broadly including cultural and political documentaries. It was much better twenty years ago; you could even come across African, Japanese, Chinese and Brazilian movies. There is too much American material at present. There is also too much sport often at prime time which often leaves very little room for programmes anyway. Rather than a whole channel dedicated just to food (!!)(why not art?), all sport shows could be put on the Food channel. (I doubt whether the commercial channels would allow them to run the channel as 'World Sport'...). The original SBS was a brilliant project that acknowledged the multi-culturalism of this country; I fear it will never do well under a management with a white christian conservative agenda, choosing to deny other cultural perspectives and foisting yet more Americana onto our screens. Very sad. And very wrong.	3242
Commercials for 5 mins between programs only if we have to have them at all.	2536
I hate commercial advertising between programs, its an invasion of my privacy. I try to avoid commercial programs for this reason.	7249
Increasing commercialisation of SBS would compromise the freedom to say and	2256

show what needs to be said.

Also,

A few years ago I spend 3 years living in new Zealand. They have no 'alternative' TV stations, and each station has a very, very punishing amount of advertising.

I hope this won't happen in Australia

I do not enjoy the adverts.	3135
Commercial channels simply do not provide quality, impartial material for which the ABC and. SBS are so important	3067
As stated earlier I do not access any SBS programmes because of the multiple interruptions.	2011
If this was to change I would return enthusiastically.	
SBS should not be trying to compete with commercial channels - it has a totally different charter, which it is not living up to as well as it used. Advertisements within films disrupt the films outrageously, and corrupt the direction SBS should be taking. The variety of films in foreign languages is decreasing. Even film on SBS on demand are badly disrupted by ads, and swamped by content similar to commercial TV, and not well targetted to its charter.	3131
Promotion of sbs programs is excessive eg we were tired of the eurovision ads.	6148
People are abandoning TV because it is full of adverts - the ABC and SBS should be unique and not crammed full of adverts: would that were more like what they were...similar to PBS. I don't watch ANY commercial TV as its content is tired, its "news" stale and its adverts annoying.	6009
SBS lost its "ethnic broadcaster" character. The majority of programming now seems to be of the 'Anglo-Saxon' origin, and about the 'Anglophone' countries.	7054
The glory days for SBS were in the nineties, and the earliest years of this century.	3057
I would like to see more foreign-language films and TV shows.	3550
Vice is mostly rubbish , a waste of space.	3749
We have been loyal SBS viewers since inception. We have always enjoyed the diversity, intelligence and quality of programs offered.	6009
However SBS has now, in our opinion, become effectively unwatchable due to the frequency and repetition of advertisements and program promotions.	
Once one has seen a promo for upcoming content too many times we no longer feel like watching it.	
During advertisements the frequency and volume of scene changes/cuts with at least a new image every second is enough to drive one to nausea.	
We do appreciate that SBS needs to raise revenue but perhaps with more subtle, less frantic, less frequent and slower paced imagery.	
In addition we even have to endure 'locked in' advertising when using SBS on-demand, again making program content harder to absorb and breaking concentration.	
Sadly we find ourselves increasingly driven away from watching SBS, which is very frustrating, SBS being one of the few remaining quality content broadcasters but is looking more and more like commercial TV due to advertising.	
SBS is an essential element of a largely successful Aust govt program to foster multicultural harmony.	2060
I'd like to see NO advertising on SBS. Some of the content of advertisements I find repugnant and inconsistent with the very thoughtful, considered programs SBS	2305

offers.	
Program interruptions for ads are always inappropriate and irritating, the ads completely unconvincing. Ruins the flow of program experience, and insults the intelligence of both program producers and audience.	3135
SBS should be supported in reflecting the diversity of the Australian community, and in raising, respectfully and sincerely, the diversity of issues of importance to us. Don't know. 'Fulfil'? I can't say, Only its charter, not its actual programming. Nor can I say, Partly!	
I love SBS! I do wish it could go back to just having ads between programs though.	2850
It seems unfair that there seems to be such an effort in Oz to destroy diversity & reduce entertainment to a one size fits all - it doesn't.	2063
As this is a publicly funded channel, albeit with a small budget, I would prefer no commercial advertisements.	1630
I ignore advertising, sometimes welcome the ad break for a dash to kitchen or another room.	7018
I only watch SBS or ABC main channels or switch off.	
Bring back the original SBS channels with no advising commercials	6162
SBS, in my opinion, reaches for a more discerning viewer and therefore their ads, annoying as they are, are usually of a higher quality and somewhat less insufferable, except when they are repeated again and again and again and again.....	7054
Advertising within programs has almost killed SBS for us. We record everything and skim through the ads. We don't watch much commercial TV.	3141
The great time for SBS was when we had telenovelas from Brazil and plenty of European films and series like The Bridge from different countries. Also other countries' points of view on different topics.	
Advertising is the big killer on SBS drama. The French reacted much more strongly when threatened with the breaking of feature films for advertising.	3071
The situation in SBS Australia needs not only to be halted, but reversed.	
I don't watch commercial stations as I can't bear how many ads they have. I often don't like the programs.	5070
I really appreciate the content on NITV and many SBS programs. It seems SBS takes up some sports shows that the commercial channels won't or that they do badly by not showing all the games.	
It is imperative that SBS programming is not forced to compete for popularity with the commercial channels. Commercial/corporate television is targeted to populism and mainstream ideology and SBS MUST ALWAYS offer programme content that offers healthy alternatives.	2480
Get rid of the present management and revert to no commercials.	4870
Include more European content.	
Show some decent European films earlier in the evening.	
I have stopped watching TV for some years now because the standard and quality has deteriorated so much..	
Personally I cannot watch the commercial channels at all, the incessant and repetitive interruptions drive me to distraction. SBS used to be my haven from such appalling broadcasts, sadly no longer the case, SBS has become just as bad. If a particular program on SBS appeals to me, I record it and watch it later so that I can edit out the advertising.	2469
Too many commercials that interrupt God quality programs.	6059
Get rid of the advertising.	
Most disappointed at drop in foreign content, which when available is mostly relegated to SBS on demand.	2204
I loathe the repeated commercials and despise the rubbishy quality.	5081
I have only ever watched SBS's primary channel.	2617

I record anything which interests me and watch it later so I can fast forward through the ads.	
I still find it extremely disturbing when watching a very interesting program to be interrupted by advertising, it totally spoils the mood of the program.	3058
More cultural programs are needed. Things have deteriorated badly over the past few years.	2230
SBS has become a great source of historical documentaries--and that's mostly what I watch it for.	2605
Sbs has its own charter which I greatly respect. It must follow its charter without compromise nor be bullied into submission by antagonistic commercial channels nor politicians' fogged visions.	3678
SBS is a very valuable additions to OUR culture, not Murdoch profit at all costs.	
SBS has proved to be a disappointment in recent years.	4573
I cannot see why SBS has a food TV station. Viceland is probably designed to attract a younger audience but I wonder if it will achieve that purpose as it seems so different from the main channel.	2042
SBS is 'Good Different'.	2063
Reducing the quality of programs or 'Duming Down' will cause me to abandon the SBS. Raping the fiunding of the ABC will make me want to rape a few quilty pollies & a few far-right (government) buraucrates.	
We love SBS & want to see it grow, nit be chauned to a commercial feed-bowl.	
SBS should model itself on the ABC , no ads!! Just good quality programs from around the world	5066
I have been watching both SBS and the ABC for years mainly because of the quality of the programs. I am not happy with the way the Ads are being run on SBS at the moment, if I want advertising interrupting good programs I would watch commercial TV. Mind you there is a dearth of good TV on the commercials in any case. There would be no way I would bother turning the television on if it wasn't for the two public broadcasters.	3631
Too many ads at inappropriate content times (Handmaid's Tail.. even this new season); Viceland is awful (apart from Brooklyn 999) . WAAAYY too much US content - SBS is for European, Asian non mainstream stuff, weird or good or not	4064
The ads have largely driven me away! From SBS now and commercial tv in the distant past due to floods of adverts and now gambling ads. NITV is the one channel I turn to as its point of difference is clear and interesting. Marngarook Footy Show has been my 'absolute must watch' regular program but I have taken half the season to find it this year cos it changed days! Shame	3233
SBS is a wonderful TV channel which provides valuable content. We do not watch commercial channels mainly because of the advertising. We do not like the advertising on SBS.	3015
It should remain publicly funded, with advertising between programs, or with minimal disruption to programming (e.g., two ad breaks in a full length feature film)	2611
I miss the variety of cultural experiences that used to be on SBS--the ballets, operas, plays, as well as classic foreign movies. I find that now I watch mainly documentaries, and find the ad breaks very intrusive--too many ads per break, and too many breaks.	4557
I've been shocked at the number and frequency of commercial whilst viewing SBS on demand - not what I expect from a public broadcaster at all & a big turn off!	2203
Save Our SBS and get rid of advertising altogether!	5152
We avoid commercial stations because the ads are so obnoxious and irritating. We used to enjoy SBS a whole lot more because of the far fewer ads and the far better choice of programs. Of late, it is hard to find the sorts of programs we like to watch on SBS. The ads are increasing and annoying. Why?	3058
I'm not too stressed over the content, but the regularity and length of ad breaks is certainly annoying.	3013
I am biased - when ads appear I hit mute or switch channels. Ads interrupt the flow of programs and make movies unwatchable. I support community broadcasting and	2000

understand the need for sponsorship announcements between programs, and sometimes I appreciate them. I find many of the ads on SBS to be gross and insensitive, even verging on abuse and not in keeping with a public service charter. None-the-less, SBS and ABC remain among the diminishing number of public institutions that all Australians can be proud of.	
see above - SBS' promotion of world cinema used to be the envy of the world, certainly of international Film Studies scholars when visiting. Mary Kostakidis was the best newsreader I've encountered.	2614
A public broadcaster should be funded properly and not have to rely on advertising	2000
I'm watching SBS significantly less since the commercials started to appear. For me and my family advertising is a definite turn off.	6015
I watch alot of programs on SBS as they're different to whats ABC or Comercial Stations.	3128
REMOVE ADVERTS	2905
Anything to provide intelligent informative entertainment non comercial programs as the ABC get ruthlessly dumbed down- do we need any more dumbed down TV?	2902
Commercial TV with all the jingles, ads, banners and promotions dumb down society and treat the public as idiots, as an example, a half hour news program on commercial TV actually has about 7 or 8 minutes of news. the rest is ads, sport, weather and promotions. The commercial channels do not care about truth in advertising and this carries through to their version of news and current affairs.	6030
Stop adverts on SBS	2777
It has become a channel with no outstanding features. Its simply a defacto commercial channel. The origins of when it was first created to support multicultural affairs has now been lost.	2031
Whatever the merits or demerits of running advertisements, I still hold the view that SBS programs are superior to everything else currently on Australian television.	2780
	3184
Hate the ads mid program	4558
Don't mind ads between programs	
I would much prefer ads to go back between programs. I hate the interruptions.	2566
I would prefer less ads more programs in other languages directed at migrant groups	3068
Since SBS was started as Channel 28 I have always watched the News. I also rely on ABC News. I hardly ever watch Commercial Channels.	3199
The whole reason I watch sbs is because I can't stand ads on commercial TV and like to see programs that are stimulating and thought provoking, unlike the mind numbing rubbish on commercial TV. We don't need more exposure to rubbish on our tvs	3130
I tend to only watch programs on SBS that are different to those on commercial TV (which I almost never watch), so cannot comment much about how commercial the SBS shows are. I wish SBS shows did not have so much (ideally any) advertising.	3182
Too much sport and cooking shows. The news programs offer a better international view of the world than ABC & commercial news.	6164
I value the quality documentaries / information programs which are such a feature of SBS programming. I also value the range of movies shown on SBS. I would prefer the advertising content to go back to being only between programs.	2780
I watch much less sbs with the current advert scheduling. So repetitive that i make point not to buy the products	2008
I don't watch the full range of abs - just abs and abs on demand and don't use apps	3008
Just adequately fund it and keep it on the air.	5070

