

2018 COMMENTS ABOUT SBS

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? More international movies	2420
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.	2074
Also I object to the constant repeats of Hitler stories which seem to glorify him and his regime on a weekly basis.	
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. Has a more international flavour than the ABC - and most certainly than the commercials.	3340
SBS is about ensuring diversity on our TV screens. This is important to developing and maintaining a civil society. It is not a requirement of commercial TV.	2038
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.. 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 programming. 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.	5067
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. 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.	2480

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

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

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. Thank you.	3207
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. 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.	6005
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. Cheers	3556
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 channels13	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. 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.	3984
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. 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.	2023
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! 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.	5068
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 European 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.	6164
The news programs offer a better international view of the world than ABC & commercial news.	
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 annoying. 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 onlly 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. 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 Scandanavian programs.	2225
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 intially, 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 proramming 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 withe ads as they are less intrusive tahn 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 adds 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 disappointed 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 off 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 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	2536
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 on 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.	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 broadcaster, 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
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
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
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.	
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	

<p>next Ad). I'm also aware that the 'rules around what's rude' have changed - Guess I'm old school in some things, at 61.</p> <p>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.</p> <p>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!</p> <p>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.</p> <p>SBS has lost its way in the last 10 years an terms of advertising and providing foreign language and cultures television.</p> <p>I find SBS ON DEMAND a most important part of my viewing life</p> <p>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.</p> <p>I have only watched NITV recently amnd am very impressed by many documentaries I've seen</p> <p>SBS is great! Long may it continue!</p> <p>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.</p> <p>SBS news seems more authentic and more world wide issues covered.</p> <p>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.</p> <p>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.</p> <p>I love SBS and find the advertising annoying.</p> <p>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.</p> <p>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!!!</p> <p>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.</p> <p>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 ..</p> <p>Stop all advertising on SBS</p> <p>I have given up watching SBS.</p> <p>I think that SBS and the ABC are in a difficult place under the current govt. They</p>	<p>2484</p> <p>2905</p> <p>2106</p> <p>4107</p> <p>2037</p> <p>2082</p> <p>3003</p> <p>2714</p> <p>2612</p> <p>2612</p> <p>3450</p> <p>4560</p> <p>2500</p> <p>2090</p> <p>4069</p> <p>3205</p> <p>5064</p> <p>6054</p>
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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.	6157
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.	
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.	5069
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.	
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

2017 COMMENTS ABOUT SBS

Appendix A – Relevance comments

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Appendix B – SBS On Demand comments

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

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

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

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

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

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

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

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

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

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

Appendix C – Increases in advertising comments

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

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

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

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

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

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

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

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

Appendix D – General comments

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

2013 COMMENTS ABOUT SBS

APPENDIX 1

QUALITATIVE INDICATORS

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

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

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

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

Comments submitted

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

**** Postcode above: 2088

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

**** Postcode above: 6007

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

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

**** Postcode above: 3072

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

**** Postcode above: 2027

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

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

**** Postcode above: 2034

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

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

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

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

**** Postcode above: 2786

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

**** Postcode above: 2144

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

**** Postcode above: 5082

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

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

**** Postcode above: 2086

SBS occupies a unique place within the Australian media, and it is integral to its charter, that it maintains a position that is free of commercial interference or influence. It is imperative that SBS removes in programme advertising, both to fulfill its commitments to its charter, and to maintain a quality service to its viewers, who value the diversity and excellence of the service that it strives to offer.

**** Postcode above: 3040

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

**** Postcode above: 2256

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

**** Postcode above: 3475

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

**** Postcode above: 2456

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

**** Postcode above: 2576

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

**** Postcode above: 2132

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

**** Postcode above: 2106

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

**** Postcode above: 2011

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

**** Postcode above: 2539

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

**** Postcode above: 3141

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

**** Postcode above: 5006

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

**** Postcode above: 3207

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

**** Postcode above: 5081

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

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

**** Postcode above: 3104

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

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

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

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

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

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

**** Postcode above: 4870

In program ads disrupt the continuity of a program.

**** Postcode above: 3000

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

sBS just isn't what it used to be!

**** Postcode above: 2571

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

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

**** Postcode above: 4878

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

**** Postcode above: 2533

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

**** Postcode above: 3128

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

**** Postcode above: 2480

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

**** Postcode above: 6020

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

**** Postcode above: 6160

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

**** Postcode above: 3058

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

**** Postcode above: 6210

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

**** Postcode above: 2479

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

**** Postcode above: 2576

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

**** Postcode above: 2017

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

**** Postcode above: 3927

why so few greek films???

**** Postcode above: 3193

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

**** Postcode above: 2300

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

Thank you

**** Postcode above: 4562

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

**** Postcode above: 2780

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

**** Postcode above: 4870

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

**** Postcode above: 2622

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

**** Postcode above: 2612

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

**** Postcode above: 5000

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

**** Postcode above: 2010

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

**** Postcode above: 2060

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

**** Postcode above: 3135

I dislike adds on T.V intensely.

**** Postcode above: 2046

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

**** Postcode above: 2033

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

**** Postcode above: 2795

Don't commercialise the spirit of SBS

**** Postcode above: 7307

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

**** Postcode above: 2229

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

**** Postcode above: 5075

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

**** Postcode above: 3340

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

**** Postcode above: 2537

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

**** Postcode above: 2515

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

**** Postcode above: 3072

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

**** Postcode above: 2063

I don't like commercial interference

**** Postcode above: 2065

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

**** Postcode above: 6102

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

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

**** Postcode above: 6101

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

**** Postcode above: 2066

Please provide us with another real alternative to commercial television

**** Postcode above: 2046

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

**** Postcode above: 2041

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

**** Postcode above: 4573

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

**** Postcode above: 7054

2 legit 2 quit

**** Postcode above: 4121

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

**** Postcode above: 2602

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

**** Postcode above: 2088

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

**** Postcode above: 2088

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

**** Postcode above: 3056

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

**** Postcode above: 2031

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

**** Postcode above: 4151

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

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

**** Postcode above: 2230

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

**** Postcode above: 4810

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

**** Postcode above: 6027

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

**** Postcode above: 3078

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

**** Postcode above: 2541

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

**** Postcode above: 3121

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

**** Postcode above: 2537

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

**** Postcode above: 2324

more soccer matches, local or foreign.

more foreign modern (more recent production) movies.

**** Postcode above: 3079

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

**** Postcode above: 3105

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

**** Postcode above: 2066

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

**** Postcode above: 5064

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

**** Postcode above: 3139

I often turn off programs because I hate the ads

**** Postcode above: 3004

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

**** Postcode above: 2316

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

**** Postcode above: 3034

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

**** Postcode above: 3871

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

**** Postcode above: 2037

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

**** Postcode above: 4551

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

**** Postcode above: 5035

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

**** Postcode above: 3067

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

Breaks encourage "surfing" and SBS may lose viewers.

**** Postcode above: 2473

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

**** Postcode above: 2477

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

**** Postcode above: 2576

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

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

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

It really matters!!!

**** Postcode above: 2193

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

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

**** Postcode above: 3053

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

**** Postcode above: 3101

I stopped watching SBS when in-program breaks were introduced

**** Postcode above: 2064

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

**** Postcode above: 3058

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

**** Postcode above: 2904

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

**** Postcode above: 3104

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

**** Postcode above: 2100

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

**** Postcode above: 7316

I do not want any form of ads on SBS.

**** Postcode above: 2480

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

**** Postcode above: 0810

SBS news hr is becoming trivial and banal.

Foreign language programs should be subtitled wherever possible including news programs

**** Postcode above: 2446

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

The undoing of everything Gough Whitlam achieved is disgraceful.

**** Postcode above: 2019

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

**** Postcode above: 2535

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

**** Postcode above: 5154

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

**** Postcode above: 2230

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

**** Postcode above: 2304

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

**** Postcode above: 2034

Less docs on WW2

**** Postcode above: 3127

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

**** Postcode above: 3149

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

**** Postcode above: 2159

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

**** Postcode above: 2256

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

**** Postcode above: 3145

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

**** Postcode above: 2223

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

**** Postcode above: 2038

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

**** Postcode above: 3068

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

**** Postcode above: 4077

We find ads particularly galling in the middle of the News

**** Postcode above: 2040

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

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

**** Postcode above: 2620

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

**** Postcode above: 4703

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

**** Postcode above: 5034

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

**** Postcode above: 0870

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

**** Postcode above: 2350

My background is DUTCH.

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

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

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

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

**** Postcode above: 6056

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

**** Postcode above: 5064

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

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

**** Postcode above: 2034

Some programs are more disrupted than others by ads.

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

**** Postcode above: 2283

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

**** Postcode above: 2008

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

**** Postcode above: 3141

Good survey!

**** Postcode above: 2479

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

**** Postcode above: 3051

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

**** Postcode above: 2015

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

**** Postcode above: 4101

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

**** Postcode above: 5039

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

**** Postcode above: 2046

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

**** Postcode above: 5419

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

**** Postcode above: 5066

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

**** Postcode above: 3183

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

**** Postcode above: 3450

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

**** Postcode above: 2010

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

**** Postcode above: 2614

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

**** Postcode above: 3193

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

**** Postcode above: 2575

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

**** Postcode above: 5558

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

**** Postcode above: 3564

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

**** Postcode above: 5063

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

**** Postcode above: 2480

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

**** Postcode above: 7307

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

**** Postcode above: 2046

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

**** Postcode above: 3166

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

**** Postcode above: 3141

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

**** Postcode above: 4221

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

**** Postcode above: 4870

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

**** Postcode above: 5019

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

**** Postcode above: 2480

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

**** Postcode above: 3465

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

**** Postcode above: 5162

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

**** Postcode above: 3216

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

**** Postcode above: 7250

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

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

**** Postcode above: 3450

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

**** Postcode above: 4878

No commercial broadcasts within the programs at all.

**** Postcode above: 6059

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

**** Postcode above: 2539

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

**** Postcode above: 4077

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

**** Postcode above: 7054

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

**** Postcode above: 5063

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

**** Postcode above: 5052

I am a long-time strong supporter of SBS and it pains me to say this, but since the introduction of in-program breaks and the reduced

diversity of programs in prime time I watch SBS a lot less. And I stopped watching films since SBS began including commercial breaks. The inclusion of add breaks in films is particularly disruptive and totally appalling.

**** Postcode above: 5034

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

**** Postcode above: 3108

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

**** Postcode above: 2022

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

**** Postcode above: 2088

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

**** Postcode above: 2057

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

**** Postcode above: 2731

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

**** Postcode above: 5067

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

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

**** Postcode above: 6101

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

**** Postcode above: 5089

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

**** Postcode above: 3195

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

**** Postcode above: 3101

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

**** Postcode above: 3193

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

**** Postcode above: 4500

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

**** Postcode above: 3550

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

**** Postcode above: 2780

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

**** Postcode above: 6159

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

**** Postcode above: 2251

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

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

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

**** Postcode above: 4562

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

**** Postcode above: 4887

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

**** Postcode above: 2060

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

**** Postcode above: 2229

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

**** Postcode above: 4500

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

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

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

**** Postcode above: 2540

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

**** Postcode above: 2430

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

**** Postcode above: 2065

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

**** Postcode above: 2515

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

**** Postcode above: 3936

Advertising breaks at the end of program's are ok

**** Postcode above: 4216

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

**** Postcode above: 2030

I was and still am extremely disappointed that SBS has chosen to place advertisements in program. I find this disturbs the flow of the program and reduces my enjoyment. I understand that advertisement may be necessary, but ask that it is restricted to between programs. I choose not to watch commercial television because of the prevalence of ads and sadly, am now choosing to not watch SBS either for the same reason.

As a public broadcasting service I feel strongly that you should be offering programming WITHOUT inprogram ads. Do not lower the standards of SBS to that of the commercial channels.

**** Postcode above: 2088

Completely ruins the great news with BLOODY ads

**** Postcode above: 4220

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

**** Postcode above: 5075

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

**** Postcode above: 3225

The quality of ads we currently is mostly very poor.

**** Postcode above: 5062

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

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

**** Postcode above: 3068

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

**** Postcode above: 5256

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

**** Postcode above: 6162

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

**** Postcode above: 3095

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

**** Postcode above: 4552

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

**** Postcode above: 4272

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

**** Postcode above: 6011

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

**** Postcode above: 6019

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

**** Postcode above: 4819

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

**** Postcode above: 5090

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

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

**** Postcode above: 5158

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

**** Postcode above: 5032

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

**** Postcode above: 2086

SBS should be publicly funded and not reliant on commercial enterprise

**** Postcode above: 2575

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

**** Postcode above: 5118

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

**** Postcode above: 5158

they insert ads in mid-sentence. very disappointing.

**** Postcode above: 3137

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

**** Postcode above: 4887

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

**** Postcode above: 2602

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

**** Postcode above: 2290

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

**** Postcode above: 2604

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

I would prefer not to have to record things though.

**** Postcode above: 2534

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

**** Postcode above: 5035

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

**** Postcode above: 3184

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

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

**** Postcode above: 3001

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

**** Postcode above: 3031

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

**** Postcode above: 3122

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

**** Postcode above: 4879

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

**** Postcode above: 6007

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

**** Postcode above: 5051

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

**** Postcode above: 2629

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

**** Postcode above: 3182

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

**** Postcode above: 4210

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

**** Postcode above: 2470

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

**** Postcode above: 2040

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

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

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

**** Postcode above: 6103

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

**** Postcode above: 2066

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

**** Postcode above: 7004

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

**** Postcode above: 5373

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

**** Postcode above: 2089

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

**** Postcode above: 4068

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

**** Postcode above: 2780

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

**** Postcode above: 4225

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

**** Postcode above: 2482

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

**** Postcode above: 2579

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

**** Postcode above: 3995

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

**** Postcode above: 2782

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

**** Postcode above: 3141

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

**** Postcode above: 2203

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

**** Postcode above: 6009

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

**** Postcode above: 5066

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

**** Postcode above: 6019

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

**** Postcode above: 5251

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

**** Postcode above: 2535

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

**** Postcode above: 5255

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

**** Postcode above: 2500

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

**** Postcode above: 2037

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

**** Postcode above: 2612

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

**** Postcode above: 3020

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

**** Postcode above: 4868

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

**** Postcode above: 2041

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

**** Postcode above: 3156

Advertising on SBS often encourages me to turn of the TV

**** Postcode above: 2156

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

**** Postcode above: 2041

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

**** Postcode above: 5035

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

**** Postcode above: 3151

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

**** Postcode above: 4884

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

**** Postcode above: 3163

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

**** Postcode above: 2037

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

**** Postcode above: 3198

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

**** Postcode above: 5066

Please fight on until we rid SBS of this curse.

**** Postcode above: 4552

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

**** Postcode above: 2611

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

**** Postcode above: 2204

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

**** Postcode above: 3145

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

**** Postcode above: 3019

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

**** Postcode above: 5065

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

**** Postcode above: 2203

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

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

**** Postcode above: 2064

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

**** Postcode above: 4551

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

**** Postcode above: 3450

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

**** Postcode above: 3122

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

**** Postcode above: 3150

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

**** Postcode above: 2603

*ALL ADVERTISING SHOULD BE REMOVED FROM SBS
TELEVISION*

**** Postcode above: 2120

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

**** Postcode above: 6004

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

**** Postcode above: 4878

I detest commercial breaks during programs.

**** Postcode above: 2500

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

**** Postcode above: 3451

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

**** Postcode above: 3140

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

**** Postcode above: 2015

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

**** Postcode above: 5016

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

**** Postcode above: 2041

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

**** Postcode above: 5240

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

**** Postcode above: 3141

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

**** Postcode above: 3691

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

**** Postcode above: 5067

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

**** Postcode above: 2777

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

**** Postcode above: 2607

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

**** Postcode above: 2256

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

**** Postcode above: 2041

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

**** Postcode above: 2038

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

**** Postcode above: 7310

SBS definitely needs to lower advertising

**** Postcode above: 2290

SELF REGULATION ALMOST ALWAYS FAILS THE PUBLIC INTEREST TEST

**** Postcode above: 2486

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

**** Postcode above: 2515

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

**** Postcode above: 2251

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

**** Postcode above: 2068

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

**** Postcode above: 2500

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

**** Postcode above: 3163

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

**** Postcode above: 2783

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

**** Postcode above: 3103

Bring back David Stratton

I am appalled by the proposed changes to SBS2

**** Postcode above: 3108

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

**** Postcode above: 5022

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

**** Postcode above: 4567

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

**** Postcode above: 5251

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

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

**** Postcode above: 5066

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

**** Postcode above: 6008

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

**** Postcode above: 4565

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

**** Postcode above: 3135

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

**** Postcode above: 5063

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

**** Postcode above: 4881

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

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

I no longer make such claims. ()

**** Postcode above: 7310

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

**** Postcode above: 2429

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

**** Postcode above: 2065

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

**** Postcode above: 4350

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

**** Postcode above: 3148

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

**** Postcode above: 3016

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

**** Postcode above: 4870

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

**** Postcode above: 2233

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

**** Postcode above: 2785

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

**** Postcode above: 4074

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

**** Postcode above: 3123

please return to the way it used to be

**** Postcode above: 3198

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

**** Postcode above: 0810

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

**** Postcode above: 2216

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

**** Postcode above: 2482

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

**** Postcode above: 2482

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

**** Postcode above: 2625

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

**** Postcode above: 5069

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

**** Postcode above: 3169

I refuse to watch inane ads on SBS regardless.

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

**** Postcode above: 3196

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

**** Postcode above: 4885

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

**** Postcode above: 2100

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

**** Postcode above: 2602

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

**** Postcode above: 6160

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

**** Postcode above: 3222

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

**** Postcode above: 2227

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

**** Postcode above: 3723

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

**** Postcode above: 2203

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

**** Postcode above: 6151

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

**** Postcode above: 2209

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

**** Postcode above: 6233

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

**** Postcode above: 3038

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

**** Postcode above: 5066

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

**** Postcode above: 2259

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

**** Postcode above: 6157

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

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

**** Postcode above: 2135

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

**** Postcode above: 3123

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

**** Postcode above: 2022

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

**** Postcode above: 6014

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

**** Postcode above: 6210

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

**** Postcode above: 3165

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

**** Postcode above: 2780

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

**** Postcode above: 7054

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

**** Postcode above: 4886

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

**** Postcode above: 2519

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

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

**** Postcode above: 2065

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

**** Postcode above: 4105

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

**** Postcode above: 5152

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

**** Postcode above: 2060

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

**** Postcode above: 2000

I sincerely hope advertisements are banned on SBS.

**** Postcode above: 3053

I sincerely hope advertisements are banned on SBS.

**** Postcode above: 3053

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

**** Postcode above: 5006

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

**** Postcode above: 5164

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

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

**** Postcode above: 4178

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

**** Postcode above: 2480

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

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

**** Postcode above: 4556

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

**** Postcode above: 2041

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

**** Postcode above: 4069

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

**** Postcode above: 6271

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

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

**** Postcode above: 6009

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

**** Postcode above: 4121

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

**** Postcode above: 2535

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

**** Postcode above: 2603

I like SBS and mainly watch ABC stations or the SBS

**** Postcode above: 2530

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

**** Postcode above: 5068

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

**** Postcode above: 2622

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

**** Postcode above: 2151

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

**** Postcode above: 6059

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

**** Postcode above: 3073

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

**** Postcode above: 2785

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

**** Postcode above: 3163

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

**** Postcode above: 2088

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

**** Postcode above: 7250

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

**** Postcode above: 3350

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

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

**** Postcode above: 5019

Increasingly we watch SBS programs only on iView

**** Postcode above: 2047

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

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

**** Postcode above: 2577

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

**** Postcode above: 2758

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

**** Postcode above: 2604

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

**** Postcode above: 6107

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

**** Postcode above: 4878

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

**** Postcode above: 2251

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

**** Postcode above: 3016

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

**** Postcode above: 2120

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

**** Postcode above: 3003

Removing in-program ads would be a major step.

**** Postcode above: 2484

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

**** Postcode above: 4102

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

**** Postcode above: 6160

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

Including programmes like Dateline, Insight.

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

Speak some other languages.

**** Postcode above: 6230

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

**** Postcode above: 5072

More international programming but of higher quality.

**** Postcode above: 2481

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

**** Postcode above: 2070

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

**** Postcode above: 2049

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

**** Postcode above: 2024

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

**** Postcode above: 5064

No advertisements for SBS

**** Postcode above: 2066

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

**** Postcode above: 3174

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

**** Postcode above: 2550

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

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

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

**** Postcode above: 6163

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

**** Postcode above: 6010

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

**** Postcode above: 2541

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

**** Postcode above: 2089

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

**** Postcode above: 4878

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

**** Postcode above: 2041

I rarely watch commercial stations becasue of the contiuous advertising which disrupts viewing. Having adverttyisement during the SBS news is very annoying.

**** Postcode above: 4860

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

**** Postcode above: 2646

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

**** Postcode above: 5069

i actively mute all ads and loathe them

**** Postcode above: 4810

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

**** Postcode above: 2296

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

**** Postcode above: 2040

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

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

**** Postcode above: 3055

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

**** Postcode above: 2026

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

**** Postcode above: 5068

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

**** Postcode above: 5052

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

**** Postcode above: 2070

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

**** Postcode above: 6008

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

**** Postcode above: 6019

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

**** Postcode above: 2045

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

**** Postcode above: 2110

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

**** Postcode above: 2131

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

**** Postcode above: 2230

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

**** Postcode above: 4019

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

**** Postcode above: 3927

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

**** Postcode above: 2612

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

**** Postcode above: 3101

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

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

**** Postcode above: 3079

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

**** Postcode above: 6073

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

**** Postcode above: 2454

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

**** Postcode above: 2500

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

**** Postcode above: 6163

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

**** Postcode above: 4065

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

**** Postcode above: 5112

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

**** Postcode above: 6163

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

**** Postcode above: 3186

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

**** Postcode above: 3927

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

**** Postcode above: 4870

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

**** Postcode above: 4878

keep sbs well funded and free of commercials

**** Postcode above: 2108

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

**** Postcode above: 4884

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

**** Postcode above: 2037

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

**** Postcode above: 4870

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

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

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

**** Postcode above: 2010

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

**** Postcode above: 4552

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

**** Postcode above: 2423

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

**** Postcode above: 2477

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

**** Postcode above: 6008

Bring back Mary K

**** Postcode above: 6060

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

**** Postcode above: 4885

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

**** Postcode above: 2289

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

**** Postcode above: 6070

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

**** Postcode above: 2093

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

**** Postcode above: 3016

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

**** Postcode above: 3101

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

**** Postcode above: 3150

Please cut down on repeat programs.

**** Postcode above: 4868

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

**** Postcode above: 4173

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

**** Postcode above: 5081

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

**** Postcode above: 2539

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

**** Postcode above: 5014

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

**** Postcode above: 2296

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

**** Postcode above: 4070

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

**** Postcode above: 3149

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

**** Postcode above: 3666

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

**** Postcode above: 5276

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

**** Postcode above: 4870

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

**** Postcode above: 2540

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

**** Postcode above: 6018

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

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

**** Postcode above: 6007

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

**** Postcode above: 4068

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

**** Postcode above: 5069

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

**** Postcode above: 5000

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

**** Postcode above: 5063

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

**** Postcode above: 3146

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

**** Postcode above: 3141

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

**** Postcode above: 7008

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

**** Postcode above: 4061

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

**** Postcode above: 2448

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

**** Postcode above: 2482

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

**** Postcode above: 2034

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

**** Postcode above: 2600

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

**** Postcode above: 2880

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

**** Postcode above: 3206

SBS should be the channel of viewers choice.

**** Postcode above: 4868

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

**** Postcode above: 3146

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

**** Postcode above: 3460

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

**** Postcode above: 4870

I rarely watch SBS any more. Only ABC

**** Postcode above: 5022

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

**** Postcode above: 2538

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

**** Postcode above: 3146

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

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

**** Postcode above: 2193

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

**** Postcode above: 2082

reduce soccer coverage and comment

**** Postcode above: 2539

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

**** Postcode above: 3095

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

**** Postcode above: 3791

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

**** Postcode above: 2068

Music before news programs to loud!

**** Postcode above: 3133

2008 COMMENTS ABOUT SBS

One Minute Survey 2008 – comments

The comments below are in answer to question “10) Any additional comments?”. The comments are as written other than the removal of identifying information such as names, or editing of potentially defamatory remarks, text replaced with ----. A commenter could not see another person's comments.

Television is an unavoidable social tool and hugely powerful communicator of views shaping our world and our minds. please please realize the importance of peoples headspaces and stop advertising. .

**** Postcode above: 2870

It is hard to believe that the politicians of this great country have permitted a once great publicly funded tv channel to be destroyed by allowing commercials to be shown. I used to really enjoy this station and now I get intensely angry each time a advert comes on. The pollies should be ashamed

**** Postcode above: 6154

SBS appears to have been taken over by commercial interests and this element needs to be ejected from the SBS.

Also, they have made it a deliberate practice to ignore their viewers by "riding out" the criticism and limiting viewer feedback.

**** Postcode above: 5159

Better to have Conroy argue for funds to place SBS half way between Commercial and Public Tv

**** Postcode above: 7000

SBS advertisements are very irritating. Government have concentrated on the dollar and lost the environmental, cultural plots.

**** Postcode above: 2223

I find the rapidly falling quality of SBS programs more bothering than the ads. Something is not right at SBS.

**** Postcode above: 2026

Public broadcasting should remain that way ...public and not compromised by vested interests

**** Postcode above: 2207

I usually start channel surfing at the ads. - some of the ads are particularly grating and irritating - its a pity they can't be selected for quality as the programming is.

**** Postcode above: 2785

The choice of certain ads and their constant repetition is extremely annoying- eg when the ad showing a man going to the toilet comes on, and when the 2 men drop their trousers to music, I immediately switch to another channel! I don't need what is being advertised and I find these ads unnecessarily distasteful. The second one is just plain rubbish and how can anyone find it funny after the first or second viewing? It is an insult to the intelligence of viewers.

**** Postcode above: 3094

Australia needs more intellectual stimuli, not less!!

**** Postcode above: 2640

I record programs for educational purposes and it takes additional time to edit the advertisements out.

**** Postcode above: 3199

Make SBS Commercial Free

**** Postcode above: 2914

SBS nationally and internationally gives such a significant and unique opportunity to the makers and viewers of its programs for exposure to the cultures of "other" cultures including the recent wonderful First Australians and plays an important role in decreasing prejudices. It would be great if these programs did reach an even larger part of the Australian population.

**** Postcode above: 2035

Advertising is intolerable especially during movies. Please desist and return our SBS to us.

**** Postcode above: 5072

bring back English football highlights

**** Postcode above: 3012

I no longer watch SBS as much as I used to, simply because of the ads which interrupt, in particular, the news, which I always relied on for a wider coverage than the ABC.

**** Postcode above: 2097

SBS is still my favourite channel but i really dont like the ads at all. SBS is a joy in life. I never watch the commercial channels. If there were more ads on SBS i would stop watching.

**** Postcode above: 2289

have SBS ad free!!

**** Postcode above: 0870

It is the advertising within, rather than between, programmes that is so intolerable. If they just had ads between programmes, and the govt. made up the revenue shortfall, that would be acceptable/tolerable.

**** Postcode above: 2075

Community service advertisements would be okay

**** Postcode above: 3764

don't mind advertisements for upcoming shows - in between shows - not during shows! No commercial advertising during programs.

**** Postcode above: 2291

It is amazing how SBS continues to bring us decent programs, despite (or maybe because of the funds generated) the advertising. Very off-putting I find.

**** Postcode above: 2350

Question 4: In the past I watched programs live. I now record them and watch later so that I can skip the ad breaks. But the ads are still very disruptive and unpleasant.

**** Postcode above: 7050

SBS has the best world news coverage

**** Postcode above: 5097

I would reluctantly support SBS broadcasting advertisements AT THE END of sporting programmes if the revenue so raised was used to buy broadcasting rights for sports events. I take this stance because I strongly believe that important sports should be viewed on 'free-to-air- television and because the commercial stations do the job so badly.

**** Postcode above: 2104

Most of my family and friends have drastically reduced our time watching SBS TV, because of the ads.

**** Postcode above: 2077

I understand that advertising is an important way of raising money, but I strongly object to programs being interrupted for this purpose. Keep advertising if necessary, but restrict them to between programs.

**** Postcode above: 2088

I am a published author and a UN simultaneous interpreter. I came to live in Australia 28 years ago. There are things I don't like about living here and things I think are wonderful. The main wonderful thing about Australia is SBS. I have been to almost all the countries of the world for UN and have never seen anything like SBS before in any other country. Australia should be very proud of its SBS and keep in commercial-FREE. It is an Australian icon and should not be tarnished by advertisements.

**** Postcode above: 2539

between programs is ok, but when a program gets interrupted we flick to another channel then if it is interesting forget to go back

**** Postcode above: 5016

SBS TV showed its respect for Gallipoli (the Turkish film) and First Australians by not butting in with ads. It seems that the rest of their programs are fair game.

**** Postcode above: 3225

I have returned to the ABC because of the adds

**** Postcode above: 2795

an ad-free SBS is the ideal.

**** Postcode above: 2037

yes yes yes to no ads on SBS

SBS and ABC are my contacts with the world - and to an opsimath aged 80 - they are both essential

**** Postcode above: 2047

It's unbelievable that SBS should go down the road of commercial TV. The Managing Director should be sacked and someone appointed who will have the broadcaster's interests and viewers interests at heart.

**** Postcode above: 3465

A bit less self-promotion by use of quasi-commercials would also be a good idea. Certainly programs should not be interrupted for this reason: it wouldn't be much use cutting out direct commercial adverts of the interrupting kind if they are replaced by self-promoting ones. Adherence to "natural breaks" between programs should be the policy if any advertising is to continue, but that is a fall-back position. I am not in favour of advertising beyond mentioning what the next program will be. If I want to know what's coming I can use the web to find out.

**** Postcode above: 5051

1. Bring back Mary

2. More football - less talk about football.

**** Postcode above: 5164

I cannot see how SBS can differentiate itself from a commercial channel when it is showing advertisements as it does as present. This was never it's charter.

**** Postcode above: 4870

This is one issue on which I would happily pay more taxes!

It would be worth it to me to know that advertising isn't compromising the standard or freedom of expression of SBS.

**** Postcode above: 5461

It's all very well for SBS to argue that they get increased revenue by running adverts. Don't they realise the government is likely to reduce their budget grant by a corresponding amount?

Also, if it's revenue they're after, how can they justify running promos for their own programs during these ad breaks. No revenue comes from these promos; they are just annoying.

**** Postcode above: 4074

I think they should stop putting their money into creating shows such as Top Gear - I don't understand how this show fits their charter at all!

**** Postcode above: 3121

If they must broadcast adds at least put them between not during programs

**** Postcode above: 2093

I don't mind ad breaks BETWEEN programs and understand this is necessary for SBS in their current funding climate. But with audiences not going up since they rebranded, the ads seem counter-productive. I would like SBS to be funded at a level where this was not necessary

**** Postcode above: 4169

I am so irritated by the ads I rarely watch - the 1st Australians was so different - no ads that I can remember. I'd love to hear more Spanish (I'm learning it) in prime time, but I'm aware there could be many languages others would like to hear/see.

**** Postcode above: 2535

We need commercial free non-biased TV!

**** Postcode above: 2761

SBS has some wonderful programs and it should revert to its position as a public broadcaster. The government needs to reverse the policy of the previous government which encouraged the commercialisation of SBS.

**** Postcode above: 2043

SBS could be a wonderful demonstration of celebrating our multiculturalism

**** Postcode above: 6026

I love SBS - have always loved it... but it is becoming more like a commercial station and there will be no reason to have it anymore if it goes that way...

**** Postcode above: 4551

95 % of what I watch on TV is ABC and SBS. Re: SBS: can handle subtitles (which are extremely well done by SBS); and welcome it bringing the world to me.

Hate the mid-program ads...

**** Postcode above: 4068

SBS TV needs to stay close to multilingual/multicultural programming

**** Postcode above: 3070

Limited ads between programs are OK. ABC should also show limited ads between programs (they already show ads for their own merchandise).

**** Postcode above: 3028

I hate adverts and dont watch commercial chanel for that reason. I watch ABC, SBS and Foxtel chanel that dont break up programs with adverts.

**** Postcode above: 5066

The issue is not just the ads, it is also the nature of the TV programs, which have drastically changed, becoming more vulgar and popularised aiming for the common denominator and a decidedly dumbed down young audience. SBS has left its cultural, not just its multicultural, identity behind.

**** Postcode above: 2037

advertising downgrades SBS to just another commercial channel! We do not need to be interrupted every so often with silly ads! We can have that with 'the other lot' which we never watch due to the ads!

**** Postcode above: 4884

Don't mind programmes in other languages as long as their are subtitles

**** Postcode above: 3529

I am willing to accept advertisements at the beginning or end of programs but hate interruptions in the middle.

**** Postcode above: 2614

Ban advertising from SBS - it always compromises ethics and quality in the end

**** Postcode above: 3551

TV commercials can be shown with consideration to the program that is being viewed.

**** Postcode above: 5172

The recent First Australians on SBS was a delight - no ads so no interruption to the excellent narrative present. I have given up watching my favourite SBS show, Inspector Rex, due to the ads - I now purchase the DVDs. I don't mind ads BETWEEN programs not DURING programs.

**** Postcode above: 3000

I value SBS providing me with access to programs which reflect cultural diversity and a window to the rest of the world, from whom we are so geographically isolated. Program content should reflect the diverse community we have in Australia, this helps promote understanding and harmony between all of us.

**** Postcode above: 2046

I loathe SBS advertising. With my tax payer funds already supporting it - you should listen to my request to get rid of ads on SBS.

**** Postcode above: 2026

Keep up the good work. SBS has gone downhill with the now infrequent good program littered with turds (aka ads).

**** Postcode above: 6163

I am most annoyed about the new ads. I grumble about politicians every time a program on SBS is interrupted by ads.

**** Postcode above: 6107

SBS gives an excellent service, but since commercial advertising began I feel it has lost a lot of its character as a public multicultural broadcaster.

**** Postcode above: 2041

We either use the mute button during commercial breaks, or record programmes for the same purpose.

**** Postcode above: 3095

Ads are disruptive to the programs and make watching painful.

**** Postcode above:

SBS provides a great service and it is diminished by carrying advertising.

**** Postcode above: 2041

SBS is a jewel, a wonderful glimpse at the world at my door. Thank you.

**** Postcode above: 3054

Briefly: advertising undermines the value system of SBS. Should be disseminating culture, not allowing money to pay for air time. Is SBS going to move in to advertorials next??

**** Postcode above: 6006

SBS provides the best comprehensive world news and world documentaries which my family of 5 watches every evening, without fail.

As well, as a student of the spanish language, I watch the Spanish News every morning to refresh my grammer,accent and knowledge of what is happening in the Spanish world.

**** Postcode above: 2250

I'd like less or no advertising

**** Postcode above: 4575

When I state that I watch more SBS it is because free to air Tv is so appalling that I will watch a better broadcaster despite the interruptions.

I believe there is a need for ads to help fund local productions but put them on between shows or at least every hour during movies. faithful watcher and bring back Mary!!!

**** Postcode above: 2600

Have commercial advertising between each programme instead of during the programme or where documentary items are short and not related in content.

**** Postcode above: 6163

Now that the ABC is becoming commercially oriented with their own adverts and promos, perhaps there is room for the SBS to be what both were originally designed as!

**** Postcode above: 6060

SBS 6pm news provides the best, comprehensive WORLD news of all the TV stations. I watch SBS News every night at 6pm without fail. I also watch their excellent international documentaries which provides an insight into world happenings and world views. I am also a student of the Spanish language, and listen each morning to the spanish news in order to keep my spanish vocabulary and accent refreshed.

My wife and I are great supporters of the ABC and SBS which provides us with most of out television watching.

Both SBS and the ABC Government funding should be upgraded.

TOP Gear is a program for hoons and is certainly not needed on the SBS.

**** Postcode above: 2250

The joy of SBS was that there was a high standard of non-interrupted viewing, now spoilt and reduced to the lowest common demoninator syndrome. Would listen to SBS radio if I could get signal

**** Postcode above: 2483

As I watch ABC a lot I find often good SBS programs coincide with good ABC ones (I can't have a DVD recorder with my old TV and am strictly an evening viewer. I really like foreign documentaries, films and other features such as opera performed overseas.