1. My "ideal" would be for a fully-publically-funded SBS. But that is unlikely to happen again in the current contexts.	2107
2. Much as I dislike the commercialisation of the SBS, my perception now is that possibly this fact might have prevented SBS from suffering from the massive budget cuts; and massive loss of quality journalism which the ABC has experienced, and is still experiencing anew in the latest budget. In the past I watched almost ONLY ABC and SBS. Now the ABC has become so right-wing that I rarely watch it. By contrast, SBS still seems to retain top quality investigative journalists; and doesn't seem to have had the level of political interference in its operations that the ABC has had. So SBS is my fall-back, quality, tv journalism source. My perception though, is, that SBS does not show the same QUANTITY of foreign-language programmes which it used to; and if this is correct, it is to be regretted. That was part of its uniqueness in a worldwide comparative tv perspective. Thank you SBS. I value you HIGHLY.	
Get back to its charter and cut down on ads if possible financially.	2088
As a public broadcaster, SBS should not rely on commercial advertising. It should be well funded to meet the needs of the public.	3709
I do not watch as much SBS as I did previously. I HATE ads, especially when they interrupt the programmes often. I tend to change channels or turn off the TV in disgust.	5164
Let's end Australia's imperialist wars and let's tax the rich more again, like we used to (hundreds of corporations that operate in Australia don't even pay tax in Australia), so we can afford free health care, free university education, and an SBS free of commercial time-wasting and commercial influence.	2456
As a result of the increased advertising on SBS, I watch it less and less, or only watch SBS On Demand. I do not watch commercial television so can't really compare them.	2025
you should ask how ANNOYING it is to have ads every 6-15 minutes and whether it influences whether people persist, change channels or turn TV off all together. You should ask if SBS is, in spite of advertising, still superior to other channels, including the ABC. You should ask specifically if SBS does better than the ABC which is without ads and fully publically funded. Surprisingly it i does in terms of documentaries. But there is no multilingual, multicultural programming in either. The ABC is a very poor measure these days so not much competition there. Is SBS better than commercial stations? a viewer like me would never want to be able answer that question. Most Australian TV presumes that people want NOTHING to intellectually challenge or inform. You should ask about the ACTUAL ADS shown on SBS and whether they should be censored. i have complained numerous times about immoral advertising of gambling and fast foods, rubbish foods, focused on kids - even more injurious than ads for fast cars, and misleading Liberal political ads. This makes SBS not just materialistic but promiscuous My complaints go completely unanswered. You should ask if SBS should have instigated other channels including the unfortunately named Viceland, rather than concentrate on what was core mission programming promoting multicultural understanding . The answer is obvious. You should ask why SBS seeks to take and steal personal data from people who register for on line viewing. You should ask if people want community forums to discuss the SBS - in every city, not just SYD_MELB.	6163
Bugs in on demand app should be fixed.	2037
The advertisements are the main barrier to watching SBS and SBS on demand.	6030
Stop ads during programs!	2041

SBS needs to be completely ad free and government funded. It is a public service, serving a multicultural society, not commercial interests.	2303
Advertising must be presented only between programs - or not at all.	2026
The ads on SBS are ridiculous. Many of them are just advertising other SBS programs. They detract from the experience of watching many programs and make SBS increasingly uncompetitive with other streaming television products. They are a key reason I watch SBS less and less.	2088
SBS provides a valuable service for several interests. Over the years it has shown a variety of film including opera (e.g. Tosca) and Shakespearean drama that one would never find on a commercial channel.	4350
Excellent presenters on SBS	2904
SBS should return to the model where there are no ads, or at the worst, ads between shows only.	2205
I have stopped watching SBS because of the large proportion of ads.	
SBS OnDemand is also jam-packed with ads which makes it far less useful than it could be.	
I don't watch SBS very much these days so can't name individual programs. There is a sense that it is more commercial in orientation. It is also much more American, in violation of its original aim of presenting all cultures and languages fairly equally, or at least reflecting Australia's ethnic mix.	2204
I don't watch enough TV from any channel to complete the survey.	4580
If I had more time I would seek out programs on SBS or ABC to watch because they are different culturally than the other options (particularly SBS)	
Would prefer commercials to be between programs	5070
The less commercial ads the better ! I do not like shows with ads interspersed too often. The old once per program is quite enough enough!	3156
Too many ads	2223
Too many cheap American spoopies	
Add content a thing of the times unfortunately	
Clearly SBS has strayed from its original charter. Even to the extent that the channel has a reputation for risqué MA films - perhaps this programming is an effort to improve ratings.	3016
Given that Australia claims to have a multi cultural community SBS could be providing many more shows/movies/documentaries/news programmes to inform and entertain in many different languages etc. The advertising is incredibly irritating. If it means a better quality product is provided as a result of greater funding then some is justified, however at the moment the programmes are commercially oriented and interspersed with lots of ads which is why this survey is being undertaken. Let's hope SBS management returns to the principles the channel was founded upon.	
I hardly watch SBS any more because of the ads - I can't stand interruptions within the programs	4553
I hate ads and they really spoil your programs.	2041
MOVIES ARE NOT what I would watch as they are not art house but more commercial TV types and not multicultural or say MOVIES that I may have missed at cinema e.g. The Post	
Prefer ads between programs if possible. I'm sick of that paint guy!	5170
I do not watch SBS anymore because of the commercials.	7109
SBS has an outstanding reputation amongst the general population. It is trusted as representing the diversity of Australians.	2031
The commercialisation of SBS is eroding this trust, particularly when this is paired with the government continually reducing funding.	
I watch sbs predominantly on my ipad and as such the ads are anoying. The	2482

volume always increase as if you are deaf so you pul your earphones out fast. But I realise I pay to watch advertisements. I pay for my time on my data connection not the advertisers . Time is also money . It would bel ike paying for unsolicited mail.	
More of SBSshows are now reflecting a commercial TV focus - having ads on SBS merely exacerbates the commercial necessity - government needs to fully fund SBS so it can fulfill its charter	2021
I used to watch a fair bit of SBS, but not now that has had a deleterious effect on the content and presentation of the SBS programming.	3821
love SBS on demand	2775
hate the advertising	
I particularly like watching SBS evening news however the amount of advertising within it has become irritating - it's just like watching any commercial station at that time of day, wall to wall advertising (well that's what it feels like). I find it sad that what was once a unique broadcasting experiment has become pretty much just like any other commercial outlet.	6330
The ads are too frequent now	2280
I don't watch commercial TV stations so can't easily compare.	2069
In recent times I have decreased my hours of SBS TV and now favour the ABC service. Even though that is changing for the worse as well.	4214
Commercials should not be allowed to permeate SBS broadcasting during programs.	2611
I still think SBS is a whole world of television.	4812
Commercial channels are mainly reality TV these days.	
No	2110
Advertising has destroyed my enjoyment of watching SBS so much that I now prefer SBS On Demand.	6015
Every time I see an ad on SBS I curse those responsible for making that change and inflicting these ads on us.	
There are more and more ads every year	
I prefer not to have shows interrupted by advertising. I also dislike the "reality" type shows regarding dating, etc. - leave that to the commercial channels.	2031
I am sick of the bloody ads	4868
Never watch or listen to anything related to SBS, so why should I help fund it. SELL IT!	4570
I reckon you need a History Channel	4655
Covering the last 60,000 years in science & archeology	
Restrained ads are ok. quality of ads is important too. I do not not find the ads objectionable as t stands, but anymore would be too much. In general programming is good. Food Network is poor and Viceland is not great.	4105
I love you he content on SBS On Demand, and use it for most of my TV watching. I find the ads annoying, but not impossible to bear.	3363
I do wish SBS would stop interrupting programs with advertising.	4215
I also regret that movies which used to be shown earlier are now shown so late at night!	2780
SBS used to be an interesting channel that I watched a lot All the advertising makes it unwatchable. Give its funding to the ABC - at least they do invest in programs of public interest.	2060
SBS provides a VITAL public service broadcasting content that would never been shown on the commercial networks, and probably not on the ABC.	3806
I thought that SBS was originally about multi-cultural content, these days there is very little.	2260
There is so little worth watching nowadays, I rarely bother.	2010
I watch SBS every evening, great chance& programs, beautiful news readers ., but far too many commercials adds& far too often, which spoil my viewing .	2065
Too many adds during programs	3070
I almost always never look at Commercial Stations and find the interruptive ads on SBS very annoying and disappointing. Many of their programs are excellent, but	2087

becoming less frequent. I was once an ABC devotee only, but sadly it needs funding badly.	
I have stopped watching sbs/and on demand because of the annoying commercial content which interrupts viewing. Such a shame in a once great broadcaster.	5107
I'm not homophobic or anti prostitution etc but find some of the sexual content too strong for my taste. The arrival of ViceLand in a way has solved this as I choose not to watch most of their programs but I do worry that some of the material goes beyond soft core porn into normalising sexual violence	5153
Hate the commercials - do not watch them	2150
same as with ABC repetition has increased	
SBS provides a unique service where no comparison with commercial stations can (or should be) made. SBS provides an excellent news service across cultures, and does not lend itself to the narrow outlook of the ABC. The entertainment aspect of SBS is without peer. Movies and serial programs are of high quality and well selected by the SBS program management team.	7109
The best drama series e.g. Homeland;Next of Kin are on too late. They should be shown at 8:30 or latest 9:30 p.m.	2100
Since ads were brought in to interrupt programs, I no longer watch the ABC & SBS almost exclusively, now I watch a lot of commercial TV as annoying ads are on SBS just as much (it seems at least) as on commercial TV (& the ABC's promotional ads are almost as annoying...)	3241
The ads have decreased my watching of SBS - I now rarely watch it	4552
I still love most of the content on SBS main channel (don't watch the other channels as much). The advertising is very disruptive to viewing and often at odds with program content so really impacts on viewer enjoyment/appreciation.	5086
SBS must avoid commercial advertising. I refuse to watch advertisements live & only watch programs on commercial stations by recording them so I can fast-forward through the ads. We need SBS & ABC providing alternative viewing to the "mind-numbing" commercial tripe! I would not bother watching TV if not for SBS & ABC.	4573
I love SBS and do not mind limited advertising. The repeat of the same advertisement over and over again is not conducive to purchasing that product though.	4507
SBS has developed Australian content reflecting our cultural richness. Commercial channels refuse to do this. SBS is innovative, courageous and vital to our cultural landscape.	3067
Advertising breaks on SBS on demand are particularly annoying. .advertising during any program is so...	810
In-between programs not so bad if need be.	
Whilst the advertising diminishes the quality of SBS viewing, this viewer still finds SBS (both free to air TV and SBS On Demand) fills a need for foreign sourced content.	2077
Diversity in broadcasting is very important. SBS is and should remain part of that diversity. Government funding is critical in maintaining that diversity. Commercial advertising can hinder diversity, if it becomes too important to SBS funding.	2319
Although I am English speaking and not fluent in other language, I do like to see foreign films and TV series, but the number of quality programs seem to be disappearing. Too many idiotic, and sex related programs. (I am not a prude). I miss the original SBS, which I voted for at the beginning.	4614
I used to enjoy watching the SBS not anymore (I still watch it) but very annoyed with ads.	3053
SBS is a very valuable service that offers an alternative to the commercial ""Reality"" programing and offers a change from the always useful but sometimes news obsessed ABC	6053
Continue the great programming on SBS. Thank you	4570
So many commercials DURING programmes interrupts the drama and, of course,	2037