**** Postcode above: 2350

I believe SBS TV used to have much better programs than it has now, i.e. more challenging and therefore more interesting, stimulating and different from the main stream offerings. It used to be unique in the world and something I was always immensely proud of. Now it's obviously trying to be 'popular' [to please its advertising customers?]. I think it would be great [and affordable in such a rich country as ours] if the taxpayers could fund two good channels = ABC and SBS, so that the programming did not have to make any commercial compromises.

**** Postcode above: 6011

in between program ads are acceptable but not during programs

**** Postcode above: 5022

I would like to see more foreign films, documentaries, and some overseas opera productions from

Europe and the US (Metropolitan Opera, NY).

**** Postcode above: 2350

Advertising is unbelievably disruptive to viewing and lowers considerably the high standard enjoyed by SBS viewers. As an inclusive broadcaster, it is greatly disappointing that SBS is reduced to crass advertising to meet financial demands.

**** Postcode above: 7306

Increase international news updates and content

**** Postcode above: 4172

The content of the advertising on SBS seems to have become more like that on commercial channels ie more intrusive more frequent and the content less discerning hence I turn it off more often than before.

**** Postcode above: 2041

We only watch programmes on ABC and SBS (almost never commercial TV) but since the advent of commercials on SBS we have been extremely annoyed by the increasing number and crassness of SBS ads.

**** Postcode above: 4552

The encroachment of adverts into SBS TV introduces a discordant note into some good programs - rather like banging an empty dustbin in the middle of a Mozart symphony.

SBS should not have to ape the commercial free-to-air commercial channels in its struggle for funds.

Surely, there is room for a little culture on Austrlain TV - or is there?

**** Postcode above: 2095

getting rid of the ads - and bring Mary back!

It is an outrage that the ruling business classes insist on force-feeding us their tax-reducing propaganda.

**** Postcode above: 4270

Follow the German model and allow advertising before or after movies but not during. Ask for donations from the public. But take the commercials off - we used to love SBS and now watch it less than 1/3 of the time we used to.

**** Postcode above: 3928

I cannot see how breaking programs to insert commercials isn't a contravention of the charter, especially in the case of feature films which do not contain 'natural breaks' and are made to be viewed uninterrupted. SBS's forthcoming Stanley Kubrick series will no doubt contain "breaks" contravening Kubrick's express views that his work was not to be sold to television if it was to be changed in any way.

**** Postcode above: 2060

Bring back the REAL SBS! I miss it. Already the murky advertising dollar is compromising its integrity. AND I'm SO disappointed in all that talent that left.

**** Postcode above: 6160

I realise advertising helps keep the station going, but insert ads at the start/finish of programme - NOT several times throughout it.

**** Postcode above: 3450

The ad breaks are real pain and unfortunately the ABC is less of an alternative than it used to be with all those interminable promos between programmes.

**** Postcode above: 5069

As regards Question 4 - I and my family find the interruptions during a programme intolerable and an insult to the excellent programmes that we once enjoyed.

**** Postcode above: 3145

NO, JUST GET RID OF ALL COMMERCIALS. PERHAPS MORE FOREIGN TRAVELOGUES WITH SUBTILES

**** Postcode above: 2219

SBS is a very valuable asset to Australian media and broadcasting. It should absolutely free of commercials and funded appropriately so that it can function free of commercial interest and influence

**** Postcode above: 3184

I used to watch SBS on average two hours per night, since evening movies moved to a later timeslot, my viewing habits changed. Since ads started interrupting the programs I only watch approx 1 hr per week

**** Postcode above: 3105

It is most annoying to have programmes interrupted with ridiculous ads, also SBS represents the broad spectrum of Australian society so it is important to we all learn about each other.

**** Postcode above: 7113

I don't mind advertisements as such, it's just the timing, (at the beginning or end of programs is acceptable), interrupting the continuity of movies and drama programs, especially movies, is extremely annoying, even if movies and drama programs were the only ad. free programs, it would be better than at present.

At the moment my 7 9 & 10 watching is just about zero, thank heavens for the ABC, please give me back SBS movies and drama uninterrupted by commercials.

**** Postcode above: 2223

I am particularly annoyed at the mutilation of SBS World News. I used to watch both SBS News and ABC News because SBS gave me detailed information on developments in parts of the world the ABC didn't cover. I would then switch to the ABC for more detail on domestic news. This was possible because SBS news ended at 7pm. Now it is effectively the same news interspersed with more sport and advertisements stretched across an hour. I have simply stopped watching SBS News and rely solely on ABC News and other media outlets online.

**** Postcode above: 2042

SBS & ABC are virtually only Television I will watch, as most advertisements are banal and rarely objective. Sport is an exception, but radio commentary from ABC usually is used with tele sound off. Ads at end of programmes on SBS are tolerable, as long as not too many or sound level apparently raised! My very recently deceased wife felt the same way.

**** Postcode above: 3145

Apart from the 6:00pm news (which I now switch off when the ads.start) I never watch SBS live transmissions at all but rather record items of interest and play them back later. This way I can skip the ads. altogether.

**** Postcode above: 4878

Haven't answered 8 because prorammes are the important thing not the language.Less sport, esp the bloody never-ending bike race.

**** Postcode above: 4870

GET RID OF THOSE BLOODY ADS!!!!!!!!!!!!!!

**** Postcode above: 7310

seriously love the multi cultural aspects of S.B.S.annoying and disappointing that adverts continue to break up great programs

**** Postcode above: 6285

If it is necessary to have advertisements to fund SBS, is it possible to select appropriate advertisements, instead of tacky commercial ones??

**** Postcode above: 6162

SBS used to be the best, most innovative broadcaster, regardless of what language background you come from. It is so depressing to watch things like SBS news now, and see how much content is just pilfered from ABC in the USA. This typifies the lack of investment in SBS, and is such a loss for the Australian community in terms of having a diversity of perspectives broadcast in the media.

**** Postcode above: 3051

We only watch ABC or SBS TV - and firmly believe they should both be free of ads.

**** Postcode above: 2082

really hate advertising of forth coming programs-bad as commercials

**** Postcode above: 3401

quality of programs is the main concern

**** Postcode above: 3183

More Australian-made content, please! We have so many different cultures who'd like to contribute!

**** Postcode above: 3055

I want Mary Kostakidis back

**** Postcode above: 2538

SBS is a unique and much envied broadcaster - no other country in the world has a broadcaster with a similar charter, SBS management do not seem to understand that SBS does not need to compete with commercial channels, it is a leader in quality TV broadcasting and should behave as such. The more commercialised SBS becomes, the more bland & shallow its programming, the less inclined I am to watch it.

**** Postcode above: 7173

Since commercials have started there are more repeats of films & series than ever before; don't understand advertising was supposed to give more money for more new programs not less!

**** Postcode above: 2095

In terms of the 'viewability' of programs, advertisements are a damn nuisance

**** Postcode above: 3182

One of the most disappointing features arising from changes to SBS over the past two years has been the quality of the World News service, which is consistently deteriorating. Rather than mimic the format of commercial news, SBS ought to realise that its strength once derived from the fact that it provided a news service that was genuinely international in outlook and based on quality, independent journalism. I hope that the quality of this program and many others can be restored.

**** Postcode above: 3054

If SBS is primarily funded by public taxes it should not be allowed to seek advertisers. If it does, public money should be withdrawn so it has to compete with the other commercial TV stations.

**** Postcode above: 5158

IN between program advertising like the old days is tolerable. But i dislike during programs - it cheapens SBS.

**** Postcode above: 2006

Insight used to be a favourite but the add breaks are so obvious!! Much less quality interviewing than before. Other shows are also spoiled therefore not as avidly watched as before. Ask my children we only got a tv when SBS was locally available. I REALLY hate when one or two of the inserted ads are for forthcoming SBS shows, they can't be raising money, only destroying pleasure...we sbs-ers are quite capable of finding out what's worth running the risk of ads for . H.K.

**** Postcode above: 2289

There should be no increase in Government budget allocations to SBS unless it does stop interrupting programs with adverts,

**** Postcode above: 2300

I was hesitant when answering question 9, as I was not particularly unhappy when SBS ran advertisements outside programs--particularly as the production values of the ads themselves seemed higher than they do now. Now they are generally trashy, as if SBS is trying to be Channel 7. I couldn't believe it when I returned from a stay in Italy in 2006 to find that SBS had started the current ads regime; suddenly it was like being back with Italian TV, surely among the worst in the world for crassness.

**** Postcode above: 2041

I used to watch SBS very frequently before they started to interrupt their programs with ads. I even watched the ads between programs. These days, I start to watch a program until the first interruption with ads occurs and then switch off, because I absolutely resent having good programs and movies interrupted by advertisements and find that they're not worth watching under those conditions. SBS has pretty much lost our household as viewers since they started to interrupt programs with ads, despite two of us being of NESB - we used to really enjoy watching SBS before, but virtually never watch it now. I doubt that SBS has gained any viewers by introducing interruptions of programs with ads and it certainly has lost many due to this.

**** Postcode above: 0870

Since the introduction of commercials during programs we have almost ceased to watch SBS. Enjoyed the First Australians series because there were no ads.

**** Postcode above: 6171

I tend to tape what I want to watch, so that I can skip the ads

**** Postcode above: 3070

I have difficulty viewing SBS in my area but if it were better I would watch more frequently. However, I do not like the present commercial advertising. Advertising better I would

**** Postcode above: 2024

Good luck - don't go the way of the ABC.

**** Postcode above: 2620

I particularly object to ads about cars and their performance. Such competitive consumerism does not sit well with SBS programs and interests

**** Postcode above: 2041

I believe that overall quality has fallen on SBS over the past year or so. This would indicate to me a lack of funding. As a taxpayer, I am happy to pay to support SBS and the ABC. It saddens me to say the deterioration in quality, and I must say that I don't watch SBS anywhere near as much as I used to. Firstly, because of the quality, and secondly, because of the bloody ads.

Finally, BRING MARY BACK!!!!!!!!!!!!!!

**** Postcode above: 4551

The naked piano players are very annoying

**** Postcode above: 2203

It is absurd to have reruns of shows like "Inspector Rex" with commercials at 7.30 p.m. The show has been on for years and must be into its 4th (or more) rerun. Why would I want to watch a show which I have seen three times without commercials yet again WITH commercials?

I understand SBS spends (relatively speaking) a lot of money on the English show

about high speed cars. It doesn't appeal to me personally. I'm sure many others enjoy it. However the money spent on this program might more usefully spent purchasing a number of other TV shows which will have enduring interest.

Generally I am happy with the content of SBS. Not the commercials.

An exception is the never ending supply of programs about Hitler, the SS, Hitler's henchman etc. Who can possibly be interested? What else is there to say? If the idea is to educate younger people about the atrocities that occurred in W W II, this is not the way to do it. I'm sure they aren't watching. Neither am I. I have been familiar with these events all of my life. A constant supply every week (it seems) does nothing to enlighten me. Are such programs free to SBS. Personally I think the frequency is counterproductive.

And no, I am not anti-semitic.

**** Postcode above: 6103

SBS is a national treasure

**** Postcode above: 2603

If advertisements cannot be completely stopped they should be screened between programmes only.

**** Postcode above: 5152

I usually watch Iron Chef to the first commercial these days, and then I flick over to the ABC and don't come back, because as yet they still don't have commercials.

**** Postcode above: 2229

I only watch SBS occasionally now, no matter how promising the programming. We pay for it indirectly through tax or we pay for it indirectly through the market. Advertising provides no advantage & alienates people like me unnecessarily. Dopey.

**** Postcode above: 5016

the quality of the ads - just crap ... at least, previously (in the 'unbroken program days) the ads were not high st crao.

**** Postcode above: 2010

I think it is unrealistic to expect SBS to have no broadcasting advertisements. This is

not a reality in current television survival, but in between programs instead of breaking them up is a good compromise. I would also like to add that the ads were meant to be where there is a natural break in the program, this is so subjective and is not in my opinion well executed.

**** Postcode above: 2049

A pox on marketing and advertising models and revenue streams and customer service delivery monetising Enough crap - put my taxes to work to have at the very least one quality public broadcaster! Stop the dumbing down of ozztraya..

**** Postcode above: 3182

I have stopped watching films on SBS because of their ad breaks. SBS claims that viewers want breaks - this is rubbish.

**** Postcode above: 4870

can advertise in between programs as previously

**** Postcode above: 3088

Breaking complex programming for cheap-feeling, shouty consumer goods advertising destroys the experience of watching them. Major "turn off the TV, do something else" factor.

**** Postcode above: 3146

I have subscribed to QUICKFLIX who send me DVD's of my choice. I did this simply because I could not tolerate the interruptions and inability to get involved which spoils good SBS programs. It costs me dollars to enjoy QUICKFLIX DVD's which I would gladly pay SBS. Why not ask viewers to subscribe and avoid the advertising?

**** Postcode above: 2110

It is so frustrating when one is watching for instance INSIGHT and Jenny Brockie has to break the continuity of the programme to go to an advertising break, or when George Negus has to go to an advertsing break before he goes to his next interview. I'm sure these breaks reduce the time allowed for each interview. As for the prime-time news bulletins, the current news readers generally are good but I no longer watch the 6.30 news because of the advertising breaks since we lost Mary.

**** Postcode above: 3072

They should have ad breaks before a program or after, but NEVER during. Have all the ads in one block or two.

**** Postcode above: 3928

I dont watch any of the commercial and sbs has become ome of these. I am watching less of sbs.

**** Postcode above: 5343

It was almost tolerable when ads were between shows only.

**** Postcode above: 3012

I would prefer no ads, but if SBS MUST have ads, I would prefer them to be at the end of a program. And no more than the 4 at a time as is now.

**** Postcode above: 4032

The interruption of programs with adverts is a travesty of the culture and experience of watching sbs.

**** Postcode above: 6162

I believe advertising on SBS is a gross breach of its charter and I would like to see the management that support it replaced. Generous funding of public broadcasting is an essential cultural and educational investment.

**** Postcode above: 4570

the advertising of commercial material seems to exceed the Charter's stated 5 minutes per hour, and interrupts viewing in a maddening way - one might almost be watching Channel 9!

**** Postcode above: 3127

Th station really has gone down hill over the last few years.

**** Postcode above: 2206

I definitely watch less SBS since it began advertising and especially since the changes to the World News. I would strongly urge SBS to return the World News to a half hour format and stop advertising during programs.

**** Postcode above: 2131

what's the deal with all the financial updates? Boo.

**** Postcode above: 2282

SBS does not have the same commitment to a multicultural program as it once did. It still retains quality programming - but the advertising detracts from its autonomy. Once the broadcaster becomes reliant on advertising this will inevitably mean less independence.

**** Postcode above: 3136

The wrong man was appointed to run the SBS, in my opinion. The deterioration in standards is appalling since he took over and it was shocking that Mary K had to leave in the manner she did. She appeared to have been hounded out of the job.

**** Postcode above: 3156

SBS was once an extraordinary broadcaster, an educator as well as an entertainer. It has been vastly reduced by stunted vision. Advertising of itself is not the problem, but ads within programmes are a problem.

**** Postcode above: 3121

Being a person without a second language, from the start of SBS broadcasts I have enjoyed programs in other than English and have no problem with subtitles as long as the letter colouring is clear. But with Ad breaks I just give up and switch off.

**** Postcode above: 2549

I've said "no" to question 9 only because the alternative is unrealistic and the priority is to get rid of ads during programs. Not sure about question 8 - there should be more LOTE programs

**** Postcode above: 6236

Ads used not to interrupt programmes. They are now throughout the programmes. The former was more acceptable but ads should not be allowed on a government TV service.

**** Postcode above: 2482

Interrupting films or documentaries with advertisements that I am not interested in and which interrupt something I am interested in and have chosen to watch,

annoys me exceedingly. I do not choose to watch the ads. They are forced upon me. I do choose to watch specific programmes and I object to having commercial intrusions into my viewing. It would be similar to having a gourmet meal interrupted by being forced to eat aMM..Get it?

**** Postcode above: 5154

Since the introduction of mid-program ads, my watching of SBS has changed from nightly to occasionally. I find myself waiting for the DVD release of some series rather than watch it with the ads.

I don't mind ads between programs, but the mid-program ads are very off putting.

**** Postcode above: 2612

Advertising during programs destroys continuity.

Between programs is acceptable

**** Postcode above: 3216

If SBS has strayed at all from its charter, I suspect that this happened before the ads were introduced and were more to do with who was in charge, and possible government interference. Of course, we would like for there not to be ads - but the only way out of this is increased government funding - maybe we should revert to the old TV licence thing.

**** Postcode above: 3095

Can tolerate ads BETWEEN programs, provided they don't yell at us [Harvey Norman-type] are a bit artistic and aren't repeated ad nauseam.

**** Postcode above: 6020

As indicated, my viewing of SBS has been drastically reduced. I HATE COMMERCIALS! If SBS wants me as a regular viewer (do they care?), they will eradicate these annoying advertisements. In my view, there is no such thing as a 'natural break'. Either a program is complete, or it is incomplete. Would SBS interrupt a Beethoven symphony with commercials, simply because there was a 'natural break' in the composition? Well, yes - I rather think they would!

**** Postcode above: 6210

Promotions for SBS own programs are acceptable if Clever or Witty, Short and

above all Quiet. The commercial tv styles of the current ads are entirely a nuisance and induce the Off button

**** Postcode above: 5082

Advertising of any type compromises the specialness of SBS. The loud, hard-sell advertisements for products such as the pedicure 'egg' are particularly offensive. They detract from the dignity of SBS and encourage consumerism when we need to be discouraging it, for the sake of the environment and Australians' financial health.

**** Postcode above: 3198

Fund SBS (and ABC!) adequately.

**** Postcode above: 3163

SBS is not the station it was and I find it too commercial to enjoy viewing as I did formerly.

**** Postcode above: 3146

Get rid of the watermark

**** Postcode above: 2420

Question 9) I don't mind the advertisements for future SBS programming, just the blatantly commercial ones.

**** Postcode above: 2224

Why has SBS had to resort to additional funding.

**** Postcode above: 2144

PLEASE PLEASE can you provide READABLE sub titles and stop ads at LEAST in the middle of programs esp the NEWS

**** Postcode above: 3070

SBS seems to be interrupting programs with more and more ads, the viewing experience has been wrecked.

**** Postcode above: 2469

Congratulations! Finally we have female news readers who can pronounce the

English language.

**** Postcode above: 4556

With corporate advertisers influence, it is not possible to have honest public discussion of critical issues. a broadcaster has to be mindful of income from these influential marketing clients.

**** Postcode above: 7250

I would love the programs like the Italian or Spanish or any of the news programs to be subtitled so i can follow what is going on.

**** Postcode above: 5016

Ads are OK between programmes

**** Postcode above: 4352

I have never had an issue with ads before and after programmes. I hate them during films. Not what the filmmaker intended.

I feel that the emphasis towards english speaking flms etc and a chase for ratings have alienated people interested in a more diverse choice of programmes. A greater number of Non english shows are relagated to a later time slot which is annoying. I feel that the ratings prove that this change has not resulted in greater viewers.

**** Postcode above: 3032

Save us from endless repetitive adds

**** Postcode above: 4160

Having just returned from travelling US and UK, I was appalled at the awful TV available there and the HUGE amount of advertising. I have been so looking forward to watching again our great ABC and SBS, but am now constantly appalled at the advertising interruptions to many of my favourite SBS programs. Please - While I recognise some advertising may be necessary - keep them grouped at the beginning and end of the program, do not interupt the show!

**** Postcode above: 3130

I valued SBS as an important link to other cultures and the world apart from Australian news and content. I am disappointed about the inclusion of mindless

advertising and switch channels when they come on. I appreciate community announcements. I have been an SBS viewer and listener since its inception and believe it can be an invaluable resource for our multicultural population minus the ads.

**** Postcode above: 2108

We believe you are losing many viewers, certainly the people we are speaking to are very disappointed in the new look SBS.

**** Postcode above: 2031

SBS is being seduced from its charter by its demographic of highly educated, high earners. They can follow the ABC into online material and charge for some of that to provide funds to support government funding. The Howard Government did not believe in the SBS Charter and appointed Directors to the Board who appointed GM to support funding other than Government funding. Now SBS has to queue up with every other body to try to get funding from the Rudd Government. Why can't SBS be creative in finding funding in the new media???

**** Postcode above: 2607

It is not only the annoyance factor of the commercials, there is always the fear that the more it becomes indistinguishable from a commercial channel its own independence can be questioned.

**** Postcode above: 2119

Pursuit of commercial sponsorship inevitably focuses programs towards those best able to attract and keep the sponsors rather than those true to the charter.

**** Postcode above: 5051

We are staying in France at the moment where ads are restricted to certain times and must be clearly labelled "publicity" before showing. The French news we watch is ad-free. When in Sydney, we have largely stopped watching SBS - we never watch the news now.

**** Postcode above: 2088

What happened to the legal advice the Rudd Gov't asked SBS to produce regarding the legality of its current advertising? The current advertising is grossly disruptive, detracts from SBS's credibility as a genuine provider of authentic public broadcasting, and on many occasions the intrusion of the advertisements have made

me switch off the station.

Thanks for organising a protest.

**** Postcode above: 4878

Since SBS started advertising I have watched much less SBS, and where I do watch it I tend to 'tape' it and watch it later; fast forwarding thru. the ads.

The ads are very annoying:

- 1. The ads are frequently trailers for the next program, or for soon-to-be-aired' programs.*
- 2. The ads are far less subtle than they used to be - now too commercial.*
- 3. Ads embedded in the program are awful.*
- 4. Why come back to a program for the last 10 seconds after an ad break Silvio for example*

get rid of the ads!

**** Postcode above: 6019

SBS has destroyed the viewing pleasure of programs with atmosphere. One minute you are on a ferry from Copenhagen to Malmo, the next you are having a treatment for erectile dysfunction shouted at you.

**** Postcode above: 6008

As long as the ads are at the beginning or end of a program it doesnt spoil the viewing too much. If the program is longer than an hour it would be appropriate to haev another ad break half through for example a movie.

**** Postcode above: 5035

I can cope if ads are only at the beginning and end of programs as it is a useful tool to advertise programs and merchandise that is available Save our SBS

**** Postcode above: 4869

Television and radion can be powerful educational tools for the people. If the government invested more in SBS, increasing foreign programs such as

investigative journalism, news and current affairs as well as multicultural art- films, music etc.. We would be a wealthier country. Strengthen our community through SBS!!

**** Postcode above: 3078

Putting ads on SBS TV is all part of a general market-driven dumbing-down of media in Australia. Where once we had two public broadcasters to be proud of, now we just watch them because the commercial alternative is too awful, and always has been.

**** Postcode above: 2444

Advertising has totally destroyed SBS and turned it into another commercial channel. We used to love SBS, but don't bother with it anymore due to the ads.

**** Postcode above: 2611

SBS is unique in the global world of television. I know of no other nation which broadcasts so many programs both TV and radfio with a multicultural basis. It is also cutting edge in terms of contemporay views on the arts and culture, has wonderful challenging documentries and investigative programs that help to educate and inform Australians. It's youth programs and Indigenous programs are unrivalled. SBS should be proudly and generously supported!!!

**** Postcode above: 4552

The reason I began watching SBS and ABC TV was because they didn't have advertisements. I loathe having my viewing interrupted with commercials. There is very little choice for people not interested in the commercial networks. Please don't take away what little choice there is!! I am sure SBS will be rewarded with many people returning to the fold.

**** Postcode above: 2612

just not in the middle of the programs!!!

**** Postcode above: 2042

SBS needs to remain and stand for multi-culturalism and non commercialism. SBS for me shows leadership in promoting global thinking and community mindedness. NO ADS ON SBS!

**** Postcode above: 2300

The advertisements featured on SBS, and the persistence of program intrusions, are an appalling insult to the very viewers SBS wishes to attract.

**** Postcode above: 3135

I used to watch SBS a lot before it had ads, now I hardly watch it all. So I really don't watch TV at all.

**** Postcode above: 2064

Love SBS and avid supporter of multiculturalism in Australia. Am also very disappointed in the change in format for the SBS news broadcasts, and believe the quality of news presenters has declined to some extent.

**** Postcode above: 4871

Please keep SBS free from commercial breaks. thank you

**** Postcode above: 2204

Too many reruns on SBS, ie Bob Dylan, Stanley Kubrick coming up again this week, all very worthy but we've seen it all before, and not very long ago either. However, if it's that or more Scandinavian sleuths, then leave it as it is. Thanks!

**** Postcode above: 7004

I continue to watch despite the ads, but they are a shocking interruption. Public broadcasters should not have any advertising or sponsorship.

**** Postcode above: 2780

Their programming doesn't seem to be as good varied as it used to be.

**** Postcode above:

I do change channels when the adds come on and that has meant much less SBS watching of late. A pity!

**** Postcode above: 2040

Please bring back our old SBS! The ads are truly awful.

**** Postcode above: 2291

SBS and the ABC are our preferred Television viewing chanel. The advent of

commercial advertising on SBS and the proliferation of promotions on the ABC are unjustifiable and to be deplored.

**** Postcode above: 2780

preferably no ads at all.

Any ads must be between programmes. Programme interruptions are horrible.

**** Postcode above: 6285

Bring back your short, pithy 6.30pm news bulletin, that complemented the ABC's 7pm news beautifully (followed by sport 7-7.30 for those that need it!)

**** Postcode above: 2065

Our preference would be no ads at all. However we can live with the ads between programs (as per the ABC model & previously on SBS).

**** Postcode above: 2904

SBS is the best channel we've got for ordinary English speaking viewers - the most objective and comprehensive news, the only channel with a selection of quality music, drama, and well produced current affairs shows. There should be no interruption nor influence from advertising.

**** Postcode above: 4350

The introduction of advertisements and the hour long 6.30 news program with male and female presenters has all compounded to make SBS just another commercial station and we move over to the ABC almost completely to be free of the above changes.

**** Postcode above: 2000

Ads on SBS has definitely made this channel less attractive to me. I watch it far less now than I used to. I would like to see more multicultural programs - consistent to its charter.

**** Postcode above: 2535

Interrupting news broadcasts with ads is particularly bizarre.

**** Postcode above: 5019

Sponsorships as it was at the beginning are okay in my opinion. No adverts during movies. Get rid of the 'now and next' graphics which often overwrite and obscure subtitles for LOTE programs.

**** Postcode above: 4552

I wtill watch it but am annoyed by the Ads

**** Postcode above: 2251

SBS used to be a very good public broadcaster. It led the world in the idea of multicultural and ethnic broadcasting. Since it was commercialised, it is now a cheap commercial look-a-like. It is one of the most 'unwatchable' public broadcasters I've ever seen. The commercial break interruptions have caused SBS to loose a sense of what is good broadcasting presentation and sub-standard, tabloid type, TV. I don't care if revenue from advertising funds more programs when the standard of overall viewing becomes annoying and virtually unwatchable. Please fund SBS properly and ban the ads by legislation!

**** Postcode above: 3141

between programmes is bareable if more funding is needed for better programmes

**** Postcode above: 2290

I have written a long letter to SBS when the ads first started interrupting programs - received a long and detailed reply, which didn't accept my points at all.

**** Postcode above: 3148

SBS news in particular is becoming a lot more commercial looking and sounding. A great pity.

**** Postcode above: 3352

if unavoidable, let's have slightly fewer programs but no ads.

**** Postcode above: 6018

hate the prostate ad!! we change channels as soon as it comes on.

**** Postcode above: 2024

It would be so great to have commercial free TV!

**** Postcode above: 2290

SBS is becoming more like the commercial stations than before. The ABC and SBS were the only alternatives to the 'dumbed down' commercial stations. We are more intelligent than that. The alternative is to read and forget TV which is a pity as one learns 90% through visual means.

**** Postcode above: 5062

I appreciate access to foreign language films and documentaries

**** Postcode above: 3183

I stopped watching the 6.30 news because 1 hour is too long, there are too many adds and repetitions. I wait for the 9.30 news if I can or listen to the radio. Half an hour with one news reader is sufficient.

**** Postcode above: 4556

It is a betrayal of the role of the public broadcaster to push unwanted advertisements; I stopped cable because of it and I now view a great deal less SBS because of the same reason. Get rid of it !!!!

**** Postcode above: 3156

The government has a duty to support SBS to prevent it from becoming corrupted by commercial influences. SBS is a fantastic part of Australian media culture and must be fully supported by the government.

**** Postcode above: 2259

Advertisements destroy the continuity of the programs and make many unwatchable.

**** Postcode above: 4884

I sometimes really want to watch a program on SBS and think I'll put up with the ads but when the first lot come on I get annoyed and stop watching. If nothing is on ABC I turn the TV off.

**** Postcode above: 2539

We have a democracy yet very few truly independent voices. SBS must not be compromised by commercial interests. SBS should be respected as the national

treasure it is.

**** Postcode above: 3206

I intentionally boycott any products advertised on SBS and encourage friends to do the same. SBS is one of the very very few decent tv channels in the world and a national asset.

**** Postcode above: 6230

My impression is that SBS is less faithful to its Charter with advertising as it moves into the commercial TV realm which is already dominant in Australian society and represents in many ways a 'low common denominator'. SBS needs to reflect diversity, it also needs to be different, individual, not beholden to commercial (advertising) interests, fill a unique role.

**** Postcode above: 2600

Import for the improvement in the fabric of Australian life particularly in the quality of our treatment of each other.

**** Postcode above: 2070

Ads in between programmes is OK as we can ignore them

**** Postcode above: 2612

SBS is an excellent public broadcaster, particularly in current affairs and news. It should be freed of the commercial pressure from advertisers.

**** Postcode above: 2614

I used to love the great variety of programs SBS use to broadcast, but now it turned into another commercial Channel with boring repeating programs. Very sad!!!

**** Postcode above: 6056

The credibility of SBS programmes has been diminished by the inanity of commercial breaks. Worthy and interesting programmes are damaged by advertising during the programme. When they come on I switch to ABC or give up watching TV. It was so wonderful to see "The First Australians" without advertising - I dreamt I was back in time when SBS was a true public broadcaster....AAHHH

**** Postcode above: 4216

The worst of all is ads during news and documentaries

**** Postcode above:

I implore you to return SBS to its original form - no advertisements and more ethnic and cultural input.

**** Postcode above: 2108

Availability of media in languages other than English is an important equity issue. Further, Australians of all backgrounds need a rich source of news, documentary, soapies and films from our own non-English communities and from countries other than English-speaking ones. What is true for our physical health is true for our cultural health: we need a well-balanced diet.

**** Postcode above: 2506

I will still watch SBS regardless of whether there are ads, but my enjoyment is reduced and this takes the station into the commercial realm. It was such a pleasure not to have 'The First Australians' interrupted by ads.

**** Postcode above: 5173

I watch SBS less now than before, because although the content is still good, commercial breaks annoy me. I seldom watch commercial stations.

**** Postcode above: 3199

Community advertising and educational advertisements used not too frequently are useful. Advertisements that promote companies, corporations & commercial products should be banned.

**** Postcode above: 2046

In an ideal world, I would like no ads on SBS, but realistically I can understand that ads can be a way to help finance SBS. However, for SBS to retain its quality, those ads should be broadcasted only between programs. In particular, the broadcasting of ads during films is a big issue for me, and as a consequence I don't watch films on SBS any more. I either rent videos or go to the cinema.

**** Postcode above: 5034

I basically have stopped watching SBS because I don't like ads. I don't watch commercial TV, and nor do I read ads in Newspapers. So they are a real turn-off for

me.

**** Postcode above: 2606

SBS is becoming a great tragedy. The news is catastrophic in my view.

**** Postcode above: 2039

*plenty of rubbish on the other free to air channels catering to the greater public.
Please provide su with more intelligent alternatives adn foreign programs and
movies in LOTE*

**** Postcode above: 2041

*There are too many repeat shows on SBS. There is no need to employ expensive
"stars" (e.g. George Negus), new talents should be given the opportunities.*

**** Postcode above: 2068

Ads between programs are fine and help their purse to buy better programs.

**** Postcode above: 6107

I am appalled at the amount of advertising of cars. No regard for the planet!

**** Postcode above: 2611

I have no problem with advertising in between programmms.

**** Postcode above: 2533

*I tape SBS programs now so I can fast forward through the ads but it still disrups the
flow of the programme. I also feel that once advertising is allowed the integrity of
programming is threatened. This is very important to me.*

**** Postcode above: 2290

*Not happy abouti ncrease in populist/commercial programs like Top Gear,Rock wiz.
More and more like ABC Would like return to more international
documentaries.travel even if in English*

**** Postcode above: 2305

*If it's a public broadcaster and it MUST have ads, then put them in-between but not
during programs. And this "natural break" thing is a joke - they're on at exactly the*

same time as the commercial channels air their ads. So I pretty much don't watch SBS anymore - or I just record the program and fast forward through the ads.

**** Postcode above: 5066

ABC AND SBS are the only channels I ever watch as they treat me as an adult

**** Postcode above: 5068

I really love SBS and think they do a great job. I hate ads though and would really like SBS to be in a financial position whereby ads were unnecessary.

**** Postcode above: 2617

A program like Top Gear is somewhat not worthy of SBS; more suited to commercial television. We are missing "Masterpiece" very much.

**** Postcode above: 2031

From time to time, I am undecided about which program to watch. My choice of channel used to be generally limited to SBS or ABC, as I am severely irritated by continual interruptions to programs after they have started. (I don't mind so much ad breaks between programs) Now SBS takes its chances with the commercial channels.

**** Postcode above: 2295

I would like to see more interesting documentaries about art, literature, music and world events in prime time - also international films in prime time not late at night

**** Postcode above: 2021

Why did SBS change apart from the money angle? There are plenty of commercial channels so SBS should stick to what it does best - providing quality television and news.

**** Postcode above: 2088

As a compromise advertising could be saved until the end of each program and then the viewer has the choice of watching or not.

**** Postcode above: 2540

I loath the SBS advertising interruptions, thus I record all the SBS programmes which I want to watch, and then edit out the advertising intrusions. By doing that my

family and I can watch advertising free SBS TV programmes. However, I should not have to do that. The Government should be fully funding the SBS, a Government owned broadcaster

**** Postcode above: 2296

why not have advertisements during sport coverages but as for movies or documentaries - NO!

**** Postcode above: 2518

I used to watch sbs religiously (news, at least one prime time show, and always the previous 10pm movie), but I just can't stand the ads interrupting the shows - ESPECIALLY the movies. The beauty of foreign language films is to immerse oneself in them. It really disturbs my viewing to watch ads, and actually makes me angry. I was able to cope with the ads between programs, as I would get up and do something else, but I still prefer not to have them at all. Due to the ads, I am now out of the habit of automatically switching on sbs so I tend not to watch it much at all now. Also - when channel surfing, if I see ads on sbs I flick past the channel. This prevents me from stumbling across good programs in an opportunistic manner, as I used to. Please stop the ads - at the very least, put them back to being between shows. Let's face it. People who watch sbs are less likely watch ads, so get rid of them before they get rid of us. Thank you.

**** Postcode above: 2141

the ads still shock me - I cannot believe that SBS has gone down this road - take them OFF !

**** Postcode above: 5201

SBS is unique in the world. It is my favourite TV station. KEEP IT GOING

**** Postcode above: 2428

I support totally the fact SBS should be independant and advertising (commercially) free

**** Postcode above: 2131

If SBS is reliant on advertisements to continue, then ads at the end of the program is the only way it should be

**** Postcode above: 4870

Yes, get rid of the endless soccer; and by "more lotE programmes" I mean them to have sub-titles. Almost none of us is multi-lingual, let us see what the world is seeing, but with English subtitles so that the mono and bi lingual will know what is going on.

**** Postcode above: 3013

Get ads off as soon as possible and increase funding

**** Postcode above: 2780

SBS has a graet program mix. Better than the ABC. Dont stuff it

Thanks

Trevor

**** Postcode above: 3182

All forms of advertising compromise the SBS Charter and the network's independence as an unaligned public broadcaster.

**** Postcode above: 2016

Good job. I personally detest advertising and this is a great initiative.

**** Postcode above: 2088

It is a ridiculous situation that our Labor government is stealing equivalent funds to the receipts from advertiing from the Australian tax payers to fund what is supposed to be a public service.

**** Postcode above: 3016

ANY DECENT DOCUMENTARY OR PROGRAM INTERRUPTED BY AN AD IS A VIOLATION OF OUR VERY SENSE. IT IS A FORCED REPEATED AND CONTINUES RAPE OF OUR WILL AND IMAGINATION. IT IS NOT A CHOICE. IN A LONG RUN IT STRIPS THE COLLECTIVE OF ITS TRUE CONSCIOUSNESS.