is very irritating. I just put the set on mute until the programme returns.	
Despite the ads I think SBS still largely fulfills it's role. The in-show ads are annoying and I'd love to see them go back to only between shows. Preferably no ads at all, but that isn't going to happen. SBS programs are the only ones worth watching on TV at the moment other than 2 or 3 shows on ABC.	2305
I love SBS and SBS OnDemand is my first port of call (I don't have a TV). And I am frustrated by the constant interruptions by ads.	3183
As I tried to fit in above, commercials are not the problem. Pushing main stream agendas is. If SBS wants to survive the demise of MSM then it should start telling the truth in all it's programming. No more government and corporate lies. Show real investigative journalism like "Fire Water", John Pilger documentaries etc. Get the Truth out to the masses whose tax dollars fund you. Show what is really going on in Iraq, Syria and Afghanistan and who is behind it.	4556
Originally we watched ABC for most programs.	2225
Now we watch ABC News, 4 corners, Q&A, SBS News, specialised SBS programs and SBS on Demand. With exceptions the ABC is not providing a choice of interesting drama etc [mainly due to lack of funding] that SBS provides. We particularly like the French and Scandinavian programs.	
Is there a way to secure a minimum amount of government funding , each year. So, it can't be cut back?	2208
I realise that SBS may need advertising revenue however, compared to 10 years ago, today's advertising is a stupid, mindless and offensive and commercial advertising and way to frequent. Bring back the old creative advertising between programs only NOT during programs. The content is still better than on commercial TV but the delivery is no different.	4880
SBS thru late Les Murray & Johnny Warren brought the round ball game to attention of Australian viewing. Now, football aka 'soccer' has changed - I'm not even sure I like watching it anymore; however I object that 'soccer' has been removed from the viable realm of SBS broadcasting. I will not subscribe to some 2nd-American influenced cable TV network just to view soccer & pro cycling, in the process receiving 57+ redundant channels of mediocre crap shopping & gambling TV that we NEVER view. That's what was once good about SBS. PS. Cooking TV is a first world show. I liked SBS take on this initially, but more and more it seems gross that to be watching over the top luxurious feeding when most of the world is likely to be feeling hungry.	4650
We only watch ABC TV (all channels) and SBS (the main one mostly). Quite a lot of SBS is On Demand. This is why I can't think of programs that are more suited to commercial channels (Q3), we don't watch them.	2577
SBS should not carry ads	2031
I preferred SBS programming prior to advertising within programs. If advertising is imperative to remain on air, surely advertisements between programs would be sufficient.	2280
Love SBS I can put up with the ads as they are less intrusive than on commercial TV.	2304
I would not go near a tv if it weren't for SBS	4573
I hate ads I can't stand them ☐	7005
SBS on Demand is a clunky way of choosing documentaries and not always reliable. AND, I need captions but they seem to be unavailable on On Demand.	2614
Last night's viewing of the Dateline program on the plight of the Rohingya people of Myanmar was outrageously broken by a string of commercials midway that contrasted obscenely with the story they interrupted. Every commercial showed evidence of a spoiled society obsessed with consumerism. You could not find a better example of how totally inappropriate commercial placement is in the context of the SBS Public Broadcasting Charter.	3840
SBS is a wonderful station. It is a terrible shame it had to have advertising and I DO NOT WANT any further advertising added. It would be good if all advertising was taken away from SBS. I frequently go to the country and often stream SBS TV as we do not get TV reception. The ads invariably affect the streaming and stop the	2075

show it is very annoying. Leave SBS and the ABC alone they are the only 2 decent stations	
In recent years I have become dissappointed with standard of presentation of programmes i.e. crashing in and out of programmes where there used to be a respectful gap. This is exactly what the commercial stations do without any thought to the content that preceded the advertising slot.	2097
I know that in a financially strapped situation advertising seems to be the best option of raising revenue. However, it is a highly competitive area with online & internet programmes. What makes the situation worse is that quite a lot of the times SBS is trailing forthcoming productions instead of commercial products! The amount of advertising has increased and the times between adverts has been reduced. Not as frustrating as the commercial stations, but I would hope that SBS would not go that route.	
It is frustrating and annoying that the current government does not appreciate the value that both the ABC & SBS provides. There is a lot of "hot air" spoken by politicians about democracy and transparency, and yet the government tries to curtail the very programmes that gives the public a view point to make considered and balanced judgements.	
I love SBS on demand and Viceland. Commercials unfortunate interruption to excellent programs	2758
I am absolutely disgusted with the way SBS has deteriorated, especially in view of it being publicly funded.	3765
Consequently I have abandoned watching any SBS programs, much to my regret, because it was once my favourite station even ahead of the ABC and that's saying something!	
SBS stillll seems intelligent compared with the commercial stations that I rarely see.	2602
Since SBS introduced ads within programs I watch the ABC more and more.	2060
SBS fills a great need in Australia, providing thought-provoking programmes, and factual programmes which educate and sustain all those of some intelligence. It gives hope that we all will not end up mindless idiots.	3212
SBS has some very valuable content serving the needs of diverse groups which it was set up to do, but it has by necessity (due to funding cuts) been forced to become more commercialised. I would prefer it to be not forced to raise revenue by commercials - but may be in this day and age that is unrealistic. I believe it should be substantially funded by the tax payer.	2902
Fantastic sport coverage	3085
As an early enthusiast for SBS I am most disappointed with its dreadful advertising policy. I watch SBS on demand occasionally and value it, but the ads are intrusive	5223
I love SBS. I hope SBS does not face the same government funding cuts as per the ABC.	4053
SBS has definitely lost it's distinctive character with all those commercials.	2034
We have lost the viewing of many outstanding multicultural films which celebrated the culture and cinema of our world	
The Trump brand dominant paradigm continues to destroy this planet and all of its living creatures,only with more obvious viciousness and at a much more rapid pace.	6330
The world's fkd and we're all ants.	
since advertising was introduced inside programs i don't watch sbs anymore. i watch daily french news. i used to be able to tell what language films were on the guide but since this was abolished i don't even watch films anymore as i only wish to watch films in the languages i'm interested in. bad move not to tell us what language a movie is in.	3222

cheers	
I watch SBS rather more than I did 10 years ago. It has more programmes of interest to me than the ABC and far more than the commercial channels combined. I do think it has less non-English language programming (and I miss the classic movies) but it shows UK and US programmes of great merit that no one else seems interested to screen. I disliked the change to mid program advertising but have become accustomed - admittedly I PVR most things so I don't have to suffer the ads - but ideally it should go back to only between programming.	4064
Perhaps the lowest point the broadcaster sank to was a few years ago when it aired a program on the vaccination issue; this was so clearly mandated if not funded by the medical establishment, that many Australians now view it as perhaps the first clear cut case of pure propaganda on Australian television in the modern era.	4053
We value SBS highly but record the programs we wish to see so that we can eliminate the few advertisements.	2612
In my view, SBS provides a valuable public service to the broad community and ought to be funded far more generously. Its broad range of specialist content distinguishes it from commercial broadcasters.	2162
The disadvantage of commercials is they are how main stream commercial channels survive and the reason I like SBS is for a more enlightened set of programming at times compared with ABC and especially because it does not (DID NOT) have commercials.	3191
I would watch more SBS programmes if there were no commercials at all or only between programmes.	
It is unreasonable to expect the SBS to compete with commercial channels for advertising revenue when these channels are themselves finding its advertising dollars are going to 'New Media'.	6172
Personally I do not watch the commercial channels as the advertising drowns out any programs they show. I watch SBS on demand as this has less advertising. If this were not available I would watch SBS even less. This would be a great shame as we need a more international focus on the world.	
The soft diplomacy of SBS should be considered in its budget.	4575
Maybe the Home Affairs Ministry would like to contribute.	
Keep fighting the good fight	4017
I think that SBS has done the best it can, given pressure to raise revenues from advertising, to maintain its special niche and public service missions. It now competes more than it should with commercial channels in carrying rubbish like Vikings, only because it has to due to underfunding	2035
Im Just sick of the bloody adverts	4870
There are now too many commercials in programs - if they have to happen at the beginning or end please.	5031
SBS is the main TV station I watch as many of the programs have an educational value. Love the worldwide coverage of places & events.	3219
Loathe ads. Never listen to commercial radio.	3121
Too old or have not have the patience to access SBS on demand Have tried. ABC Iview much easier to access.	
It's got too much like ABC USED to be. It needs more stuff in language with subtitles and no more advertising.	3182
I do not watch commercial TV, partly because I hate advertisements interrupting programs, and partly because I prefer the quality of programs on ABC and SBS. I love the multiculturalism of SBS, the superior quality and global perspective of its news programs to both ABC and commercial news. Frequency of ads on SBS is a definite deterrent to my watching this channel. There's not even an escape from ads on SBS on Demand.	4221
As the ABC's future funding is questionable, then SBS's public funding may no longer be an advantage.	2011

The more sbs mimics commercial television programming, the less incentive there is for me to watch it. If I want to watch shows on commercial stations, that's where I go . And watching bland british shows ad nauseum is not the answer either. SBS needs to be properly funded and fulfill its requirements as a public broadcaster in line with its charter and without ads. It's hard to see any commitment to sbs as a vehicle for genuine multiculturalism from either major party -- so I'm not sure what to say in this survey.	2505
In giving us inferior and overwhelmingly english language programming plus ads breaking up the shows, SBS loses its reason for existence. Why would anyone watch it? I assume that the need for advertising has been a strong factor in the increasing lack of non-English language programs on SBS. They would be as cheap to import as the British shows. There used to be all those non-English language series and Australian documentaries,	
REPETITION OF COMMERCIALS ADVERTISING UPCOMING SBS PROGRAMS TO A RIDICULOUS DEGREE. THESE DO NOT RAISE REVENUE AND ARE VERY ANNOYING. SBS, EITHER BY LACK OF FUNDING OR IMAGINATION, REPEATS A LARGE NUMBER OF THEIR PROGRAMS WHILST SEEMING TO PRESENT THEM AS NEW SHOWS. THEY HAVE VERY LITTLE TO SATISFY THE VAST MAJORITY OF NATIONALITIES IN AUSTRALIA.	2486
SBS &The ABC should merge.	2204
We could have more Australian INTEREST programs, NO advertising & less repeated English lifestyle content.	
SBS is an essential service for many Australians. It provides a link to their native language and culture. For many other Australians who are not from other countries, it also provides a valuable service - informing us of the lives and cultural and religious practices of immigrants. On a purely selfish level it also provides all Australian with the worlds best films because they are broadcast in their original languages.	2093
No - that just about covers it	2621
The large number of commercial breaks is very annoying.	2068
no	2778
If it means SBS can provide better quality programs, I am happy for them to have advertising, but would prefer it to be between programs.	3185
Hard to remember programs from 10 years ago ...	3216
But all the Danish (and similar) programs are good value. Also SBS news is very good.	
SBS performs a unique and valuable service to the community, providing quality content that may not appeal to commercial broadcasters, but is of high value to viewers, particularly viewers whose needs are not met by commercial broadcasters. The focus on local, international, indigenous, culturally diverse, and non-commercial content, and its independent journalism, are vital resources for Australian communities.	2210
Too many repetitive programs.	4211
to many ads in programs - they are annoying	2106
I don't watch much TV so can't offer a comprehensive view. My preference is for high quality documentaries and drama series and cycling. This is all I watch, always via On Demand. I am an English speaker. My general impression is that SBS has gone more mainstream in recent years.	3073
I'd like SBS to show a lot more foreign shows, docos, movies, music and art. Get rid of the trashy shows. And definitely get rid of the ads, really spoils watching anything interesting. That Save the Children ad depresses me to point that I stop watching the show.	4111
SBS has definitely become more commercially oriented with increased advertising. Commercial interests won't pay for ads unless they are linked to programming designed for mass consumption. This goes against the charter of the SBS and results in content that is mediocre. Paid advertising also militates against Australian made content given that commercial interests see overseas especially American	4060