**** Postcode above: 2040

Save money by cancelling Top Gear Australia!

**** Postcode above: 3188

The degradation of the SBS charter as a public broadcaster through the use of advertisements makes SBS much less attractive to watch and positions it as a poor cousin of the commercial broadcasters rather than a 'one of a kind' public broadcaster we can be proud of!

**** Postcode above: 3182

Advertising between programs, particularly of social/community nature, is quite ok. Commercial advertising during programs is no.

**** Postcode above: 2088

Ads OK before or after programmes but not during.

**** Postcode above: 2093

I would prefer no commercials but I would accept advertisements at the end of programmes as we had previously.

**** Postcode above: 2850

Some ads that do NOT influence editorial or disrupt a program at all, may be ok after all the movies for which we pay to see at cinemas include such ads.

**** Postcode above: 3065

If there are to be ads, please revert to the previous system where they were shown together at the end of a programme, not interrupting it.

**** Postcode above: 5063

It all costs but we have enough commercial stations so PLEASE, few ads on SBS!

**** Postcode above: 2850

Adds spoil tv viewing...Australia sould take the UK BBC as a model

**** Postcode above: 2320

Keep up the good work but get rid of advertisements

**** Postcode above: 3166

More foreign language progs. would be good during prime time

**** Postcode above: 3193

SBS should advertise only its own products or programs. Please no more cars, or hair treatments or Harvey Norman buy now, pay later (with interest) advertisements.

**** Postcode above: 2462

The balance was fine before. Ads in between programmes is an acceptable compromise because the fact is government especially in this climate is not going to fully fund SBS.

**** Postcode above: 2039

Bring back Mary Kostakidis!

**** Postcode above: 5031

I can tolerate ads at the end of a program - some ads are interesting, but interrupting a program (badly) is highly irritating, and tends to put me off watching some of the programs.

As I am English-speaking I would love more sub-titles on some of the programs.

Some news programs, particularly in the morning, would attract my interest if I understood what was going on.

**** Postcode above: 2086

To allow or encourage advertising means that advertisers directly and indirectly influence broadcast content, effectively homogenizing not only the content shown on SBS, but making SBS the same as the commercial stations. SBS now typically seems to show more 'white-bread' and less curious, colourful, broad-ranging, inclusive and challenging programmes than a few years ago. If I wanted to watch programmes that advertisers feels 'comfortable' with, I'd turn on 7, 9 or 10. With SBS and ABC becoming increasingly commercially bent, there is little to be seen or learned from either of these once great stations that has not been first manipulated or even corrupted by business and political mode du jour.

Of particular interest to myself is that noticeable lack of queer content on TV. As we make up around 10% of the population (at least), it is concerning that TV. shows GLBT content of a positive nature barely at all. It is time to put positive queer content into programming at all time slots, not merely in the middle of the night or

once in a blue moon in the evening.

Finally, SBS doesn't seem to release it's programming schedule to be picked up by units at home: That is, I can usually see what programmes are available to be watched on my TV for ABC, 7,9,10, but not often for SBS. This makes it difficult to plan ahead to record programmes that may be of interest to me, but which are played in the middle of the night - as most queer content seems to be, as well as most LOTE films.

**** Postcode above: 6052

We really value the 6.30 news, keep up the alternative view of the world news.

More movies and culture from non USA sources please!

**** Postcode above: 2480

advertising for government funded things like the red cross blood service or organ donation should be allowed

**** Postcode above: 3148

SBS seems to be turning into just another commercial TV channel albeit with fewer ads but even this seems to be changing: there seem to be more ads and they are increasingly of the crass 'in your face' nature' generally found on the other commercial networks.

**** Postcode above:

SBS is a wonderful community media outlet. Let's stop it being degraded inch by inch through commercialisation. Please let's stop that.

**** Postcode above: 4066

Advertising is a disgraceful invasion into entertainment....we should not have to be subjected to such from a 'Public Broadcaster'.

**** Postcode above: 2428

We are being conditioned to ads! SBS gave in too easily to ads.

**** Postcode above: 2506

TV is generally VERY poor SBS should strive to do better and the Gov should

increase funding. Commercial stations care only about advertising income not quality

**** Postcode above: 5063

Thank you for the opportunity to contribute.

**** Postcode above: 2650

I stopped watching SBS regularly when advts commenced (I seldom watch 7 9 and 10 for this reason); on the other hand, I think public service announcements are advts also, and stn mgt needs an edge on which to practise independence and influence; so it's a matter of degree. Hence the NO for question 9 above.

**** Postcode above: 6076

Let's fight to retain the value of an uninterrupted broadcaster that does not have to water down content to suit the demands of advertisers. It is unique and we should maintain it.

**** Postcode above: 6101

i'd be happy to pay a licence fee (as per the uk) to cover it and the ABC's funding.

**** Postcode above: 2205

Advertisements might occasionally be justified BUT in a place which does not interrupt the thread of the main presentation

**** Postcode above: 3460

One example where, I think, that SBS has become more commercial is in the area of news. Many CNN stories of little, if any, relevance to Australia, are automatically reticulated to SBS taking time away from more critical and analytical reporting of important world and Australian events. I would like to see SBS taking its news from more varied sources (Al Jazeera perhaps?) and providing much more analytical and critical content.

**** Postcode above: 6019

I hardly ever watch SBS now because of the ads (only the news occasionally) its no different from the commercial chanel which I never watch at all.

**** Postcode above: 4567

Unfortunately you haven't given an option for advertising... I can handle adds at the end of a program because it doesn't interfere with the content but in the middle is inappropriate. Mind you no adds would be even better!

**** Postcode above: 6008

I love SBS hate the adds. I don't want to stop watching but I will if it keeps up. I have already stopped watching all other stations except ABC and SBS..

**** Postcode above: 4210

It is my belief that acceptance of any advertisements whether during or between programs, will inevitably effect the honest balance of news coverage when issues affecting that advertiser arise. Likewise, advertisers will inevitably influence the choices of program being shown as entertainment, to better suit their marketplace/s

**** Postcode above: 2448

When commissioning programs please assume the audience is reasonably intelligent. Please don't cater to the lowest common denominator

**** Postcode above: 2046

I think that limited advertising on SBS is O.K. However it should receive enough funding so it does not need to rely on advertising. In this way it can better provide for other than English Language programming. Commercial popularity should not be a factor in the programming at SBS.

**** Postcode above: 2577

Advertisements on SBS are a major irritant, please remove them!

**** Postcode above: 5163

Q9 is probably not possible, but something to be aimed for in the best interest of a buoyant democracy

**** Postcode above: 4559

Advertising and marketing had caused a lot of damage to the community, it has to stop or change.

**** Postcode above: 2777

I would prefer no ads and if there are ads for them to be between shows only. I

would prefer a few ads to no SBS at all.

**** Postcode above: 3078

There has been no improvement in the SBS quality of programs since the introduction of ads, yet they said that was what it was for!

**** Postcode above: 2250

Advertisements between programmes only

**** Postcode above: 7307

We view SBS news & current events programs as complementary to ABS. Both should receive adequate public funds.

**** Postcode above: 2577

I worry that ads on a public broadcaster like SBSTV will pave the way for ads on ABC tv as well - which would be disastrous.

**** Postcode above: 2777

I watch Channel 2 on many occasions. The programs are getting so terrible I switch to SBS but they have advertisements now so I put on a video instead. I hate commercials on TV and this is why I do not watch the Commercial channels who really pour in the adds. Stop commercials on SBS.

**** Postcode above: 4070

The whole point of watching good TV / Movies is to be taken into their "world". This is IMPOSSIBLE if, as you are doing so, an ad interrupts particularly when it completely smashes the sense and environment the writers/directors/cinematographers have so carefully crafted for you. The ABC was the only channel that did this; then along came SBS with a whole new content.

Then SBS started showing ads in the middle of programs, and completely broke it!

**** Postcode above: 4031

Perhaps when the ads are removed, the programmes will again start and end at the advertised time !!

**** Postcode above: 2090

Like the ABC, SBS is an essential source of information, education and entertainment for thinking people. Interrupting advertisements are an unnecessary distraction

**** Postcode above: 3150

I think SBS is still terrific, but it use to be better and more varied and less RERUNS!!!

**** Postcode above: 3205

Basically I watch SBS news and Current Affairs, however I am also enjoying the Scandinavian detective/police programs, which generally are a cut above much of the other rubbish we get.

**** Postcode above: 2538

No increase in public funding unless whilst advertising remains as it is at present.

**** Postcode above: 3216

There is little point in having SBS television if is just to be another commercial station

**** Postcode above: 2603

Documentary programs on SBS are thought provoking and address serious topics. It is extremely irritating to be interrupted by advertising.

**** Postcode above: 2088

Happy for ads to be played BETWEEN programs to augment the SBS coffers, but NOT DURING programs. I used to watch a lot of programs on SBS but since it interrupts programs with ads, I watch NONE.

**** Postcode above: 4215

I am 150 % for less commercials on SBS, let us have some "free space" in this media world.

**** Postcode above: 4887

SBS has been watered down. It should continue to shoiw good quality progeams in languages other than English and present alternative viewpoints. The commercials bestween programs was excepatable but in programs appalinmg

**** Postcode above: 3184

In my view, the SBS Board and Management have relinquished their role as administrators of the Charter of the SBS and should resign forthwith or be sacked.

**** Postcode above: 2016

The quality of the ads is getting worse e.g. 'Im with IMAR', the 'Spin Duster' the 'Ped Egg'. In a sense (purely sardonic) I suppose that it could be said perhaps the latter two fit within the SBS charter being from 'Global Shop Direct'. My recollection is that when ads were introduced there were assurances that the advertising would be be high standard.

**** Postcode above: 3032

We need SBS for the many M quality programs it offers . I would like to think that with more funding the number of such programs could be increased and thus the standard of the total programming raised.

**** Postcode above: 2031

Apart from the ads, the next worst mistake was the new News format and the sidelining of Mary Kostakidis. We used to be so proud of our SBS news. Now we never watch it.

**** Postcode above: 411

Advertising, sooner or later, will undermine the integrity of its Charter. To any thinking person, this is self-evident.

**** Postcode above: 3130

I used to watch SBS as my station of choice. Since programs were fragmented with ads, I hardly switch SBS on at all.

**** Postcode above: 6159

I continue to be appalled by (it seems to me) more interruptions to programs than originally. Where possible, we pre-record the program & fast-forward through the ads!

AN IMPORTANT ASSET LOST. SHAME!

**** Postcode above: 6156

Why does SBS interrupt programs for advertisements about its own program? That's ridiculous.

**** Postcode above: 6019

I much prefer no ads but can cop a few between programs (preferably clever or creative ones) and so long as they are not "screamers" or repeated endlessly. Any more or worse than at present and I will stop watching. I don't watch commercial TV because the adds anger and depress me and try to avoid purchasing anything that is heavily advertised - whatever the medium.

**** Postcode above: 4552

I prefer no advertising, but if SBS management feels they must, I prefer a 15 minute block of longer, quality ads in the 9pm time slot. They used to do this on Italian TV (in better years) and the ads were of good quality and would have done the Gruen Transfer (ABC) proud. Alternatively, if they must run ads, do it in languages other than English (at least it will improve our listening skills - although I would feel sorry for non-English speakers having to put up with this). Choice No. 1 - no ads; Choice 2 - quality, Australian made, other language voiced ads.

**** Postcode above: 6084

the news is getting close to matching commercial current affairs programs and should stick to factual reporting without "human interest" sections.

**** Postcode above: 4860

I just detest the dvertisements on SBS and I blame the person from New Zealand.

**** Postcode above: 3126

New Zealanders living in Australia are poorly served by all media including public broadcasters eg SBS coverage of recent elections showed Helen Clark PM falling over during her campaign, but little other coverage. As there are 500,000 kiwis living here regular serious and respectful footage of news would be well received. NZ is far advanced of Australia in race relations, this country could learn from this. Also Kiwis are the 'NZ' in the Anzac celebrations, not that one would understand that from watching footage here of Anzac commemorations!

**** Postcode above: 2480

Advertising between programs is ok. Advertising to interrupt programs is not acceptable.

**** Postcode above: 2040

Since Adds Have been on SBS I often tape and watch later, Allowing me to enjoy my FF button. We have enough commercial Channels to satisfy Add Addicts, Keep up the good work Thanks

**** Postcode above: 2019

No

**** Postcode above: 2111

When a movie is interrupted by commercials, I would rather see it on DVD. I hardly watch movies on SBS any more, now that there are commercials.

**** Postcode above: 2087

adds in between programs is okay if it is to get money for the station.

**** Postcode above: 2777

My 94 year old mother and I particularly object to advertisements interrupting the news and after many years of allegiance to SBS-TV are slowly being converted to the ABC.

**** Postcode above: 2040

I don't mind SBS showing advertisments but it shouldn't be during the programs. Keep them at the end like it used to be.

**** Postcode above: 2077

When SBS first commenced showing advertisements (initially between programs only) the nature of the ads were "low-key" , i.e. subdued advertising. However, ads on SBS are now indistinguishable from those on overtly commercial channels. It is irritating in the extreme to be watching an intelligent program on SBS and then have this interrupted by a "shock" ad for Harvey Norman or the like. This is a betrayal of the founding concept of SBS.

**** Postcode above: 2086

Our household previously watched SBS News at 6-30 pm for the best quality O/S

coverage and then ABC for local news directly after. Since advertsing started we have noticed a decline in the standard of coverage and format and also have been very put off by the flood of advertising on the station generally

**** Postcode above: 2043

Whilst I prefer no ads on SBS, I think the programs least suitable for ads are new and current affairs, in case advertisers exercise influence on content. However, I really hate them in other programs too.

**** Postcode above: 2428

There should be less advertising of SBS programmes interrupting interesting documantaries.

**** Postcode above: 3130

World News and Current Affairs (Dateline etc) programming must be commercials-free as well as during movies

**** Postcode above: 4810

We now refuse to watch any TV with advertisements (and do not allow our children to do so) because they disrupt the flow of any program and seek more to influence than inform. Deregulation (read self-regulation) has also been a miserable failure with respect to the commercial TV stations. We used to watch SBS regularly but now it is unwatchable. Governments continually dumb-down with respect to Television and frightened of increasing taxes to fund Television that has social, intellectual and artistic merit. We would gladly pay more tax to fund the ABC and SBS.

**** Postcode above: 2096

Short ads between scheduled programmes would be ok if this source of revenue is needed to supplement government funding.

**** Postcode above: 3127

Good luck.

**** Postcode above: 3691

no ads no ads no ads no ads the pprmos and ads ruin movies especially eg the kubricks recently

**** Postcode above: 3835

Every time a program is interrupted by an advertisement my temper and temperature go up to the extent that it is probably effecting global warming

**** Postcode above: 5276

It's an insult to the viewing public. A travesty. STOP ADVERTISING NOW.

**** Postcode above: 2120

There are also too many repeat programmes on SBS than before !

**** Postcode above: 7250

I do not watch commercial channels at all because I find the advertising too irritating. The ABC and SBS were the only channels I viewed, but if SBS persists with its advertising I will soon confine my viewing to the ABC.

**** Postcode above: 3070

The quality of the programs has deteriorated

**** Postcode above: 2100

If it is not possible to ban advertising completely then 4 minutes of advertising between programmes, is the next best thing.

**** Postcode above: 4552

both SBS and ABC --both TV and radio--broadcast far too many advertisements i.e. "trailers" --for their own coming programs

**** Postcode above: 2603

If there is no funding for a completely ad free SBS - the next best option is for no interruptions to programmes. Advertising should be only shown between programmes.

**** Postcode above: 4552

I would not receive SBS at all were it not for the fact that I have AUSTAR Satellite Pay TV. The same stands for ABC Television.

This abysmal situation has only arisen since the former government handed control of the problem solving apparatus over to 'Private Enterprise'. Ideally, I should have

no problems at all with reception considering the equipment to receive SBS was only installed at Garland's Hill a few years back.

**** Postcode above: 2847

re Q6 - I think SBS should be funded partly by public but subsidised by the government. They survived w/out any ads before. Why now??

**** Postcode above: 2137

Some of the ads are not very well placed and some are seen ad nauseam.

**** Postcode above: 2325

Although I would prefer no advertisements I would accept advertisements between programs if absolutely necessary.

**** Postcode above: 2045

The SBS plays an important role in Rudd's education revolution . TV/radio is an important ingredient in raising education levels. Quality drama and art plays an important role in our rapidly changing. Advertising dumbs it down.

**** Postcode above: 2500

I find that since the commercials have been added, I flick to a different channel when the adds come on (thank goodness for the remote!)

**** Postcode above: 2535

I find the general quality of both SBS and the ABC has declined in recent years. Both have been dumbed down. I resent this.

**** Postcode above: 2041

As the future leaders of Australia will come from the vast range of well-informed SBS viewers, it is in our interests to make sure that their intake of beneficial material is not polluted by coercion to purchase inane and inconsequential material objects, which will interfere with their concentration and as a consequence, the quality of our governance

**** Postcode above: 2060

With very few exceptions our total viewing is confined to the other public broadcaster, ABC. Many years ago, I enjoyed foreign films on SBS but now that I

am 85, sitting up late is not as attractive. I would certainly consider watching SBS more if there were no commercial interruptions.

**** Postcode above:

Stop the ads now !

**** Postcode above: 2041

I hate the ads - they are distracting. I strongly support SBS however, and public broadcasting. It should NOT be commercially driven, this is the place whwer we need freedom of speech.

**** Postcode above: 2021

I did not mind advertisements between programs but definitely not as an interruption to the enjoyment of viewing.

**** Postcode above: 2076

It would also be better if they stopped purchasing US news clips and used other international sources ~ we do not need the same news as the other channels which all report the same US stories anyway

**** Postcode above: 3726

I love SBS and the foreign movies and programs

**** Postcode above: 2850

Don't mind SOME commercials but hate the loud interruptions. In some countries all commercials come after a program - that is a better idea.

**** Postcode above: 2533

I believe there are too many ads now. It would certainly be preferable without them.

**** Postcode above: 5022

If commercial breaks are discontinued, please, please do not replace them with promotions for SBS programs a la ABC.

**** Postcode above: 5072

It would be great when (LOTE) can be teletexted or subtitled in English when the lote

news and other documentaries are televised. A lot of people have commented that it would be great when other news productions could be understood so as to have another perspective on editorial from different cultures. BRING IT ON !!! SBS!

**** Postcode above: 2535

keep up the good work

**** Postcode above: 2170

Please stop advertising on SBS. It is one of only two options for commercial free TV. I hate watching commercial TV. Please protect this space.

**** Postcode above: 3055

Ads should be legislated to be in foreign languages. That way the advertisements would be even more intrusive and not enough people with money would watch it so the advertisers wouldn't want to buy time. This might have the effect of cutting off its funds entirely.

Is that what its multicultural audience wants?

In my view, SBS is already a commercial channel. I watch the ABC by default but when its program is cheap, bulk-bought imported violence, smut, pornography or inane sitcoms because of funding cuts, I watch other channels or turn off the tv. In fact I watch tv less and less, even the ABC because of declining standards. SBS is renowned for its foreign skin flicks.

**** Postcode above: 3056

Hope you include my answers in your survey totals

**** Postcode above: 2086

There are less movies of quality from other countries than existed 10 years ago and they are screened very late which is annoying.

**** Postcode above: 4069

Originally SBS showed a preponderance of sub-titled LOTE programs in prime time. It is increasingly transmitting what i would describe as English language garbage - for example "top gear", "mythbusters", "rock wiz" - and documentaries. It is possible that some of these programmes should be shown on public television, as they may be commercially unattractive, but not on prime time SBS. Likewise SBS tends to

broadcast documentaries that are not broadcast elsewhere and make a useful contribution to debate, but again many of these are not consistent with the prime objectives of SBS.

There is certainly a case for more publicly funded broadcasting and telecasting, given the lack of intelligent and stimulating programmes on commercial Tv and radio, but this is not a case for SBS not concentrating on its main objectives.

**** Postcode above: 5089

Clearly SBS should be funded by the public purse. The funding for both ABC and SBS should be adequate for them to put first-class programmes to air. Maybe the re-introduction of a licence fee should be considered?

**** Postcode above: 5012

Public national broadcasters should be publicly funded at adequate levels to fulfil their Charters. SBS is no exception.

**** Postcode above: 2257

I have two favourite stations SBS being one of them and I HATE commercial TV>

**** Postcode above: 4556

I watch SBS TV news, current affairs programs, crime shows and foreign language films. I object to my viewing being interrupted by commercials. I don't watch commercial TV because of the commercials. SBS news is the only real world news service available on free to air TV and SBS current affairs programs, e.g. Dateline and Insight, are always interesting and thought provoking. Scandinavian crime shows, e.g. Eagle and Unit One, are refreshingly different from British and US programs. LOTE movies always provide a different point of view and make me think - it's very interesting to see how different cultures address the same issues.

I'd like the government to provide enough funding for SBS to get rid of the commercials.

**** Postcode above: 2011

If SBS must broadcast adds to raise revenue - let it before and after programmes - not in the middle of them.

**** Postcode above: 2083

Would accept advertising foreshadowing programs to be shown.

**** Postcode above: 3146

I find that the reason I supported SBS and of course ABC 1 & 2, is because of the quality of programmes and the fact they are add free. I find now that SBS interrupts the programme, I usually turn off and go to bed, I rarely sit through a full viewing. I will record and then skip the adds later as a last resort. I find that I watch both the ABC networks almost exclusively these days.

**** Postcode above: 2010

quality of programs has lessened since the ads were introduced - a pity, they were often a better choice than ABC which has been somewhat starved of appropriate funds to keep up their customary program quality.

**** Postcode above: 2076

We are VERY proud to have SBS-TV and SBS- Radio in Australia. Please Save Our SBS!!!

**** Postcode above: 3095

There is absolutely no need for advertisements - it would be better to select lower cost films and accept lower quality than interrupt with advertisements

**** Postcode above: 3141

I am vehemently opposed to advertising on SBS and, also, the apparent "dumbing down" of programming. I also regret the loss of Mary Kostakidis who was a wonderful member of the SBS team and is much missed.

**** Postcode above: 3555

I would like to see more German language programs in prime time

I can tolerate the commercials between programs. I don't like them but can live with them. However, interruptions are intolerable in a PBS. I pay my taxes for that privilege.

**** Postcode above: 5240

I can live with ads between programs, and I would definitely watch SBS more if this was the case, ideally though

SBS should be ad-free.

**** Postcode above: 3002

My TV never moves from ABC/SBS. If I was left to commercial TV I would get rid of the TV.

**** Postcode above: 2256

The difficult speech and poor dress sense of some of SBS's female news-readers turns me right off.

**** Postcode above: 5041

The format is 'lousy'

The treatment of Mary Kostakidis was detestable.

**** Postcode above: 4211

Would be good if SBS could set up a Membership Base similar to how the Radio Stations 3RRR and 3PBS do in Melbourne, where it is Voluntary however you can Subscribe to the Station, for instance people with that Subscription would be first in line to get Tickets to RockWiz or special SBS Events (maybe even discounts on SBS Merchandise like DVD's of Shows and Music).

With this they could also then start up special Sponsorship deals with Advertisers that members can get a discount on goods from or that those Advertisers donate to charities based on how many Members there are (ie: like an outreach program for Native Australians such as the Koori's or to Volunteer Programs to teach New Migrants English, help sponsor Clean Up Australia and etc). I am not against Adverts between programs at the beginning and end, however I think they should be used in positive ways to enrich our whole society, which is what SBS should be representing.

**** Postcode above: 3797

I don't object so much to a few ads at change of program, but their insertion every fifteen minutes or so during movies, documentaries etc. is most annoying - makes it as bad as commercial TV and destroys the continuity of the program.

**** Postcode above: 4077

We love SBS and ABC

**** Postcode above: 3034

I don't mind adds between programs. I know that public money is in short supply. I would prefer NO adds.

When adds in the middle of programs were introduced, I didn't notice any increase in the quality of programming to compensate.

**** Postcode above: 2571

I am against any ads on TV and never watch commercial TV

**** Postcode above: 3182

*Left Australia in 2005 and came back in 2007 to find that SBS News is a complete *joke*. Something must be done to restore its previous status as bleeding edge world news. Ads definitely need to be cut out of the program. Restore the previous graphics team as well.*

**** Postcode above: 3141

When advertising began on SBS, it was fairly subdued PR, often for major companies, and relatively civilised. Now we have the raucous absurdities from Harvey Norman and others. It's obtrusive and it's crap!

**** Postcode above: 5114

It is imperative that SBS retain, or reclaim its independence from commercial interests.

We must mend the damage done to the notion of multiculturalism by the appointees of the Howard Government.

**** Postcode above: 7304

It is a splendid Channel but has been sadly and badly affected by the grasping need for the dollar at all costs. The cost has been too great. There must be some areas in our society which are commercial free and this undoubtedly is one of those.

**** Postcode above: 2037

We only have one SBS. It must be a government-funded multicultural broadcaster.

**** Postcode above: 4006

SBS used to have very tasteful ads grouped largely between programs. Now many of the ads are very intrusive and just as irritating and loud as commercial stations. Please review this.

**** Postcode above: 5008

Ads _between_ programs can be OK, so long as they are tasteful. I have noticed a decline in "quality" of ads on SBS in the last year or so.

**** Postcode above: 3044

We have been very angry at the introduction of commercials, it has turned us off watching a lot of the time, especially since they are interrupting the news as well. It was to us the most watched channel in the past, but has been abandoned at times for the ABC. Heaven help us if they start to use commercials as well in the future, we are bombarded enough as it is all around us.

**** Postcode above: 2156

Both SBS and the ABC require significantly increased funding.

**** Postcode above: 2478

Thank goodness for the mute button!

**** Postcode above: 2549

And could the ABC also please cut down on the number of nauseatingly repetitive self-promoting ads, especially those immediately preceding an upcoming programme and those incessantly pushing ABC Shop merchandise.

**** Postcode above: 2073

ads between shows ok if required for financial reasons

important to broadcast shows from other countries to keep us in touch with the world

**** Postcode above: 2090

SBS used to have great European variety programmes, songs, entertainment in Italian, German, Hungarian, Russian, spanish, French - great films in those

languages as well, I sadly miss them

**** Postcode above: 2209

I have been watching a lot less SBS since the ads began. I never thought these ads would affect me so much. I am also aghast at how aggressive, loud and tacky they are. Also, where is the multicultural content? A lot of current programming could just as easily be on commercial TV. If SBS continues on its present course, what is the point of publicly funded TV?

**** Postcode above: 5034

I watch ABC more than SBS due to the advertisement free viewing available on ABC. Commercials are all too influencing on our lives, I prefer not.

**** Postcode above: 2481

I abhor ads during shows, hence I very rarely watch SBS. I'd rather not see programs I'd like to watch, than have to sit through ads. I only watch ABC for this reason. Mostly, I read instead of watching tv, or I listen to ABC-FM.

**** Postcode above: 2533

All the presenters are excellent, if Jenny Brockie was on Commercial t.v. she would be worth a mint, hope she stays

**** Postcode above: 5046

SBS must continue to stand out from the crowd in providing high quality, ad free programs for multicultural Australia.

**** Postcode above: 2070

Australia is affluent enough to support two broadcasters without advertising.

Advertising and ratings chasing leads to the lowest-common-denominator type of programming.

**** Postcode above: 3150

Since the advertisements started late 06 interrupting and disrupting my beloved SBS viewing I now treat it like the dreaded commercial stations in that I never watch it live. I now watch ABC and tape SBS so I can fast forward past the advertisements.

**** Postcode above: 5000

I now rarely watch SBS TV live, including the evening news. I record it and then skip the ads.

**** Postcode above: 2603

I havent watched SBS from the day they started this crap. It's disgusting. I now get all my SBS programs off the net, and will continue to do so till breaks top and tail programs.

**** Postcode above: 6006

I like to see news from other countries, by their own broadcasters.

Please no adds, I just use the remote.

**** Postcode above: 2011

we pay so many taxes but what we get for them is constantly being eroded. Where does all the money go?

**** Postcode above: 2108

Ads spoil the flow of TV programs and we change often to the ABC.

**** Postcode above: 2603

Adverts between programmes are an acceptable form of fund raising provided they are vetted. i.e. suitable for children, don't promote fast food etc

**** Postcode above: 2041

WE RESENT THE ADVERTISING SO MUCH THAT WE RECORD AND FAST FORWARD THROUGH THEM OR MUTE THEM

**** Postcode above: 2040

Ads should never have been allowed in the first place.

**** Postcode above: 2603

i now record programs and ff through the ads, but if it is a choice between an sbs program and the abc, i will choose abc because of no ads

**** Postcode above: 2042

When France opened the door to advertising in its public TV channels in the 80's there was outcry causing the channel to funnel all advertising into bookend breaks. Still odorous, at least program material was left intact. This should be the bare minimum in Australia.

**** Postcode above: 2016

I rarely watch SBS now as I cannot stand the interruption of programs with ads.

**** Postcode above: 2541

An advertisement at the between shows is okay. No more than that.

**** Postcode above: 2260

It seems that the mandarins who decide these things assume they "know better". This is just more of the corporate dominance that pervades our society. Leave well alone and if you can't do that, ASK THE VIEWERS.

**** Postcode above: 6558

If we have to have ads, they should be between programs as before.

**** Postcode above: 5000

SBS Radio should do some music programming for young children (not teenagers!) as ABC Radio has none, which I suspect is contrary to their charter. The last ABC radio programme was Ticklepot which I presented from 1988-91. It is so sad that when it comes to public broadcasting on radio children are totally uncatered for.

**** Postcode above: 5064

SBS has alway been the best of the 5 FTA TV stations. I HATE the advts and don't watch the station as much as I used to. Please, Rudd Government, get rid of the ads. as you promised, and I voted for you because of this (as well as other things which differentiated you from the previous ghastly goverments).

**** Postcode above: 2251

Do you have a branch in Brisbane? I'd like to help.

**** Postcode above: 4067

I don't mind ads... my beef is that they have adopted a commercial model for SBS

*which follows the patterns of the other rubbish that SBS devotees were running from. They have eroded the points of difference and nobody seems to realise that being the "best of a bad lot" is *not* as special as being "the best"... I feel a tad heart-broken indeed.*

**** Postcode above: 2540

Dont interrupt programs. Ads could be put on in special advertising blocks between programs if necessary.

I also HATE the "stiffy" penis ads, and always turn off SBS when they come on.

**** Postcode above: 2283

Public interest advertisements (road safety, anti smoking etc) should be promoted between programs.....

**** Postcode above: 2447

SBS & ABC have been pushed toward commercialisation for too long, what's the next step? float them on the stock exchange? sell them to one of the ever decreasing number of media barons in another step towards formalising Orwell's already present restrictions of "1984"?

**** Postcode above: 5067

If SBS is allowed to continue raising funds through advertising then it is only a matter of time before the ABC's charter will be changed to allow them to do likewise.

**** Postcode above: 2066

Because of the advertisements, one is reluctant to watch SBS just as one never watches commercial television but because the quality of the programs is higher, one turns off the TV during ads and estimates the time, sometimes missing some of the program. There is nothing wrong with subtitles and so the content in LOTE serves the whole population well.

**** Postcode above: 2203

Advertisements detract from SBS programming. They are barely acceptable before and after programs - they MUST NOT interrupt programs.... Thanks for dumping the shock-jock, bring back Mary!!

**** Postcode above: 3690

Hopefully the ads will disappear from the otherwise interesting (most of them) programs.

**** Postcode above: 3103

SBS programing presents an interesting contrast to the American content on other TV channels

**** Postcode above: 5019

PLease don't replicate the mistakes made by the ABC with their repetitives self-advertising either.

**** Postcode above: 5169

I am completely fed up with ads interrupting quality programs, station promos, both of which are completely unneccessary, irritating and against the original charter of the service.

I completely and fully support all actions to have ads taken OFF SBS

**** Postcode above: 2576

watch sbs a lot less now than we used to

**** Postcode above: 3185

I watch films and current affairs programmes in particular and in the case of the films it is great to be able to hear another language - some that are not familiar to my ear (sub titles are important of course). Also in the case of films to watch films that do not have the American look alikes (barbie dolls) and have characters that more truly reflect human beings - these films usually develop characters rather than the 2 dimensional style used by the US - shows us more of the world. Good on you SBS -

**** Postcode above: 2607

Our public broadcasters should not be required to use commercial advertising as a way of funding programs.

**** Postcode above: 3055

I never watch commercial TV as there are just so many long ads continually interrupting programs. If SBS continues to show Ads I will probably stop watching

SBS TV as well. It's no wonder so many people (children and adults) have such short attention spans. Watching commercial TV must surely contribute greatly to this!

**** Postcode above: 2575

SBS used to be a flagship station for our intellectual life, celebrating our own cultural diversity and our connectedness to the rest world. It has become a crasser, poorer thing in recent years, an embarrassment and a shame. Give us back our SBS - and Mary Kostakidis!

**** Postcode above: 3084

Commercial sponsorship has no place in public broadcasting.

**** Postcode above: 2100

I love to watch SBS or ABC because of the good programs they provide. I absolutely HATE ads interrupting my programs.

**** Postcode above: 4556

Many of the adverts are disgusting and should not be aired on ANY station

**** Postcode above: 3844

At least 90% of our TV viewing time averaging about two hours a day is spent on the ABC and SBS. Commercial stations apart from sport have very little appeal.

**** Postcode above: 2448

Advertising between programs was fine and non intrusively supplemented the running costs of SBS.

But why should the government be funding a broadcaster whose management now appears to believe is a fully commercial enterprise?

Also - GET RID OF THE ANNOYING WATERMARK!!!!

**** Postcode above: 4870

In short, I have read the main political party policies and fully support the Australian Greens policy on the ABC - I could not have said it better! I believe that the 'dumbing down' of programming in recent years has been a direct consequence of trying to attract more advertising. Initially the advertising was carefully selected and

a little less crass, but now it has devolved to the lowest common denominator, is often tasteless and very disruptive. I have always been a strong advocate and watcher of SBS, but its programming and commercialisation shift have had a major negative effect on the broadcaster and it is now not much different to the commercial channels, other than for their news and current affairs programming.

**** Postcode above: 2533

I don't think it is realistic to expect SBS to cease all advertisements completely, and this may in fact have a detrimental effect on funding. However, ad breaks during scheduled programming is beyond the joke, and it's getting worse.

**** Postcode above: 2016

SBS and ABC are our only quality TV broadcasting. To allow them to depend on advertising only serves to limit their ability to cater for more cerebral content and for minorities, who also deserve consideration. We do not need more commercial broadcasting which mainly consists of the same mindless programs which add nothing to the understanding of the Australian community, history or political reality. Please fund both these organisations so they can deliver quality programs free of advertising.

**** Postcode above: 2600

I have pretty much lost interest in SBS since all the advertising started in 2006. I know many other people in Wollongong who feel the same way. The diversity of multilingual programs on SBS seems to have diminished too. The funding cuts and anti-multicultural policies of the previous Howard government were mainly to blame for the downward spiral at SBS, weren't they? Now that those bad old days are over, let's have sufficient federal government funds, NO commercial advertising and better programming at OUR SBS!

**** Postcode above: 2515

in a perfect world, i'd like SBS to carry no advertising at all ... as a true public broadcaster. but it seems that no government (labour or liberal) is prepared to properly fund SBS to allow it to fulfil its' charter. therefore, i'm prepared to tolerate advertising at the end of program breaks to ensure funds flow.

**** Postcode above: 3109

The Federal Government should stop funding SBS if it (SBS) insists on continuing its in-program commercial breaks.

Additional funding is useless if SBS is losing its audience in droves due to the in-program commercials.

With this in-program commercials, SBS is nothing more than a commercial station and should be treated like the other commercial stations as far as government funding is concerned.

**** Postcode above:

As a student of French I am constantly looking for films in French and very regularly watch the French news. It is annoying to spend time watching ads and it gives my husband the chance to channel surf to something else and perhaps not get back to my programme!!

**** Postcode above:

My wife and I believe that SBS is the poorer because of advertising. I believe that the program content might be compromised in order to attract advertising.

**** Postcode above: 2159

I think the Government is not meeting its obligation to the public to provide a quality public broadcasting continuum.

**** Postcode above: 3038

I worked at SBS TV from 1987-2000. It is sad and distressing to watch the decline of this once-great broadcaster into bland mediocrity. Hopefully this government can be convinced that cultural institutions such as SBS should be restored and not viewed simply in terms of monetary value.