content as more marketable to a mass audience.	
The SBS charter is unique and important to Multicultural Australia It should be supported & ads reduced if possible They are however not too onerous	3144
I would like to see more of the quality foreign movies they used to show.	2480
If advertising is being required by the government, maybe there are some benefits to reasonable levels of this. generally speaking, advertisers will by nature suit the diverse audience of sbs viewers. commercial levels of advertising on the main channels are one more reason to stop me viewing them.	6029
SBS channel content is working quite well but I think commercials should only occur between programs, not during programs.	5144
Only watch primary channel and NITV. Don't use on demand services.	3051
I presume that advertising is only used to make up the shortfall of public funding	2620
The number of ads AND ad breaks has increased very quickly, even on SBS on demand.	3071
I am not in favour of commercial breaks on SBS except between programs.	4059
Make SBS on demand a subscription service so theres no ads, like Netflix	3099
Can't bear to see government punish SBS as it does ABC for telling the truth,so I understand the need to look a bit like Murdoch but saddened ☐	4565
SBS programs have profoundly enriched my understanding of human diversity. I am deeply grateful.	5041
Given that the target audience for SBS should include people whose first language was not English, I am wondering. It appears to be act of self-sabotage.	2046
My view is that SBS is probably not fulfilling its charter but it provides a wide range of programming. I watch quite a lot of SBS programs - more than I did 10 years ago - and I appreciate the increase in quality drama content (eg Search Party, The Handmaid's Tale) since the supposed good old days. I also enjoy the historical documentaries and health programs. The commercial breaks are no more annoying than the ones on the ABC and I just fast forward through them on my DVR.	2904
I used to watch SBS on demand often, but rarely do now. The constant and repetitive ads are too much. They are also too aggressive - if you try to go back to where you were before you get hit with the ads again... Pity as I think SBS have great shows and would like to watch more, infact they would be my first preference except for the advertising bombardment.	2602
Would love have ads removed from programs and only shown in between shows.	3125
I support SBS	5152
I think SBS should go back to being a multicultural, multilingual broadcaster. SBS should also bring back the World News Channel (put it on Channel 35 if it is relaunched).	3037
In recent times I have watched less SBS due to ads. I rarely watch stations with ads. Mainly watch the ABC.	3435
I prefer watching older movies without ads.	
I never watch commercial TV. I think it is for the brain dead. Totally untrustworthy and quite revolting.	4066
SBS is becoming the same. When I do watch it, it is only up until a commercial appears, then it goes off.	
I only have ABC and SBS programmed into my TV. But SBS may not be there for much longer.	
And in reality, it is just another commercial TV station. It used to be quite good once.	
Get World Movies back on Foxtel.	2280
I usually record the programs I want to watch then see them at a time convenient to me. I have a "skip" (skip the next portion of the program or advert break) feature, so I generally don't watch the commercials.	2478
However, I LOVE most of the ads on NITV, which are ads for station promos or for community events.	

Besides sport, there are very few programs I watch on commercial TV.	
I really dislike the adverts. I record all programs I wish to see so that I can remove them before watching.	7015
I find that compared to the early years of SBS the diversity of programming, especially of movies, appears to have diminished. I should like to see more movies and features from other than the US or Western/Northern Europe.	2558
The quality of programmes has declined enormously since commercialisation	3085
If SBS is to broadcast commercials, it is appropriate that they be aired between programs - for no more than five minutes at a time.	3040
It is a publicly funded service with a clear charter, they should stick to their knitting. We watch SBS now in lieu of the ABC which has become a partisan propaganda machine for whatever political drum they wish to beat. Their news is a joke, unlike SBS NEWS is more an opinion feast than not.	6060
We are mainly ABC viewers	2227
SBS now compared with 20 or even 15 years ago is terrible, apart from SBS News and some late-night programs. Prime-time viewing is execrable, with reality TV, quiz programs, sport and other commercial brainless fodder. Please bring back stimulating cutting-edge European movies of the sort I grew up with on SBS - during prime time!	7005
I think the content is not far of the mark, but would appreciate non interrupted content	5242
There is no point in having advertising on any channel because those of us who really object to advertisements pre-record our programs and fast forward over any ads.	2070
However, it is objectionable that one has to do this to a public broadcaster which should be sufficiently endowed with funds to fulfil its reason d'être without having to show advertisements at any time.	
Does SBS TV fulfill a valuable public service. My answer would be yes and no. It is still superior to the likes of 7, but it is nowhere near as good in its public service than it used to be.	3434
It was once a channel with good and interesting programs, but the present crop of politicians don't seem to understand that.	2780
Excellent TV station but spoiled and disadvantaged by the need to have advertisements interrupting like a commercial channel.	2031
I hate the ads!	4552
SBS also provides an unbiased, independent and responsible world view of news and current affairs,	6154
Hopefully the next Labor Government will respect SBS rather than ruin the service.	3140
I LOVE SBS!	3124
I hardly watch commercial networks at all, and could not be convinced to do so if SBS ceases to exist.	2229
anything to minimise advertising is appreciated	2614
I rarely watch commercial channels, because commercials are usually offensive and intrusive.	2480
I didn't mind getting some between programs, but deprecate their intrusion into flow of program.	
Government advertisements, hmmm.	
At least they pay you?	
Cheers	
Pity about the ads - especially their repetitiveness.	3451
SBS provides a great service to an increasingly divided society. The quality of the news service & the range of programming provides alternatives to the narrow ratings programs on commercial TV.	2534
The quality of debate in Australia is dependent on a broad range of views & is essential for the growth of opportunity for indigenous Australians with NITV	

channel.	
I love the French and Nordic crime dramas in particular on SBS, The app for SBS on Demand could do with a lot of improvement as I cast from my phone to the TV via a Chromecast, I use only the app & it's not terribly user friendly.	3109
I hate the ads interrupting my viewing and to make it worse, the same ads were repeated constantly throughout each show or episode. Talk about boring the pants off your viewers	
I don't watch commercial programs mainly due to advertising. I put up with SBS1 ads - muted- and and read book so only glance at them to see when to unmute - because of good documentaries but these have decreased in number and there are a lot of repeats - and repeats of repeats.	7005
I rarely watch VDLN as most is rubbish. I do not have digital radio and use ABC Classic FM radio only ,so I don't know what sbs radio is like. I haven't got around to watching a missed program on sbs on demand so cannot comment.	
I would much prefer ads in between programs only and would prefer more new documentaries as ABC1 is pretty sparse of interesting programs these days.	
I am not foreign language speaking, but I do watch a large range of programming on SBS - documentary, sport, drama probably in that order.	3226
I absolutely opposed the commercialisation of SBS when advertising in program was introduced around a decade ago. It detracted significantly from a valuable asset. And I may add I feel the same about funding cuts to the ABC.	
I fully support more funding for our public broadcasters - both SBA & ABC.	
I will not support any Government who cuts this funding. And I certainly will not support a Government who has an agenda to gag and ultimately remove our public broadcasters for their own political agenda, primarily because they do not like public criticism. This is not democracy ... but I'm being idealistic again, because we no longer have democracy in this country. Not exclusively due to, but obviously referencing our current Federal Government.	
One of the platforms I ill be looking for at the next Federal Elections will be funding for our public broadcasters, before I determine whom I will vote for. It's obviously not the LNP !!	
It appears to me that public owned broadcasting is under threat from the current government who abhor it. I am of the opinion that public broadcasting, well funded and managed, provides an invaluable service to the Australian people. It is an inexpensive service and one I wish to see remain and thrive.	6062
We love SBS News, it's style and content.	2086
SBS sports news is refreshing.	
Advertising gambling is a crime in my view.	2536
This is a public ally funded broadcaster. There should be a discernible difference especially in regard to advertising.	4169
the ads are such a distraction and ruin enjoyment of the program	6158
SBS is Australia's only exposure to the world's cultural variety. SBS should be filling the gap, presenting news, dramas and documentaries from non-western countries. We have enough western trash from Hollywood and local cooking shows on the commercial networks. Please don't become another Channel 7!	5037
As a public broadcaster it is imperative that it stands above any commercial pressures arising from advertisers.	3931
Advertisements of any sort adversely effect continuity of programs thus destroying viewer enjoyment.	
I treasure our public broadcasters, and would support any initiative which would restore funding - and quality. Thank you.	4551
SBS is my favourite channel . Please don't turn it into a light commercial channel .	2760
As a public broadcaster, SBS should not need to compete with commercial channels for advertising revenue.	4184
Take away the right wing bias from news reporting. Government ministers like	2137

Turnbull should not be able to come in and fire people because he doesn't like what is said by SBS staff. The station needs proper journalists who speak the truth and don't parrot right wing propaganda. The absolute truth needs to be told in many languages so everyone knows what is happening in Australia and beyond.	
SBS has gone downhill over the last decade. Too much really intrusive advertising. Too many American programs (mostly rubbish). Football coverage is now awful. On the plus side, SBS on Demand does have some good foreign language drama programs.	3134
Prefer the SBS the way it used to be. Now due to commercials I hardly watch unless it is something particular.	3079
SBS has destroyed a national treasure. Commercials only between programs and more ELITE programs. There's enough rubbish on the commercials to fill that need	5073
Make SBS commercial free and bring back the European movies you use to show.	4034
SBS is losing its cultural identity thanks to more commercials and less foreign content. Back in 1985 Brisbane began transmitting SBS and the content was amazing. Movies were shown that I've never seen before and they would never have been shown on a commercial channel. It really was a step into another world from your own lounge chair. Sadly now SBS looks more like another commercial station and it needs to go back to its original format if it wants to be recognised as a multicultural station.	
I mostly only watch the News and some selected films so I am unable to comment at length on your questions. The overseas news coverage is very good. The ads are always annoying.	4504
The Americanisation of SBS is narrowly focused and clearly a result of commercial interests infiltrating the broadcaster.	3078
If carrying ads is the price of quality tv then I'll put up with their inconvenience. SBS is a vital organisation for the mental health of all thinking Australians	2156
Advertising should be confined to before and after programs.	2603
Years ago, I watched Japanese, Russian and French movies. But these days they don't seem to show as many foreign programs. There are still some but most of the programs seem to be produced for an English Speaking Audience.	6056
I am a keen sbs viewer but admit being frustrate at the increased interruption to programmes .	4507
In program advertisements are an unwelcome intrusion, and reduces the difference between SBS and the commercial stations.	3862
I simply cannot understand why the advertising must interrupt the programs.	6008
I know of no one who is not annoyed by this, and I know of a couple of people who have stopped watching SBS because of it.	
Keep doing what you are doing. Thank God for SBS.	4306
My viewing of SBS used to be 65%+ of my total viewing. It is now less than 50%. I hate adverts, especially during a program, so the ABC gets most of my viewing time.	6018
SBS has been really stripped of good journalism. There aren't many interesting programs anymore. If one wants to see shallow programs, there are plenty to choose on commercial channels. Many foreign wonderful series have disappeared along with excellent movies and of course documentaries. One feels that some of the programs have been a donation. But then, many of us in the community are aware of current government and its neo-liberal agenda. Freedom of speech? a high quality debate? critical thinking? all sounds more like a joke. It is all very sad indeed, the dumb down of our two best broadcasters, those were the days!	2086
I wish SBS could be returned to its core purpose & values, instead of its latterday prostitution of itself due to execrable commercial priorities. Ugh.	2575
SBS should urgently return to its beginning and carry no advertisements. Public funding should be increased which we can easily afford.	2287
Something of the 'different' more challenging art programmes has gone , especially music. There seem to be fewer too of the greater films. On the other hand their selection of Nordic series and some American ones have been enthralling. Part 2 of	7000

the Handmaid's Tale is definitely NOT Margaret Attwood, not really worth screening, so don't fall for trying to follow a good first series without critiquing first..	
SBS hasn't resisted the general dumbing down of mainstream media in Australia. It should be a window to the world that highlights Australia in all its diversity and shows its viewers stories from elsewhere that challenge dominant narratives about places and people. Dateline, the world news and quality documentaries have been gutted and are sad imitations of what they were. Also, bring back The Cutting Edge! We need to know more about the world, not less!!	3104
I enjoy the difference on SBS	2500
I prefer the programming now on SBS, but hate the adds in programs.	7009
I felt SBS was unique and informative viewing channel until advertisements were introduced and then it became like the other commercial stations. Consequently I rarely watch it now and instead go to SBS on Demand even though it still has advertisements throughout the shows. As advertisements were introduced then I feel the quality of shows has degraded. Which is a pity.	4605
I do not watch the ads anyway, I always use the mute button, so they are a mildly irritating interruption to an otherwise enjoyable programme.	2066
We need SBS AND ABC to provide viable, intelligent alternatives to the (very often) rubbish and politically biased programmes offered on commercial channels.	2483
I miss the news on NITV	4855
The inclusion of "commercial" activities in SBS's programming is the result of the amount of Public Funding that has been granted - not enough to be able to meet the obligation of its Charter. For as long as this situation exists, there will be no alternative but to include a level of "commercial" activity commensurate with enabling SBS to remain relevant. However, the resulting advertising should not be intrusive. The Charter has been in existence for many years now and needs to be reviewed to remain pertinent in today's society.	3130
Provides a valuable alternative to the commercial stations.	4051
Choice of programmes available through SBS ON DEMAND is outstanding.	
Advertising is annoying but more importantly SBS should be, like the ABC, publicly funded, independent and strongly multi cultural.	2602
I no longer watch SBS news after it campaigned heavily against Syriza (the left party) in a recent Greek election. I cant trust the editorial policy after that. The ads are annoying but the programming is still not commercial as the commercial tv channels, which I will not watch. There should be more football, being good ethnic content. But the argument it competes with the commercial networks is corporate whinging. They corporates are angling to privatise the business and under no circumstances should this argument be admitted or entertained. The issue is, even if it was fully publically funded, it would still be an agenda taker from the corporate media same as the ABC. Public funding does not stop management bias, per the Syriza issue raised above.	2606
I do not watch commercial TV. I currently watch either ABC or SBS Channels. If SBS has to show commercials, then my preference is between programs. SBS On Demand, Vice and NITV represent great programing. I am not a consumer of food TV programs.	2010
The public funds should adhere to the condition of the charter and any additional funds should be spent toward SBS content (Australian shows or World language services). Adverts should be on the half hour only	2283
I don't watch movies much ,but I notice that foreign language films only seem to appear on SBS, likewise overseas news ,which is a big plus. I like the more international news ,unlike the parochial and local news elsewhere.	4567
I can't comment on Food channel OR SBS on demand, and I,only occasionally see NITV, but they have been interesting and don't think you'd see them anywhere else on TV channels.	
I wouldn't know if SBS has a competitive advantage .	
I dislike the advertising on SBS. It should be a fully and adequately funded public broadcaster.	4551

I'd hate to see SBS go under but, yes, I do think it has got away quite a lot from its original charter. I also wonder how much it has to fit in with advertising sponsors' demands when choosing which programmes to broadcast. That must push it more towards commercial TV type content. It seems to function more like an alternative channel to the ABC.	2074
SBS provides a service which is not available with commercial broadcasters. SBS news is the best for a greater look at what's happening all around the world. Commercial news tends to focus on things local which are of relatively little consequence, such as traffic accidents.	4068
I'm not a fan of ads but understand they may be a necessary evil to keep standards in light of government funding cuts.	2305
Please don't water down the quality.	
Programs are good but put ads.between programs only	3930
I love SBS. Unfortunately I can't recall a lot of the excellent programs that have been broadcast over the years. I think SBS used to do excellent documentaries, ie Ken Burn type of retrospectives.	5251
I think ALL Food Related programmes should be on the Food Network Channel 33. Commercials should be kept to in-between shows. Too many Ads for upcoming shows. They only need to be shown once as most people have a programme or Viewing list on their TV.	2330
na	2350
I love SBS...so valuable among all the other rubbish, such as ancient/boring/unintelligent movies repeated over and over and over again by the commercial channels, while you have to wait for insane amounts of commercial advertising, which I mute anyway.	2480
More shows and movies from Scandinavian countries please and heavy metal music programs.	4012
sbs is an integral part of our tv service as is the abc. sbs has different programs more detailed world news and a number of programs presented in foreign languages. It should be retained as it is.	2460
The on-screen SBS logo is annoying. SBS uses the same tactics as commercial TV by the use of 3 or 4 adverts in an half hour segment.	7250
I would prefer no advertising, but if this is what would keep SBS going, then, I can understand and accept it.	3165
SBS is a fabulous institution. I am not much of a fan of the Viceland channel as it seems a bit coarse & commercial. I like the SBS's documentaries best as they seem to get the best ones available. I believe it should be fully funded by our government and if it must also attract paid advertising, that this advertising not be within programmes, only between and that the advertisers should have NO INFLUENCE whatsoever on editorial policy. Which is difficult, if they are providing funding.	2428
SBS news & current affairs programs are still good. The news is certainly much better than commercial stations' offerings.	2040
However, overall there is a lack of the ethnic and language diversity that so delighted us when SBS started.	
Returning to ads between programs would be an acceptable compromise, although I don't see the necessity as they are publicly funded.	
I have no wish to watch the mindless garbage and biased opinions and news dished up by the commercial channels. I do occasionally watch a movie on a commercial channel but it is spoilt by the tons of commercials that are inserted every 10 minutes or so.	2251
I'm now 73 and I don't watch a lot of tv so am not really qualified to comment. Mainly watch World News, documentaries and the soccer World Cup. I never watch 7, 9 or 10 because of 1) the ads, and 2) the programmes are crap anyway. I can just about handle the ads on SBS because the breaks are farther apart than those	3435

on the the other three channels and of shorter duration. Having said that, I still press the mute button while the ads are on.

I think the best hope for the SBS and ABC is to consign this coalition government to the dustbin of history. Murdoch. Considering that their grandfather, Keith, was anti ABC right from the word go.

You did ask for other comments!

I hate the ads within programs, it makes me think twice before I switch to watch SBS. Since the introduction of advertising (by interrupting of the program) I have reduced the time I watch SBS. If advertising is necessary it should only be between programs not within.

2546

In addition it is very annoying that one has to log on to SBS on demand - what is that all about? I miss the "old" SBS.

With the growing threat to democracy from Fake News it's more important than ever to have a strong independent articulate and diverse SBS

3922

I watch SBS (3, 32 & 34) for specific shows; likewise ABC, SBS on demand & iview, netflix etc, but am generally oblivious to the channel. Consequently I am unable to choose between the tick-a-box responses (as opposed to not wishing to).

6008

no

2474

The interruption of quality films by commercials is seriously disrespectful to art

2515

I would like the many SBS foreign news programmes to have English subtitles. It would broaden viewers connection with the world. It could stimulate an interest in learning other languages and maybe being able to converse with Australians whose first language is not English.

2480

I really would like to have all advertising removed from SBS. It's very annoying having to mute the TV.

I mainly watch ABC, SBS and NITV so I am not in a position to comment on a comparison with commercial TV.

3216

It would be preferable not to have advertising on SBS. Advertising between programmes is acceptable as one can take a break between programmes. To avoid advertising during programmes I turn off the audio or change channels.

SBS used to show almost exclusively foreign series and films but now they show Australian and American films which can be seen anywhere. Apart from the much more limited foreign news broadcasts there are now on SBS main channel, the remaining programs on that and horrible viceland are no different from commercial stations.

2076

Do not want more Australian

2536

Soaps, comedy series. Prefer the European police series, Scandi Noir, and the world view rather than being brain washed. Forget being politically correct and just tell the facts, the truth. Get rid of the trashy documentaries

That are just sensationalist or pushing Barrows like transgenderism. I mean! Small percentages of the overall population getting way too much time. Boring! We get it! Boring.

Too many ad interruptions in the middle of programs! Go back to what it used to be with ads only between programs!

2104

We need our public broadcasting services to be well funded and independent of commercial restraints so that they can present high quality material that is not available on other stations.

2350

Once upon a time it was a pleasure to watch SBS without the advertising.

6230

My only other comment is that I liked SBS better when they only ran ads in between their programs.

3285

The most worrying development for me since SBS focussed more on advertising is the deliberate policy of taking non-English language programming off peak time viewing. In my view, this was to appeal to a more mainstream audience and so

5000

attract more advertising revenue.	
Less commercials more funding and then back to the roots of what SBS used to be all about. That's what should be done.	3161
Very hard to answer. You have a Yes/No/No comment too often. I want to say Not Quite but I can't.	3079
And 'I do not wish to comment' is not the same as 'Unsure'.	
I really don't like the commercials during programs. It is truly annoying. There are far too many & should be in between programs , if at all.	2481
disturbed by the increase in commercials on SBS	2280
I am less and less watching SBS because of all the advertisements and AMERICAN shows.	2218
The ads on sbs do not work. I have had major problems with watching many movies and trying to restart from where I left off but have to start whole movie again. It gets locked into a place where u have to keep watching same ad over and over. If you stop movie it can be very hard to go back to where you were because of the advertising	3020
Advertising to the extent that it is now displayed, seriously detracts from the content that SBS provides and makes it as abhorrent as the commercial stations which make an absolute mockery of what the service was and did provide when it first started.	3875
There are great quality programs on SBS TV platforms.	2219
The advertising policy should revert back to the time when ads were played between programmes. It is very irritating for programmes to be interrupted with advertisements.	5352
How much is SBS actually funded? Does it need to supplement low government funding by utilising paid advertisements? SBS has certainly lost its broad international multilingual content. Fortunately On Demand does provide some foreign programs and movies. The SBS charter has certainly been watered down... News is ok but should be even more international and more programs like Dateline are needed.	3054
How much is SBS actually funded? Does it need to supplement low government funding by utilising paid advertisements? SBS has certainly lost its broad international multilingual content. Fortunately On Demand does provide some foreign programs and movies. The SBS charter has certainly been watered down... News is ok but should be even more international and more programs like Dateline are needed.	3054
The adds during the programme are very annoying, and there are lots of them.	4703
Since advertising started I have watched much less of SBS, it was just about my main channel.	2576
Now I look at very little TV most of my entertainment comes from You tube.	
I absolutely abhor commercials.	
I think SBS should have no advertising of commercial products and if such advertising is carried it should be only between programs and should never be allowed to interrupt the artistic integrity or smooth flow of a program.	2614
SBS's ability to advertise throughout programmes on SBS On Demand, has seen it shift its priorities, as far as programming is concerned, away from SBS--TV. It is also hard to believe that the desire to increase revenue is not also playing a role in purchasing decisions with programmes which may prove popular being sought over those which might have once met its multicultural and multilingual obligations.	3446
On the various channels there are lots of different programs so it is hard to say overall if the programs are more or less commercial etc. Some of the food channel programs are highly (US) commercial, for example, and other programs are more 'public broadcast' style (like Who do you think you are). It's difficult to generalise.	5045
SBS 1 has a lot of very interesting documentaries of types that commercial channels do not bother with.	2776