**** Postcode above: 2011

why not simply call it sports broadcasting services and be done with any pretence to multiculturalism...

**** Postcode above: 2338

-not watching recently because don't have a tv, but sbs was best station when had a tv

**** Postcode above: 3181

I am happy with ads and infos about coming programs to be on air in between

programs. Not cutting programs or films to put an ad, the way it used to be,

I like to watch all the Lote programs wherever they are from, it gives australians a chance to keep their original cultures, and allow other to understand better other culture, helping us living under the same "family" as a country.

the world needs to have people speaking other languages, it opens minds and leads to cultures (food, arts, music, politics, religions etc...).

these days we need to have more windows open to other cultures.

I am french aged 56, australian since 1983,

speaks french, spanish, italian, some german, learning mandarin.

lived in Morocco for 20 years, 30 years in France, and the rest in Australia, I like the multicultural idea and I am passionate about knowing other people whatever their background, culture and aspirations, there is room for everyone, she should keep that opportunity.

my last comment is no other country is offering as a national broadcaster, a multilanguage radio station (either radio or TV), of course in Europe with satellite you can connect to diferent TV stations of the world, but none of them offers a multicultural generalist program.

Euronews is based in Lyons (France) offers a multilingual TV station but only news, and is repetitive.

Let's keep SBS and improve it, thank you

**** Postcode above: 2576

I was a loyal watcher of SBS news until it was increased to one hour. I now sometimes watch it and always turn off when the advertisements appear. I now watch the ABC from 6.30pm

**** Postcode above: 2022

Re Question 9, the only advertisements that our household would like to see on SBS-TV are those which pertain to SBS and SBS-related programming.

As an adjunct, SBS' recent commissioning and showing of 'The First Australians' was a triumph. More calibre programming of this standard, more often, please.

As a further adjunct, the SBS commentator's personal observations following each of the recent US presidential and vice-presidential debates were unworthy of SBS for being trite and banal in the extreme. One newsreader doth not a political analyst make. And the egregiousness of the observations made have had the effect of not caring to listen to this individual further - even when they are simply reading the news. Click goes the switch now.

**** Postcode above: 2027

SBS has some excellent programmes but I often opt for ABC, even when there's something better on SBS, to avoid ads.

**** Postcode above: 3737

it is becoming less of the station it was intended to be .Too much attention to ratings. the ads are too long

**** Postcode above: 3070

I rather prefer a completely "no frills" SBS if necessary to fit into the government allocated budget but without any resemblance to any commercial TV station. No advertisements at all!. No unnecessary frills!. A humble cultural TV station doing its job within its means!. Delete any unnecessary glamour and concentrate in cultural programs.

**** Postcode above: 3131

Still miss Mary! Replacements don't match her unfortunately, for presentation of the news. Anyone might think the news was a fashion parade.

**** Postcode above: 5065

Public broadcasters should not advertise. There are inevitable 'conflict of interest' problems when a public broadcaster permits advertising.

**** Postcode above: 2479

Given that SBS has existing contracts with advertisers, may I suggest their ads be replaced with sponsorship statements before and after each program, in order to phase in a new ad-free regime. Good luck with the Senator and his enquiry and thank you.

**** Postcode above: 3141

SBS is a great national asset. The LOTE programmes are not only vital to viewers from different lands and cultures but just as important to "old viewers" from Caucasian backgrounds to give us an insight into those othr lands and cultures and to broaden our knowlege of the world and of current Australian society. I have friends in other countries who envy us having a public broadcaster such as SBS.

**** Postcode above: 2010

I used to be an avid watcher of SBS, but the ads have killed it for me. I was disturbed when ads were first introduced to SBS, but at least they were unobtrusive since they did not actually interrupt the programs. If advertising has to be a reality for SBS, then putting the ads before/after programs is certainly more acceptable than the current saturation within programs.

**** Postcode above: 3102

There has to be some area of public life where we are not bombarded by the entirely crass and intrusive world of commercial advertising. Public broadcasting should provide a refuge for Australians from advertising.

**** Postcode above: 4565

It's the ads in the middle of programs that REALLY annoy me.

**** Postcode above: 2602

(1) Commercials are acceptable to me during breaks between programmes, but not within programmes

(2) Over the years the number of sub-titled, foreign language programmes in prime time (say, 7:00 pm to 11:00 pm) has declined significantly. There is a need to substantially increase the number of such programmes.

**** Postcode above: 5089

Q8 is "yes" only if English captions are available.

I STRONGLY object to the bad taste adverts on SBS - such as the one with the two fellows playing a piano with erect penises (advertising treatment for Erectile Dysfunction), and the incontinence ads are pretty dreadful also. Some of the programs are in poor taste also, but I don't have to watch those - the ads, however, I cannot avoid!

**** Postcode above: 2066

I have turned off programs I really enjoy because the interruptions for advertising spoiled the whole thing. That's the reason I only watch the ABC and previously, SBS

**** Postcode above: 2549

I loathe the advertisements, but can endure those between programmes but NOT interruptions during same

**** Postcode above: 2041

With better funding they could probably make more use of the extra channel capacity of Digital TV to broadcast more programmes in LOTE

**** Postcode above: 4055

Rate of ads has increased. VERY annoying!

**** Postcode above: 2783

I now longer watch SBS News because of the changed format and commercials. It used to be the best source of local and international news. ABC news does not provide the international news that SBS does. I am less inclined to watch SBS now because of the ads.

**** Postcode above: 3068

If we can't have commercial free SBS then PLEASE get them to revert to topping and tailing

**** Postcode above: 5081

I realise that advertising can help funding for SBS, but would prefer that advertising to be between programmes, not interrupting programmes. The ideal is no advertising at all.

**** Postcode above: 2095

I used to watch SBS a lot. Now i hardly ever watch it. The ads are very annoying because they interrupt programs. also the types of ads are terrible.

**** Postcode above: 2024

SBS is now virtually unwatchable. Its choice of commercial sponsors and their advertisements appears to be particularly obnoxious even by the standards of other

commercial TV channels.

**** Postcode above: 5050

No advertisements on SBS!!!

**** Postcode above: 2538

Society needs some advert free space!

**** Postcode above: 2067

The Stiff Brothers and that wretched tap are as bad as anything on late-night commercial tv

**** Postcode above: 3141

I don't know about SBS radio. I'll now investigate it.

I'm very sad that Mary K is gone.

I was MUCH happier with the 1/2 hour news p'gmme.

**** Postcode above: 5065

I would prefer to have no advertising but if that leads to a considerable decline in program quality I would rather have limited advertising between programs only.

**** Postcode above: 5006

SBS used to genuinely cater for Australians with multicultural backgrounds and at the same time give people like me (fifth generation Australian) a wonderful insight into different cultures. It was also a break from the American-centric programming of other stations. Now it's much more bland, much more predictable and dominated by English. Please bring it back to being a real alternative to the narrow focus of the other stations. There's a whole world out there.

**** Postcode above: 4005

If it is absolutely necessary to gain income from advertising, such advertising should be concentrated in between programmes, not as now right through the middle, much the same way there is advertising in public TV programmes in Holland.

**** Postcode above: 3132

SBS used to be one of the best TV channels I've ever knew; and I lived in a number of different countries. Advertising is an invasion of public space.

**** Postcode above: 2298

great programs but the ads are driving me nuts!!

**** Postcode above: 2010

Unless SBS reverts to its Charter, I believe the non-english speaking communities in Australia should demand what we no longer have - a television station that caters to such communities by broadcasting non-english programs. Close SBS down and commence a new station that conforms with the original SBS Charter. Demand a television station that serves the non-english speaking communities!

**** Postcode above: 2060

I find the new practice of trailing what is next in an onscreen graphic during the show you are watching highly distracting. These things make me LESS engaged with what I am watching, not more. It's the sort of crap I expect from Channel 9 and is why I don't watch it.

I feel there's been an increase in American accents on SBS which means that sometimes when you flick channels the only non-American accent is on ABC, if you are lucky. I am not saying there should be no American content but surely it should be content that cannot or would not be seen elsewhere.

I think it's healthy for SBS to have some popular shows like South Park and Top Gear as it broadens its audience, but these should only ever remain a part of the mix.

For some time now we have been put off by Friday night's "titillating" line up – sex-themed programming. It cheapens the station, and it's not what it's there for.

With every increase in advertising it gets harder to go back and remove them because the organisation adjusts to be reliant on these income streams. With every increase you think "When's it going to stop?" I truly believe that, also, in this era viewers are seeking ad-free environments and it's very short-sighted to increase advertising on the station. This compromises its independence, also, which is crucial. SBS is one of Australia's cultural treasures and should be respected as such.

Strength of programming is what keeps me with the station. I think First Australians,

for instance, is a cultural milestone that puts the ABC to shame. The station should be able to do this without having to turn into Channel 9 with occasional subtitles; and funding is the way.

**** Postcode above: 2204

The quality of broadcasting has deteriorated since the introduction of advertising (dumbing down).

**** Postcode above: 6026

if commercials absolutely necessary, do as PBS in US does, in between programs only

**** Postcode above: 5235

put ads between programs or just have one ad break

**** Postcode above: 4207

SBS is vital to an intergrated and well rounded society that can reflect the diversity of who we are as Australian's free from the endless advertising and influence of big business and political interest.

**** Postcode above: 2790

You are dumbing down, which is sad. If I wanted to become more stupid, I would watch Channels 7, 10 or 9. Stop aiming for the lowest common denominator in the quest for ratings. Some things are more important than ratings, such as the intellectual health of our nation.

**** Postcode above: 6008

Now I treat SBS like the other commercial channels. I tape what I want skip the ads.

**** Postcode above: 2612

I very rarely watch the SBS news anymore, as the quality is not what it used to be.

**** Postcode above: 4103

If we must have advertisements, at least let them be broadcast in blocks between programmes and NOT interrupting them.

**** Postcode above: 6004

In such a commercialised world, we need respite from the constant barrage of ads that surrounds us. It is imperative that we have SBS completely ad-free and supplying us with the balanced, intelligent content thinking people crave and expect from a publicly-funded broadcaster.

**** Postcode above: 4160

SBS should be the ethnic version of the anglo ABC. Just like the ABC broadcasts local footy and netball (reasonably) faithfully, get the soccer back on SBS too. It's a shame to see something that was so good being slowly eroded into mediocrity.

**** Postcode above: 5061

I was saddened to read of the repeat of events which happened in NZ now taking place in Australia and driven by the same people who are ratings and commercially oriented. SBS was set up with higher values and a policy with integrity. These principle are being eroded and the quaality diminished. I do object to advertising other than for SBS future programs and information that abides by the original intention with which the stations (TV and Radio) were established.

**** Postcode above: 2602

I prefer SBS to cease advertisements.

**** Postcode above: 3207

The emplotment of that chap from New Zealand as head of SBS was a bad move in my view. Since he came on the scene, we have had commercials interrupt programmes and the quality of programmes is less than before he came. He should be removed and replaced with someone better then he is.

**** Postcode above: 5162

I love SBS. I'd hate to see it go the way of Channel 4 in the UK. It's a national treasure!

**** Postcode above: 2350

Please show less dark and often depressing movies in late evening. More humor in different languages may help multiculturalism.

**** Postcode above: 5049

SBS movies used to be great. It's really horrible to be watching and emotionally involved, and then be rudely interrupted with an ad. At the very least, put them at the beginning and end in a block, but GET RID OF THEM is better. everyone I know agrees, SBS has lost its special charm...penis enlargement ads!!! come on!!

**** Postcode above: 5070

I'd like to see SBS as it used to be a few years back - the best ever TV station in the world!

**** Postcode above: 2017

I have stopped watching SBS TV because of the adverts

**** Postcode above: 6014

We used to enjoy watching SBS when it was commercial free and provided a perspective of the world with many "foreign language" programs. We also enjoyed watching SBS news with Mary Kostakidis. Her treatment by SBS management and the commercialisation of SBS is disgraceful. We now only watch "Who do you think you are" on Sundays - nothing else on SBS at all! So our SBS viewing has dropped from 10-15 hours per week in its heyday to just one hour at present

**** Postcode above: 5068

I have hardly watched SBS since ads started

**** Postcode above: 5067

I never watch the adds. I use the opportunity to go and get tea, go to the loo etc. So its a waste of advertisers money anyways as far as I can see.

**** Postcode above: 2075

Australians should be able to speak English. If anything some programs could be subtitled in another language.

**** Postcode above: 3747

Ads are okay, but as long as they are played between programs. There is nothing worse than watching Rockwiz & having it interrupted by ads.

**** Postcode above: 4521

ads detract from the programs shown. please return sbs to commercial free

excellence

**** Postcode above: 5042

What annoys me most about ads on SBS is the timing of the ads. The ads are inserted right in the middle of a story line. Not very professional!!

**** Postcode above: 4122

I would like SBS to return to its previous format of only airing adverts between programmes. I would like there to be more LOTE programmes aired on SBS.

**** Postcode above: 6012

SBS has become virtually unwatchable. Even the news service which used to be good is now mediocre. It is no longer a window into multicultural Australia and that is a big loss. Our community is much the poorer for the loss of SBS's previous standards and values.

**** Postcode above: 3146

Maybe, if absolutely necessary for survival, have i.e. three minutes of ads between shows, that way the Toyotas and KFCs and iPods still get their message across while helping fund SBS's survival and prosperity. Ideally, for me, no ads at all.

**** Postcode above: 5043

A few years ago, as I flick TV channels SBS stood out by its distinct 'feel'. I cannot tell so easily now that it is showing American programs that any other commercial channels would show, and the levels of advertisement have also come 'down' to the noisy and pushy ads that are common in commercial TV channels. SBS is losing its raison d'etre. This must be stopped and respectability of the channel restored.

**** Postcode above: 2016

Ads between programs are OK, but in the middle, not. I always turn off the SBS news at the first ad break.

**** Postcode above: 2037

SBS really represents the BEST international news reporting service available free to air in Australia.

In its hayday with Mary K and LeeLin it really was excellent. I doubt that we need the

full ONE HOUR news broadcast at 6 - 30 pm - surely half hour would be sufficient.

Your news presenters Anton & Janice Peterson are well liked .

Please do whatever it takes to RID us of those terrible ads which seem to come at 10 -15 minute intervals and many of them seem to be totally unsuitable for airing on a TV station which purports to have serious quality intentions. I doubt if the commercial stations would broadcast some of the rubbish that is dumped upon us nowadays by SBS.

SAVE SBS OR LOSE SBS. Is the way I see it.

**** Postcode above: 4069

SBS must have more LOTE programs in prime time as Australians are resorting to expensive cable to meet their viewing needs. This cable will become less and less affordable as this financial situation worsens. Thank you

**** Postcode above: 2206

ads are very very annoying when you are trying to read subtitles. I have no objection to sbs airing ads before and after a programme as it would give me time to go to the loo and get a drink before the next programme.

**** Postcode above: 2263

Make sure SBS provides an alternative from the rubbish provided on the commercial stations. Good quality documentaries, drama and the best from all over the world is needed to combat the mindless drivel available on commercial TV.

**** Postcode above: 2576

As a rich nation we seem to have money for every thing else. Why spoil a good multicultural TV station!

**** Postcode above: 2065

It was originally stated that the commercials used would be selective - now Harvey Norman ? ? ?.

**** Postcode above: 3463

If I wasn't able to tape programs and then fast-forward through ads, I'd watch much less sbs.

**** Postcode above: 5048

Ads OK between programs, not during

**** Postcode above:

I tend to now record programs and fast forward the ads, rather than watch SBS directly. It is most disturbing to have interruptions during programs. The ad breaks are getting bigger and bigger and it is becoming more and more like other commerical stations, which I only watch if there is something I really think worthwhile.

SBS should be Free to Air as it provides program content of interest to Australians and the multicultural community.

By being Free to Air, SBS there would be no pressure of outside influences in any of their programming, which could occur if SBS could be under threat to lose an advertiser that doesn't agree with some of the content.

SBS provides a niche that is important in Australian television and should not have to rely on public advertising to exist.

**** Postcode above: 2066

If it has to rely on adverts, please put them between programmes rather than inside programmes.

**** Postcode above: 2131

RE 8: provided english sub-titles are provided

**** Postcode above: 2483

I don't mind ads between programs but would prefer them to be community service announcements.

**** Postcode above: 2206

I wouldn't mind a few BETWEEN programs. It's the interruption of serious viewing that is so inappropriate and breaks the sequence of thinking that a good program sets up. The same may be said of interruptions to comedy timing. INTERRUPTIONS

are BAD.

**** Postcode above: 2039

If SBS MUST broadcast commercials, why can they not confine them to the beginning and end of programs (as in many European cities) thus the continuity of the program being viewed is not destroyed

**** Postcode above: 7004

I have heard that SBS will be using a second digital channel for LOTE programs. This is a good idea!

Top Gear was ok, but Top Gear Australia was a horrible, horrible waste of money.

**** Postcode above: 2602

I would really prefer no advertising on SBS, however if advertising remains I would prefer the advertising to be between separate programs rather than in the middle of a program. It is very disappointing to be totally engrossed in a documentary and then to have an advertisement appear. Thankfully there were no adds in 'The last Australians', this fantastic ad free documentary reminded me of how SBS use to be! Bring it back please!

**** Postcode above: 6016

SAVE OUR SBS!!!!!!!!!!!!!!

**** Postcode above: 2022

With programmes like Dateline there is a stark contrast between the consumerism of the ads and the balanced reporting of conditions in places like Darfur. It emphasises our careless profligacy with the world's resources.

**** Postcode above: 5019

Public funding allows for programming that private funding might not be comfortable with due to their self serving interests. Public funding keeps things far more honest.

**** Postcode above: 2100

I enjoy the variety of SBS but I hate the ads.

**** Postcode above: 2251

I hate the adds I dont watch the other commerical stations because of the ads but I have continued to watch SBS because its a good station and I feel loyals to its gols and ideals

**** Postcode above: 2038

SBSTV claim that they need to interrupt progams with commercial breaks because of reduced government funding. So why do they use these breaks to promote SBS programs?

**** Postcode above: 2039

I do not want SBS to continue as it is. Australia does not need a fourth commercial channel. SBS needs to revert to its formeer status supplying qulaity uninterrupted programming.

**** Postcode above: 6009

I avoid commercial tv because of the adverts- it is extremely annoying to see these same advs on SBS

**** Postcode above: 2540

fund it properly

**** Postcode above: 3012

SBS should mention after shows if they are going to be repeated on another day/time as the ABC does.