The former SBS 2 went downhill when it became SBS Viceland. (whatever that's supposed to mean)	
I only watch the main SBS channel so can't comment on the others. I do find that the grass roots programs that were on years ago are now missing. I did enjoy them.	3373
I don't like the ads within programs, and would prefer them between, but I understand that you have to get extra funds when the lousy governments keep cutting funds.	
The increasing commercial breaks are an irritation. Also why call one channel "Viceland"?	3193
i have virtually stopped watching SBS because i cannot bear the advertising. It's quite simply ghastly.	2110
Since it's introduction, I have always enjoyed watching SBS. But now this is waning, all due to programs being ruined, by more and more and longer commercial breaks! Find a lot of the content now no different to commercial channels. A lot of the multicultural content has slowly given way to too much sport now too.	3016
My wife and I LOVE, LOVE SBS. We are very loyal ABC viewers and we also listen a lot to Radio National.	2066
BUT, SBS provides with the most interesting programs. In fact, we find them even more interesting than the average ones on the ABC.	
GREAT WORK, keep it up. But, it would be MASSIVELY better without ads.	
A reprieve from advertising with quality programming available would be a breath of fresh air. Sorely needed in today's relentless advertising bombardment.	6233
Hate the SBS news interrupted by commercials.	2112
Sorry, I don't think I've been very helpful. I don't watch much television at all and most of what I do watch is the ABC, partly because their advertising is limited to promos for their own shows (which I also generally find very irritating). However, I have enjoyed some of the films that I have accessed via sbs on-demand.	2008
I really like Viceland, I hope they keep it.	2035
It is still a very valuable service, spoiled by the amount of advertising and I suspect, the pressure this exerts on the choice of programs.	3121
As the commercial models wobble, stronger, not weaker, public broadcasters and online information providers are required.	2223
I believe that SBS needs to go back to early model of programming. More world cinema, more European programs, and also keeping some of the vintage pop culture programs like Batman.	2289
Good international cinema to have dried up - too far apart. I watch series like TGF, Berlin Station, Spin, The Bridge etc. plus documentaries across SBS, Vic Eland, & NITV - but much less so that 10 years ago.	3462
I refuse to use SBS On Demand on my iPhone because you impose a similarly exploitative regime of accessing my private data as does FecesBook.	
Shame on you!	
Ads severely interrupt flow of insightful interviews /documentaries and seem to have become more frequent in last few years I like / prefer programmes which stimulate thought, broaden my understanding of diverse cultures / science / natural history	7250
it is now reflecting the lack of funding and the advertising money is going where	4215
I prefer ABC and SBS over commercial channels.	4810
Why is this annual governmental witch-hunt permitted? This current money hungry grubby ruling party has well earned the dislike and contempt it currently suffers.	

Advertising should not be on SBS as it goes against there original charter.	2478
SBS as other TVs stations is boring, murder and mayhem seem to be the order of the day. Add to that sports, and there is nothing to interest me. As for on demand & apps etc, don't indulge, can't really take TV viewing as a serious necessity. I'd like to see more programmes on the arts, culture and the like.	2440
Close it (SBS) down	6024
A movement toward advertising between programs is strongly supported!!	2289
While we don't particularly like the ads, they seem to be of a higher morale quality than that of commercial stations.	2480
Most are proud of our multicultural society.	2026
To maintain this cohesion over a long period; I think, SBSs participation is vital. It has a roll to play in preventing home grown terrorism. All commercial TV are pro the United States Of Israel.	
The Balkanization of the Middle East was planed in the 1980s.	
Google: Gen Wes Clark Policy Coup.	
I don't watch SBS as often as I used to because of cmmercial breaks.I would like SBS to have commercials at the beginning and end of the programs, or if possible, not at all .	2034
There are now too many ads on SBS	6163
SBS advertising must dilute the advertising dollar making commercial channels less profitable	4053
Public broadcasters serve an essential role in a healthy democracy, to provide unbiased news to inform us against the onslaught of right-wing 'fake news', to enrich our culture with documentaries to feed our mind and expand our knowledge, to help us to think of the broader world. Sbs News provide world news like no other station, for people interested in the world at large and intellectual curiosity about the cultures of the world. This is the true value of SBS as well as the ABC, they are both an essential part of our Australian culture, a safe harbour from the dregs of commercial TV and their unending scripted reality-TV and lowest-common-denominator programming that provide no nourishment for the mind or soul, a barren wasteland of commercials interrupted by mostly boring programming. And when they do have something interesting, be it a movie or show, it is rendered almost unwatchable by the frequency and length of commercial breaks, totally destroying the flow of a movie, which has been edited to fit a commercial timeslot. I cannot think of a single quality curr3nt affairs show on commercial tv, they have all been dumbed down and sensationalised. Only the ABC and SBS provide quality news analysis, investigative journalism, and current affairs. When was the last time a royal commission or scandal was broken on commercial TV?	2016
Don't destroy the value of our beloved SBS and ABC! It is not the fault of SBS and ABC that the commercial TV stations were late to streaming and have been so bad at it. If ABC and SBS streaming services have been a success, it has spurned the commercial stations on to try harder, and surely that is a good thing.	
We NEED public TV stations that don't treat us as mere consumers to be sold to and eschews anything controversial in case it upsets or scares away an advertiser.	
SBS is unique insofar as its selection of programs is quite different from the commercial pack. SBS is both educative and challenging in some of its programs but always rewarding to the viewer.	4160
What appears to me to be missing is the supply of overseas movies and documentaries from non-English speaking countries. Such programs are the stuff of muticulturalism and their absences at best unfortunate at worst it results in a denial of access to a world of programs offering different cultures, perspectives and opinions from mainstream Australian TV and radio.	
I've given up watching SBS live, mostly watch on-line, as the quality and variety of documentaries is nothing like as good as it used to be	2780
Because of advertising SBS can't voice comments that could impact on advertisers. There are too few outlets that can question the business/ economic view we have at the moment.	2588

I watch ABC and SBS as I can't bear the ads on the commercial channels. I far prefer the content on SBS and ABC and am also not really interested in many of the programs advertised on commercial channels and become very frustrated with the advertising when I do. I often record the programs on SBS and fast forward the ads when I watch the program later. THE ADS DRIVE ME POTTY!	3142
I will not watch SBS very much any more as I hate the advertisements	2086
Eliminate all commercial advertising.	2486
I want to see more foreign movies like there was before. Nowadays most (at least in relation to the French and Spanish films) of the foreign films shown have already been on SBS before.	4122
Legislation requires SBS to carry advertising ie: not your fault. You could put lots of adverts during some programs so as not to have them in others. Discounts to advertisers during high advert volume progs.	2127
Its all about the money. I hope this survey enables you to answer your critics with the audience attitude.	
SHUT SBS down	6010
I never, ever watch commercial television, but am aware of some of the total rubbish shown on those stations. Thankfully, I don't believe SBS has yet stooped to the level of those broadcasters and hope it never has to; if SBS and ABC start showing that sort of crap, I will divest myself of my television. I do find the advertisement breaks very annoying - at least they are less frequent on "Viceland" for the most part. I do watch NITV from time-to-time, but never the "food network". On that subject, I don't understand why SBS insists on still putting several cooking or food shows on their other channels when there is now a dedicated channel.	2471
Find the plethora of advertising distracting and preferred the previous model of advertising between programs. Often record programs so I can fast forward the ads. Do not watch much tv these days as commercial tv programs do not attract us. Too many ads on ABC (own programs) and SBS. Suspect there is a concerted effort to push us all onto pay tv. This is not fair to those who cannot afford to access what should be free to all. Programs on SBS have become more mainstream when I prefer Foreign movies Foreign tv programs with subtitles Documentaries	5062
We have enough commercial stations. Nothing more irritating.	3124
SBS is GREAT ESPECIALLY SBS ON DEMAND. Don't let the anti public broadcasters get you. Keep up the good work. Same with the ABC. I am sure those who want both closed down have never watched the great programs and base solely on current affairs. They hate the truth.	4179
Take the adds off. The programs are too disjointed. I no longer watch as it ruins the program	6101
I realise the advertising is necessary due to the underfunding by the current government, but wish that ads could be screened between programs, not interspersed through them.	4061
SBS has come so far from its original programming that I find there is less and less that I find interesting or informative. The NITV initiative was a wonderful thing, but even in its short life, it seems to have changed direction. Too many programs are repeated, as well. Eg . Letters and nu Numbers!	2463
SBS is NOT the world-leading channel I watched when it began. I can only stomach watching it via on-demand & even then it's a very clunky, technically-speaking, service. Is that a ploy to discourage viewers? I nevertheless still praise SBS to overseas visitors but.....	2219
I cannot remember most of the European movies I used to enjoy watching on SBS but it doesn't seem to have nearly as many now. I used to enjoy PBS news when it was on in the evening but I don't watch TV during the day so now I miss it. Also my	2576

daughter and I love Samantha Bee but sometimes it's not on or you show old repeats. It shows a very different view of the US!	
Love historical docos: continental Europe, UK, Scandinavia.	3018
I watched 'Top Gear' right from the off -- Nine network killed it. Never missed 'Corner Gas'.	
'Danger Five' was GENIUS.	
Reduce adds please	3015
SBS provides a valuable and unique service. It is a pity that we have to endure ads.	2484
I must admit to watching SBS TV selectively and not using any other SBS service at all.	2483
My view of adverts in normal programming is that the SBS adverts are overly long and distracting by comparison with those on commercial TV in the same timeslots, but they are worth tolerating for the quality of programming, especially documentaries from overseas.	
Aside from really high quality docos from overseas, SBS has direct sports broadcasts which are unobtainable of free to air TV. In my own case, the Tour de France is a must see and I am sad to see the departure of the Giro and the Vuelta.	
My broad response is contained in answer to question 3.	3039
The quality of content on current commercial TV has deteriorated badly in the last 10 years and I rarely watch any new TV shows anymore on these channels. The selection of original European (French, Scandinavian) detective series available on SBS On Demand allows me to always have something new and original to watch. If SBS wasn't available I simply wouldn't watch much commercial TV at all. My children no longer watch any TV and spend most of their time on their computers.	4122
I could not live without my SBS!	5251
We love watching programs on SBS TV but just cannot find anything to our liking on SBS Viceland! Are we getting old?	5062
My preference would be for NO commercials at all on SBS, but if there must be any, then let them be as few as possible and be shown only between programs, not interspersed within them.	3094
keep up the good work	2041
The ads are extremely annoying, are very long, and increase in number towards the end of programs, with smaller gaps. Particularly annoying at the dramatic end of a favourite series!	3936
SBS provides a valuable alternative to the ABC in coverage of World news and the provision of quality documentaries.	2251
I watch SBS Viceland very infrequently.	
I never watch Food Network CH33.	
Question: Does production of CH33 cost more than the advertising revenue that it generates? If it does, then it should be shut down. There are plenty of foodie programs on the commercial channels.	
I am very annoyed with television these days. Always commercials during programs. SBS was much better years ago without the commercials. I don't watch much TV now because of the frequent interruptions during programs. It's a shame because it ruins the quality of the program.	6019
SBS has been severely disadvantaged by the necessity of showing large numbers of advertisements and repeating them incessantly. s	5173
Showing the same advertisement twice in succession is a ridiculous waste of the viewer's time and patience.	
SBS news reportage used to be reliably far more independent and be of higher journalistic professional integrity.	4077
I got sick of the ads on SBS and now rarely watch it.	2546
SBS provides a big service to the community as it runs programs that include much of our wide and varied multi cultural society.	2219
10 years ago I rarely watched SBS. Now I think it is the best TV station of all, with quality news & current affairs, drama, documentaries, and some of its movies. I	5051

would prefer ads between programs, or maybe half way too, but if advertising revenue is the source for the improvement in programming I welcome it. I used to be an ABC watcher but I can no longer find a balanced world view there. SBS has taken its place as the primary national broadcaster. And I just love SBS on Demand.	
leave SBS alone - it shd be totally free of advertising	3204
SBS has some excellent programs, movies, series, current affairs - all of which could be presented on commercial stations, except that they would have to be "dumbed down", broken up with advertising, and not be educational and stimulating.	2066
SBS presents the different viewpoint of our world - similar to the ABC but different. It includes more diversity, challenging topics with race and culture and language.	
We watch only the French and German news and Letters and Numbers which is a repeat. Otherwise we no longer watch television of any kind, certainly never 7, 9 or 10.	5041
It is a complete conflict of interest for SBS to have so many ads & it has affected the programming.	2034
It's unfair to the commercial channels to encroach on their already scarce & shrinking advertising market while taking public money from the taxpayer who then has to watch ads & have dud commercial style programmes.	
SBS deserves federal funding to follow its charter and its radio services are still amazing and needed as are its on demand services which are important for the Australian community particularly in regional areas. But it's tv channels have become more and more commercial & don't follow charter obligations.	
The small business secrets show has paid sponsors on as interviewees which is wrong. has tried to bring more commercial style content into NACa Dept.	
We the tax payer publicly fund SBS so as to get an independent and relevant, informed and representative station...and then we get hit with rubbish advertising and compromised programming because the Govt starves it of funds and forces it to carry endless commercial advertising. The public are not idiots...we can read that the right wing govts hate free and clear honest thought and are beholden only to their big business backers...their only vision the almighty dollar and Granny sold all the way to the drain!	2546
because we live in a rural setting SBS radio really isn't on the radar, nor worrying about SBS on demand there are other more pressing concerns in life than trying to access the internet to watch tv.	2425
SBS is an essential public service	2039
Advertisement free!	4350
Would prefer she publicly funded to continue to provide vital multilingual programs.	3070
Would prefer she publicly funded to continue to provide vital multilingual programs.	3070
SBS needs to be publicly funded because it is a vital public service that promotes government accountability.	4561
I choose to watch SBS and ABC because I hate the mindless rubbish on commercial TV.	
I hate life insurance ads - totally immoral.	
In the past, SBS did indeed offer a refreshing and much needed alternative to American dominated commercial TV, in that it provided the viewer with a wide diversity of programming from many cultures around the globe. Over recent times however and particularly since the advent of Viceland, the quality and ethnic diversity of SBS TV has diminished dramatically as we see more and more North American content (mostly rubbish) being screened at the expense of much better and higher quality programmes from alternative sources around the world. We do not live in the USA and should not be continually bombarded with yet more of the same old American rubbish as has been offered for years by the commercial broadcasters and which over time has resulted in the corruption of both our	5093

language and our culture. We deserve better than that and would be grateful to see the return of the higher quality and more intelligent programming such as was available back in the earlier days of SBS TV.	
Prefer no adds, but adds between programs in the worst case. Quality of programs still far exceed commercial channels.	2219
The competitive advantage SBS would have over the commercial TV stations would lie in its audience reach, not whether it is publicly funded. If it's programmes appeal to a wider audience of people who would succumb to advertisements in their spending choices, I suppose SBS could be said to have a 'commercial advantage'. What does this have to do with SBS being publicly funded? SBS is publicly funded because of its charter. The question is : " Are programs such as 'Adam Looking For Eve' (or 'Adam sucht die Eva') or, 'If You Are The One', consistent with the Charter? ". I am a primary ABC watcher but I have always appreciated the quirky and informative shows on SBS as an alternative. Quality shows of this type DO seem to have dropped off in recent years, and I notice rubbish like the two shows above taking up airtime. I just assumed cheap rubbish was due to budget cuts, but it is annoying because I now learn SBS is making money with drossy ads (Chemist Warehouse and Supermarket Shopping Tips come to mind FFS). I always imagined one of the SBS's main roles is to support multiculturalism - ie good shows in other cultures/languages for people of NESB. I am diabetic so need to run to the toilet in ad breaks, which I actually find very handy on SBS. To me the question is not WHETHER SBS advertises, but WHAT SBS advertises. In short, if I want to watch junk and find out which chemist to buy Swisse vitamins from, I can turn to 7, 9 and 10 ; but as a taxpayer I want my money put to social good, such as worthwhile programmes that are culturally suited to many people ; and I don't mean just turning SBS into UKTV, but also for people whose first language is not English. PS if I want inspiration to have a wank, I can google that, rather than seeing my taxpayer dollar purchasing 'Afam sucht die Eva'.	2194
The ad breaks on SBS are very annoying - no better than commercial TV. There is the risk that advertisers will influence SBS's independence.	2575
Yes commercial broadcasters are not publicly funded but the public does pay for them to operate as everything we buy has an amount added to cover the cost of advertising	
I believe SBS should be appropriately funded so that commercial advertising is not necessary.	2576
Advertising between programs is acceptable for a public braodcaster, but during programs is not.	6110
I would be more likely to watch SBS if there were no advertisement breaks during programs.	
I hate the ads in the middle of programs. They break up the dramatic tension. The selection of drama and films is excellent on the whole. I haven't watched much on Vice and nothing on Food - although I am a serious cook. I watch the SBS News till 7.00, then turn over to ABC. I think lots of people do this. If you put it back to 6pm, that would be much better.	3450
SBS and ABC have always been my favourite TV channels In the past, I chose these channels because of their content, not because they were commercial free. The content on these channels was incisive and informative, unlike programs on commercial channels. I never realised how annoying commercials can be until SBS started commercial advertising and constantly interrupted the program I was watching. If I am watching a documentary, it is frustrating to have your train of thought constantly interrupted by these commercial breaks.	7019
SBS should be publically funded withno ads.	4678
Far too many ads13	4560
SBS should provide a refuge from advertising like ABC.	3460
I detest the interruption of thoughtful programs by distracting commercial messages. Let's get rid of them on SBS.	
For a Survey ostensibly on advertising, most of your questions relate far more to	3205

content.	
There is surprising still some very good programs Michael Portillo railway journeys Sciens physics Astronomy docs from the UK and some good historical programs from BBC etc but there is TOO MUCH ADVERTISING.	2120
The commercials during programs drive me nuts	2093
I love SBS but find myself more and more watching SBS On Demand because I can avoid the commercials.	2617
SBS on Demand ads can disrupt, r repetitive & rtn viewer to start of program! A public broadcaster needs even more funding support 2 stay strong in current era of social media & fake news. I like programs,I hate ads!	4059
SBS was better 20 years ago. Better and more kooky shows that you never would see on the commercial stations (which was a good thing).	4017
I don't watch commercial tv. It's vapid and annoying. please keep up the cycling coverage. like the documentaries. Like Al Jazeera stuff. Don't dumb down.	870
I only watch SBS TV and sometimes on demand if I miss a program. I do not use the apps or listen to SBS radio and rarely use their website so I can't comment on those things	2430
I don't believe sbs competes with commercial channels as in my opinion, the programs, movies etc shown on sbs would not be shown on commercial television.	2034
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The commercials are run for too long and interrupt important programmes - the advertising trivialises the content	6060
Keep importing foreign language programmes of all types	2904
Keep SBS multicultural and multi lingual	
Keep importing foreign language programmes of all types	2904
Keep SBS multicultural and multi lingual	
I am absolutely dismayed by the dumbing down and commercialisation and de-funding* of ALL our publicly-funded media. I would much prefer that there were NO ADVERTISEMENTS on SBS. * It does NOT count if SOME funding is returned after a greater amount of funding was previously cut!	3056
The ad breaks are annoying. For example, the ad breaks seem to slotted in without any thought given to the program being shown eg cycling races. So much so that one could almost imagine that it was automatically inserted even mid sentence! Consequently, we now try to record the programs which we want to watch on SBS (& the occasional program on a commercial channel) and then watch later where the ads can be 'fast forwarded'.	2904
I miss your former night of Ghost in Shell anime followed by Cult movies. I love it that you have selections of Eastern martial arts or historical movies and other foreign movies; and keep them for months instead of just a few weeks to catch up with. Though I don't watch them a lot I like it that your documentaries cover more interesting topics than commercial channels -how many house buy or building shows can they run let alone the overdose of "reality shows" or Survivor types. Could wish for something that surpasses Rex.	2300
I love whats available on OnDemand but cannot bear watching it and having so many interruptions of an often subtle, affecting, engaging mood and pacing with ... an ad, and so often its the same ad I have already seen many times. For me it rubs salt in the wound to add even more interruptions with promos for other SBS program. I am perfectly happy to wait until the end of this program to find out about other programs. At the point of interruption, I am simply not interested and get very angry.	2450

Overall, when I recommend the offerings on SBS my friends often say they would watch it 'but I cannot stand the ads'.	
SBS is a great complementary service to the other public broadcaster, the ABC. It's a service I would like to see sustained and more widely supported.	2350
If it wasn't for SBS and ABC channels, television would not be worth watching.	6170
Commercial TV is designed for the walking dead.	
I would like to see SBS go back to the days when it was totally public funded without any ads at all.	3129
I believe SBS is a vital broadcaster for the Australian Public. There are too many Advertisements which downgrade the nature of Public broadcasting.	3067
1. Major problem with ad breaks, and the constant repetition of those ads, sometimes even within the same ad break.	3206
2. Less foreign movies now, and usually only at very inconvenient times, eg 11.30pm SBS main channel and 12pm Viceland.	
SBS should be like it was 10 years ago, with fewer commercials and a focus on niche, specialist and diverse programming. It should remain publicly owned and be the channel of substance.	3122
In this household we strongly resent all the excellent dooco content that has been replaced with sport. It gets F/F'ed anyway!	2469
On demand serials excellent	
the advertisements are annoying and make viewing the nice programmes on SBS far less enjoyable.	6016
I like SBS the way it is but prefer ads between programs or not at all	4567
There is less and less on sbs worth watching.	6012
Nearly all of viceland is rubbish. The ads are very annoying and often make me switch off. There is no investigative journalism. The better content is often screened too late to watch.	
There is not much quality foreign content. Too much british trivia and content filler. cooking shows are really boring. SBS used to be 4 times better. Then you put in ads. You don't respond to feedback, as if there are no staff there.	
There is less and less on sbs worth watching.	6012
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There is not much quality foreign content. Too much british trivia and content filler. cooking shows are really boring. SBS used to be 4 times better. Then you put in ads. You don't respond to feedback, as if there are no staff there.	
SBS has moved away from its charter to provide a public service.	2036
I watch infrequently as there is little offered of interest to me.	3142
The frequency of the ad breaks as well as the number of ads per break mean I wouldn't watch a movie on sbs even if it were one I'm keen to see. It would be ruined.	
Thanks for this survey - I think it's soooo important to maintain the ABC and SBS as non-commercial, Independent, publicly funded media. I approve of any moves to decrease the commercialization of SBS. To me the Non-commercialization of public media is 'obviously' connected to a healthier democracy..which is a great interest of mine.	5069
I tend to watch the ABC (when there's a program that interests me..and sometimes even only half interests me) so that I don't have to put up with ads. I'm afraid even the ABC's "advertisement-like rhythm" where they advertise their own programs over and over between programs I can find irritating and they've now adopted the Commercial channel's habit at the end of a TV show, of immediately interrupting the credits with an ad for another program which I find jarring and think is basically rude. I can't remember right now whether SBS does that or not? I know it's about trying to recapture the interest of the supposedly attention-deficient and choice-rich audience..(Commercial channels now often zap straight from the end of one program into the next to make it more likely that people will 'get hooked in' b4 the	

nxt Ad). I'm also aware that the 'rules around what's rude' have changed - Guess I'm old school in some things, at 61.	
I like a lot of SBS programs (probably more than ABC since the continual Cuts to their funding :-() and quite often watch. I really like NITV. SBS generally tends to have less Ad breaks than Commercial channels (though the ad- breaks are ramped up during The Handmaid's Tale...'sigh', 'cos it's so popular). SBS (possibly? :-) tends to have less jarring ads too. I sometimes watch ..SBS On Demand which tends to mean less ads I think (?)..but for me, a smaller (computer) screen so it's a toss up.	
BTW. The times I clicked the "I do not wish to comment" circle were because I either can't remember or I haven't used the relevant devise. Cheers!	
we do not need another commercial t.v. station, we have more than enough as it is. On those stations there are now more advertising breaks and advertisements than program (that's why I never watch them). We don't need any more of this engorged, greedy commercialism.	2484
SBS has lost its way in the last 10 years an terms of advertising and providing foreign language and cultures television.	2905
I find SBS ON DEMAND a most important part of my viewing life	2106
If it comes to it I'd rather pay a subscription than have SBS expand its advertising and populist content. SBS On Demand features a lot of repetitive advertising of SBS programs. Once at the beginning would do: most viewers don't need telling more than once! SBS is terrific.	4107
I have only watched NITV recently amnd am very impressed by many documentaries I've seen	2037
SBS is great! Long may it continue!	2082
Unfortunately, over the last ten year, I've reduced my viewing of SBS programs because of irritation with the commercials. Currently, my only regular watching is the SBS News, due to the better overseas news coverage compared to the ABC.	3003
SBS news seems more authentic and more world wide issues covered.	2714
We. must continue to have quality publicly owned TV broadcasting. The ongoing government attack on public funding to both SBS and the ABC is appalling. No one else would run the sort of quality news and other programs that the public broadcasters do. I hope 'we' will vote with our feet and the opposition in government will have the fortitude to adequately fund both SBS and ABC.	2612
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I love SBS and find the advertising annoying.	3450
The amount of ad breaks inside programs, particularly at the 7.30pm time slot, is increasing to the point that I no longer wish to watch the program. Also the constant repetition of promos for up-coming programs is extremely irritating. It dumbs us down.	4560
When a program I am enjoying on SBS is interrupted by an annoying and inappropriate add break, I usually go channel searching and often don't come back!!!	2500
There are too many great made for TV series that are 'hidden' on SBS on Demand and never aired on SBS. I can't remember names, but some are scandic noir.	2090
I'm disappointed that the SBS has to carry advertising, as a result of funding decisions by government, but I don't believe that the content has changed significantly ..	4069
Stop all advertising on SBS	3205
I have given up watching SBS.	5064
I think that SBS and the ABC are in a difficult place under the current govt. They	6054

have both had funding cuts and are seen as 'opposition'. Both are public and within that are being skewed by requirements not appropriate to public media...it is becoming an increasing struggle to provide current, objective and diverse content I suspect and commercials I guess, are a way of remaining financially afloat. I rarely watch any of the commercial channels so cannot make a valid comparison. I stopped using SBS on Demand when the former system became too intrusive.	2614
SBS needs to be funded to meet it's core aims, the delivery of programs to Australia's diverse communities	3060
There are too many intrusive commercials interrupting the viewing	5082
I wish SBS would go back to having ads in the last 10 mins of a program and show the full program or movie without advertisements.	7000
I think SBS is nothing like "Commercial TV" such as Channel 7, 9 and 10 and I am grateful for that. The programmes on those channels are complete rubbish.	2113
My wife and I never watch commercial channels. We still watch some SBS, but find it very frustrating.	2454
The world has so much to offer but we mainly get mindless American rubbish	6023
I am very unhappy with SBS carrying any advertising but especially during programs and there is far too much more of it.	2280
Advertising is appalling and impedes a public broadcaster's independence and ability to properly address the needs of it's target audience on behalf of the Commonwealth. Government has to accept it's role as a loss leader on behalf of the constituents that elected it to do this job.	2303
If Commercial TV feels it is competing with SBS that is because Commercial TV stations are so safe, boring and frightened of more interesting programming that they actually forget that some people like to think. That not everyone is racist and frightened and only wants to watch reality TV, sport and safe American content. The Commercial stations are not making any attempt to be diverse in the programming, no risks no rewards.	2114
Keep it diverse, 'non-mainstream' and multi-cultural.	3184
I would rather the repetitive programs such as River Cottage and Great British Railways were replaced with multicultural programs that are almost entirely unrepresented. I would also appreciate some of the better quality Foreign movies being shown in Prime Time.	4179
SBS should concentrate on its special public broadcasting objectives and in being an alternative to commercial broadcasters AND the ABC. Income from advertising has allowed expansion in programming, it is true, but advertising is now driving programming choices, and this is wrong for a public broadcaster.	3121
I used to look forward to viewing the Australian and Foreign Movies screened on SBS. These are far and in between now. Candy an Australian movie and Mustang a foreign film were striking and moving to watch, something that was delivered frequently in the past by SBS. Movies of this calibre made you think, made you feel unlike mainstream films that run on a calculated formula and dumbed down intellectually. I do not and can not afford paid TV and as discussed with other friends there really is nothing to watch on our public airway currently, perhaps a few movies, series and documentararies that are becoming scarce.	6052
When SBS started its charter was to show multicultural programs. The content was quite different to commercial channels and the ABC. The news was more world based. However, there are more programs infiltrating which would be better served by commercial channels and the news is identical to the ABC. The advertising during programming has been getting more frequent and more ads between the programs.	4885
Not all programs on SBS are to my taste, but that has always been so. It does	3070

seem that there are many fewer non-English language films/dramas broadcast now, however more are available via SBS website. Some duplication with ABC eg UK Mosely et al health docos but not an issue if reaching wider audience.	
Ads interrupting programs are the MOST ANNOYING difference the advertising during programs makes SBS less appealing but the program content is so much better	2479
I used to really enjoy the foreign subtitled programs that have mostly disappeared.	4306
Public broadcasters have a responsibility to reflect a wide variety of interests & views. I expect to see more controversial shows on SBS & ABC - programs that challenge the stars quo.	2481
SBS should be free of advertising altogether to enable it to operate free of the influence of the agendas of commercial sponsors.	2112
I think both Viceland (which still puzzles me) and the Food Channel are both serious errors	2027
get rid of all ads	5214
NITV is still worth watching	4868
I have been monitoring this SBS campaign over many years and all the past years of your good people and the public such as myself responding to your requests for our input, have been in vain. The politicians have lied to you about the ensuring the charter given to the SBS being brought back into existence since its deplorable abuse by its management. Commercial advertising does not and should never be part of a publicly funded service such as the ABC or SBS I can expect the abuse from right wing liberals but not from a labor government but alas they have lied to us all too. A sign of the degradation of the quality of Australian politicians over the last few decades. Absolutely disgraceful.	6157
No	820
Viceland in particular should be attached to the ABC as an additional channel, as much of its programming is in English and its subjects rarely reflective of migrant experience. Similarly, several of the "commercial" programs I've listed above could be on the ABC on a separate channel. Many of the foreign language programs are Eurocentric and, to a lesser extent, Asian. Relatively little non-english material is available to reflect and/or inform about some of the most recent migrant groups. This applies especially for persons from Africa, or from non-Japanese and Chinese culture. They seem to have virtually no programming targeted to or about them.	5069
I love SBS!	2042
Yes the SBS is sliding somewhat backwards from its charter, but not as much as the ABC.	2650
SBS fails to advise on screen that a program is a repeat or repeat of a repeat even when showing in prime time and when it is of a live show, eg Great Train Journeys and Jenny Brockey on 29 May 2018.	2621
Advertising does not affect me. I always press the mute button when ads start. I rather view a program without interruption.	2015
All the ads within programs are detrimental to my viewing enjoyment.	4170
One of the reasons I watch SBS is to avoid horrible ads.	
SBS has lost its way compared to a decade ago. It needs to go back to how it was in the 1990s.	3141
I am happy to fund the ABC and SBS with my taxes. I rarely watch the mindless rubbish of the commercial channels that obviously appeal to the low IQ of conservatives who wish to demolish intelligent television in Australia.	4870
I would like to see SBS return more to its remit of programmes for the diverse ethnicities of Australia and less on English speaking programmes.	6530

Questions

● 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 the overall program content on SBS now of the type you would expect to see on a commercial or public broadcaster, compared to more than 10 years ago?	6
→ Commercial.....	6
→ Public.....	6
→ Undecided.....	6
● 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), in your view, does SBS-TV now provide sufficient or insufficient niche programming – of the type not available on the ABC or commercial networks – compared to more than 10 years ago?	7
→ Insufficient	7
→ Sufficient	7
→ Undecided	7
● Thinking of recent years, name the TITLES of programs or movies on SBS that seemed like the type you would expect to see on channel 7, 9, or 10 – not SBS	8
→ Type answers in text box.....	8
● Thinking of recent years, name the TITLES of programs or movies on SBS that seemed fitting for SBS – compliant with SBS's Charter goo.gl/Oz5O4L	8
→ Type answers in text box.....	8
● Tick any number of boxes to indicate which SBS outlets have a high proportion of commercially oriented programs:-.....	9
→ SBS's primary TV channel.....	9
→ VICELAND.....	9
→ The Food Network.....	9
→ NITV	9
→ SBS On Demand	9
● Does SBS television fulfil a valuable public service?	10
→ Yes.....	10
→ No	10
→ I do not wish to comment	10
● Does SBS On Demand fulfil a valuable public service?	10
→ Yes.....	10
→ No	10
→ I do not wish to comment	10
● Do SBS digital services (website and apps) provide a valuable public service?	10
→ Yes.....	10
→ No	10
→ I do not wish to comment	10
● Does SBS Radio fulfil a valuable public service?	10
→ Yes.....	10
→ No	10
→ I do not wish to comment	10
● In your view, does SBS appear to compete with, or complement commercial broadcasters?.....	11
→ Compete.....	11
→ Complement.....	11
→ I do not wish to comment	11
● As SBS is largely publicly funded and commercial broadcasters are not, does SBS have a competitive advantage or disadvantage in carrying advertising?	12
→ Advantage.....	12
→ Neither advantage nor disadvantage	12
→ Disadvantage.....	12

Publication

Where to find this report–

→ The ***Programs on SBS survey 2018*** is published at:-

<https://saveoursbs.org/wp-content/uploads/2018/06/Programs-on-SBS-survey-2018.pdf>

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