**** Postcode above: 2040

SBS was always the cultural bastion of Australian television; since it introduced advertising, I honestly couldn't be stuffed putting up with it - I watch ABC TV instead, despite ABC's lack of culturally relevant and LOTE programming.

**** Postcode above: 5051

Allowing the news to be interrupted by advertisements is crass

**** Postcode above: 2041

The Federal Government should adequately fund SBS to ensure its quality & remove the need for advertisements.

**** Postcode above: 2516

My (our family) viewing of SBS has been significantly reduced to only absolute essential programs and those via a recording that can fast forward through the ads. NEVER watch any other commercial stations - don't even know what is on them. I do miss the SBS as it was - especially the world news as the ABC coverage is limited - but it's ad-free!

**** Postcode above: 6019

Bring back Mary

**** Postcode above: 6160

I think one break in a long film is good as it gives a chance get a drink or go to the loo. ABC would be better for that too.

**** Postcode above: 5068

I would prefer no ads at all and would watch live if programmes aren't interrupted by commercials. As it is now I record and by-pass ads. Please remember your charter.

**** Postcode above: 2110

I am outraged at the dumbing down of programs - eg 1hr news at 6.30 instead of 1/2 hr, but more commercial station type trivia & irritating interruptions. Until the ads go, & quality is restored, I wl. continue to avoid SBS. We have enough commercial TV, without adding this valuable public broadcaster!

**** Postcode above: 2066

Since last year's campaign, I have noticed that occasionally the Masterpiece program at 1pm on Saturday has been broadcast with no ads. However, most programs are interrupted twice during a half hour program. The ad breaks between programs were a much better method of promotion than now.

**** Postcode above: 3147

current management is so blatantly self-interested. boot them out and get people who understand what sbs is for.

**** Postcode above: 3054

It is a shame to see the dumbing down of the News Segments; bring back the old format.

**** Postcode above: 3463

What happened to SBS News Amrita?

**** Postcode above: 6258

I don't object too much to advertisements between programs but within programs they interrupt the flow significantly.

**** Postcode above: 3051

SBS remains my favourite, but interrupting World News with ads stretches my tolerance. It makes journalism less credible. I often switch to ABC, just to make a point (if it's noticed at all...)

**** Postcode above: 6169

without SBS we would barely watch any TV. It is a little oasis in a cultural monochromatic wilderness.

**** Postcode above: 6011

and get rid of the money markets update - it is elitist & irrelevant to most viewers

**** Postcode above: 2011

SBS programming has deteriorated over the past 9 months, we are getting shows that are the sort of garbage that is often shown on free to air of an evening, folk that are house bound must find SBS getting to the boring stage of other free to air channels, I would also like to see Foreign news programmes with English subtitles, ofeten our own news does not give sufficient news and it would be good to hear what is happening in other countries and this would be possible if we had subtitles for foreign news. As a family we have always loved to tune into SBS for both TV & radio but TV is getting stale. G Negus is of particular interest every week his shows are great and most interesting.

**** Postcode above: 2282

no ads pleaseeeee

**** Postcode above: 2282

You have lots of high quality programs and advertisements do not enhance them. In fact, for shows like Insight, having a commercial break spoils the flow of ideas and interrupts the passionate exchange of views which often characterises this show.

**** Postcode above: 2130

Recently, on their web-site, SBS referred to themselves as a "commercial TV station"! If they persist in behaving like one in the face of public opposition and apparently contrary to their charter then maybe the government should threaten to reduce their funds or withdraw them altogether. Only then might SBS change their tune.

**** Postcode above: 5118

Bring back Mary.

**** Postcode above: 2260

SBS should provide a full quality public broadcast service and not chase ratings.

**** Postcode above: 3216

I look to SBS being totally uninfluenced by any commercial interests.

**** Postcode above: 6019

The wonderful The First Australians showed without commercial interruptions. So pleasing and much more enjoyable

**** Postcode above: 3225

I used to watch SBS most days before ads. On my very occasional viewing of SBS these days I've noticed that although they have no ad to put on they will still interrupt a program at the pre-determined 'natural break' times to put on promos. I think they do it just to annoy us.

**** Postcode above: 5118

I love SBS!!!! it informative , and has great documents , PLEASE get ride of the adds.

**** Postcode above: 3429

we were avid sbs watchers but since the ads we hardly watch it at all or we record it

and ff thru the ads and as for the news format we never watch it now, such a shame as it was our nightly viewing

**** Postcode above: 3197

We choose not to watch commercial television mostly because of the quality of the programming but also because increasingly the advertisements are inappropriate for the time slot, WAY TOO LOUD and intrusive. And simply too many. They make watching a program on television a very tedious process. Advertisements are ruining SBS. Why don't you save money by sacking some of the incompetent senior public servants and give their salaries to our blessed SBS.

**** Postcode above: 2515

Watching SBS used to be enjoyable. Now, with commercials, it is little different from the worst commercial stations, and in fact we find the ads a deterrent to watching. The ABC is also becoming worse with very long 'station breaks', but that is another topic. Let us get back to high quality TV broadcasting of world class, and soon.

**** Postcode above: 3934

As a viewer, a wog and a filmmaker, I deplore the introduction of ads on SBS -- advertising really does wreck the programs. More than that, once a public broadcaster starts taking ads the character of the broadcaster inevitably changes. Look to the history of PBS in the USA. Soon there will be topics that SBS doesn't touch so as not to upset advertisers and then too there is a mounting pressure for a greater share of a more generalised audience, rather than excellence within a specialist share of the audience. SBS has proved to be very disappointing recently. There can be no justification, for example, within the SBS charter for such a huge expenditure of its resources on Top Gear - I won't go into the arguments as they have been well rehearsed elsewhere. What a dismal show and at a time when we are concerned about global warming at that!

In any case, it would be legitimate to wonder why, if SBS is taking advertising, it should receive any government finance at all...

New management and a new direction are clearly required. And especially a reaffirmation of the SBS commitment to multiculturalism.

**** Postcode above: 2193

By our country having an impartial SBS TV it demonstrates this is ethically and supportive of Multi Cultural Australia.

The least we can do.

**** Postcode above: 6230

I rarely watch SBS now because of Ads

**** Postcode above: 6122

We still watch SBS but it is very annoying to see those ads.

**** Postcode above: 2137

Block ads between programs on SBS was acceptable. Ads within programs are unacceptable.

**** Postcode above: 3141

SBS is still streets ahead of any commercial station, but it needs to avoid being steered by commercial interests if it is to maintain any quality, diversity and intellectual integrity

**** Postcode above: 3136

movies at the earlier times 9.00 pm used to be great , for us family people.

**** Postcode above: 5134

I am a great believer in people who pay pipers call the tune. Since advertising commenced on SBS many non-mainstream doccos (read progressive) are banished to late-night viewing schedules. Seeing that market forces predominate in our society it means that we are receiving much the same fare as the commercial networks dish out.

**** Postcode above: 2304

My family have to turn off SBS on many occasions because the ads interrupt concentration on the program we are trying to watch.

**** Postcode above: 7018

I find the advertisements very intrusive and very long. I forget what I am watching/ waiting to watch so switch to other chanel. Do not watch SBS news anymore after Mary Kostakidis left.

**** Postcode above:

In relation to the world money market, the Fox was asked to guard the chicken coup and look what happened, their greed knew no bounds. The parallel is national media management.

**** Postcode above: 2265

I think ads are particularly offensive during news programmes therefore I no longer watch sbs news

**** Postcode above: 2010

I have basically stopped watching SBS since the programmes have been ruined by the insertion of ads. It completely wrecks one's concentration.

**** Postcode above: 2041

I would prefer curtailing broadcasting hours if it substituted good quality add free programs in the remaining time.

**** Postcode above: 2614

I only watch ABC and SBS, with SBS far less than I used to. I am so proud of Australia have these public broadcasting stations, and was really upset when ads appeared. Surely advertisements compromise the content. I only heard today that The Chaser was offered a lot more money from a commercial station but decided to stay with the ABC!! SBS could have been an alternative for them!

**** Postcode above: 3121

Our family will not watch commercial tv on account of the irritating commercial intrusions. We would watch much more SBS if commercial-free. It is absolutely wrong to think that any attempt to give SBS a more up-to-date appearance will improve viewer appeal. We once always listened to the news read by Mary Kostakidis but stopped doing so when it became a dual-presentation.

**** Postcode above: 5067

If they must show ads please stop garbage ads. Clever ads I can better cope with

**** Postcode above: 2089

STOP BROADCASTING ADVERTISEMENTS ON SBS COMPLETELY!

**** Postcode above: 2042

No great harm if the adverts are between programmes.

**** Postcode above: 5050

no..but keep up the good work!! Don't stop making Rockwiz. It is a fantastic program and provides an alternative to the ABC show.

**** Postcode above: 3064

Advertisements are totally unacceptable on a government-funded station of any kind.

**** Postcode above: 3123

I love SBS programs but the adverts are a real interruption. More often than not when you change channels to look at SBS there will a adverts running - not sth that should hapen on ABC and SBS ever.

**** Postcode above: 2111

I am sad at the decline of SBS since its management tries to emulate junk-tv (i.e., the cultural grime broadcast by commercial television every day and night). SBS also appears to be in breach of its charter when it seems to believe it has to create Australian content (in English) at all cost, so as to frantically (and senselessly) compete with all other Australian networks. In doing so, it runs directly into the trap originally set up by the Conservative Government: change its character so it becomes indistinguishable from junk-tv so it will vanish by itself - and the government will have rid itself of a nasty budget item.

**** Postcode above: 6083

SBS programmes are absolutely ruined by the advertising breaks. Once there were no ads - great. Then we got 'high quality' ads - not so great. Then we got commercial schlock like Harvey Norman but in between progammes and now we get bloody Harvey Norman in the middle of programmes. Appalling. And as for the waste of resources on Boyzone Oz version of Top Gear, gimme a break. One is enough of boys playing boyz, but what about a more sophisticated audience, for god's sake?

**** Postcode above: 3844

Ads at top and tail of programmes would be preferable to during programmes.

**** Postcode above: 3181

SBS used to be the TV channel I watched most. Now that ABC is the only commercial free zone, I watch that, but I miss the excellent programs of SBS and look forward to one day being able to enjoy them again.

**** Postcode above: 4500

Bring back David Stratton, Margaret Pomeranz and Mary Kostakidis

**** Postcode above: 2602

I would like the governemnt to change the law to prevent SBS from interrupting programs for commercial breaks.

**** Postcode above: 3141

I accept advertisements between programs not during them. So I would like SBS to be funded to the extent whereby it can meet my request.

**** Postcode above: 6239

old system adds between shows was ok

**** Postcode above: 4870

When the ads come on the volume increases This is so annoying. It is partly why I never watch commercial TV

**** Postcode above: 5045

I would like the governemnt to change the law to prevent SBS from interrupting programs for commercial breaks.

**** Postcode above: 3141

We are very disappointed with the constant ad breaks during programmes, it used to be only between programmes, now they seem to be every 15 minutes. Not good enough!

**** Postcode above: 5098

Australia is very fortunate to have such an excellent free to air channel, it is worth paying for and its quality should not be compromised.

**** Postcode above: 4879

We need to have SBS ad free to offer a real alternative to commercial. I am also a member of PBS 106.7 non-commercial radio, which provides hours of music we would never hear on a commercial station.

**** Postcode above: 3149

no commercial break, soccer games on reasonable time ,increase world news

**** Postcode above: 2706

I do NOT like news programs interrupted by advertisements

**** Postcode above: 2021

SBS program advts only, and only between pgms!

**** Postcode above: 2477

I would like the Government to better fund SBS.

**** Postcode above: 3004

I don't object to public notices such as for health education, or community events... as long as they are kept to a reasonable quantity and well-placed. But NO commercial advertising should be allowed.

**** Postcode above: 2031

In wanting SBS to end advertising I only refer to commercial advertising or sponsorships, not SBS related or community related advertising which involves no commercial transactions

**** Postcode above: 2485

Bring back Mary Kostakidis. Sack the boss!!

**** Postcode above: 6060

I love SBS but the advertising interruptions are maddening. Its global perspective on news is invaluable and its multicultural approach to programming gives access to ideas and material not otherwise available. This is a strong and important reminder of Australia's cultural diversity and connection to the world.

**** Postcode above: 2049

The commercialism of SBS is annoying and detrimental to its core values. I often change or turn off from SBS when the commercials come on.

**** Postcode above: 2533

I'd like no advertisements on SBS, but if any advertisements are shown, they should be screened between programs not during.

**** Postcode above: 3791

Ads between programs OK. "Shout" ads (Harvey Norman etc) do not fit with SBS

**** Postcode above: 6284

If there MUST be adverts, please can they be BETWEEN programmes, so that actual programmes are not interrupted

**** Postcode above: 2066

The only exceptions would be adverts promoting forthcoming SBS productions.

**** Postcode above: 5065

We will be uninformed cultural morons if the SBS is sold to the corporate lords of commerce ! Surely the ignorance of others is dense enough to separate and divide already ..we have become surfs to this feudal system of commercialism .Give our spirits some nurturance and inspiration to include compassion love .

**** Postcode above: 4566

it's okay to put some commercials but it would be desirable to do it between programs.

**** Postcode above: 2132

SBS is a wonderful treasure and should be funded and nurtured

**** Postcode above: 5067

At the very minimum there should be no interruption of programs by ads;

**** Postcode above: 3460

There have been 2 Italian films in the last couple of months and before that none for months. Lots of Spanish and Chinese (i.e. cheap) however.

**** Postcode above: 4011

No longer our SBS with confounded AD BREAKS.

**** Postcode above: 3174

In our times it is a fair enough mean to sell advertising time, however the fact that we now have interrupted current affairs programmes as well as feature films is just not on for SBS with its major public funding!!! There is definitely a tendency in my viewing habits, when I am being forced indoctrinated by advertising to switch literally off; mind and TV set. It is acceptable to have block commercial advertising but no more than 10%/ hour either before or after a homogenous programme.... ooooo by extremely annoyed!!

**** Postcode above: 0871

i just HATE having to sit thru the ad breaks during the news especially, and also during films.

**** Postcode above: 2480

If you sbs has to run the add's could they at least be at the end of the show like before.

**** Postcode above: 3787

been watching far less sbs since the introduction of ads!

**** Postcode above: 2040

4 - 6 Adverts at the end of each program as a block is OK. - as it originally was.

**** Postcode above: 5558

Advertisements interrupting beautiful documentaries and other interesting programmes simply spoil the viewing. These commercial advertisements definitely do not enhance the taste of viewing.

**** Postcode above: 6059

It is frustrating to have good programmes interrupted by ads, and the decision not to watch is sometimes preferable to putting up with them.

**** Postcode above: 3068

I trust that the ABC TV will continue to be free from advertising. So I would expect SBS also to be advertising free.

**** Postcode above: 2021

Since the introduction of mid program ads, i can only bear to watch programs i record, which needs preplanning etc so reduces considerably what i watch. i could tolerate between program ads, if that's a compromise

**** Postcode above: 5016

In our opinion, ads within programs are an insult to that program and to the viewer. people who watch such broken-up programs have been brain washed into accepting them.

**** Postcode above: 3340

and especially no political ads allowed!!

**** Postcode above: 2602

Quality foreign films and documentaries please.

**** Postcode above: 3124

I don't mind ads between programs only if it means we can get international content. Prefer not of course but if that is the price, OK.

**** Postcode above: 5022

The quality of the news programs has fallen disastrously. We would always have watched SBS News as our main source. Now we seldom watch and switch after 5 minutes.

The football coverage has also deteriorated very quickly. Does SBS have an anti-football agenda.

**** Postcode above: 3011

All content on SBS should be assessed in relation to the SBS Charter. There may be an argument for placing ads between programs, but it should be debated properly

**** Postcode above: 2480

Please, more human interest programmes, classical music across the spectrum. Something for us to watch on the week ends ,not too many repeats of old material, expand our minds.

**** Postcode above: 2213

The quantity of ads during programs seems to have increased. The interruptions to the programs spoils the continuity of the story be it fact or fiction. I really hate ads which is why I like watching the ABC and SBS. SBS because it has such wonderful global stories, movies and issues to debate. I would much prefer to watch a European Australian or English movie to an American one.

**** Postcode above: 2107

Ads between the programs are fine. But ads within (disrupting) the programs should cease.

**** Postcode above: 3052

Bring back Mary K.

**** Postcode above: 3070

SBS-TV news and current affairs are vital to the nation, and its historical documentaries and feature films are unsurpassed in a TV climate dominated by low-budget American exports with low production values.

**** Postcode above: 2031

advertisements BETWEEN programmes is OK, as a means of funding to reduce the drain on the public purse, but NOT by breaking the programme every 10 or 15 minutes.

**** Postcode above: 6011

I particularly deplore the frequency of ads for luxury cars (especially when they interrupt programs on environmental issues). This is a conflict of interest. I have no problem with community advertising, but commercial advertising compromises SBS's veracity and neutrality. Why, if it has to carry these advertisements, does it not

preface them with the same warning with which it prefaces the US Public Radio News Hour - that SBS does not endorse the content?

**** Postcode above: 260

Please return the adverts to the start and/or end of the program. I will then return to SBS

**** Postcode above: 5034

I used to watch SBS a lot - really like so many of the programs. Since the inception of commercial breaks in programs I have ceased to watch SBS entirely. I can cope with ads between programs but not within programs. I will return to watching SBS programs only if the current practice ceases

**** Postcode above: 6007

I would prefer no advertisements at all but prepared to tolerate between programme advertising, if deemed essential to the continuation of this service

**** Postcode above: 3191

answer 9 could be modified by 'advertisements only at the end/beginning of programs'

**** Postcode above: 2611

Because of the limited range of people who advertise on SBS the adverts are terrible, repetitive and boring and will eventually turn us away. I am tending to record the shows and speed through the ads, much better that way. As for sniff and stiff!!!!

**** Postcode above: 0810

I think SBS has very good information

**** Postcode above: 3150

We ask the Rudd Labor Government to recognise Australia's multi-cultural demographics by giving SBS more direct funding support.

**** Postcode above: 2603

SBSs ratings have not improved under the new regime of corporatism. The CEO should be removed and power given back to film/television/journalist professionals. Half the marketing dept should also go and the money saved used to commission

good Australian doco, drama and current affairs, rather than the lightweight infotainment that is currently being commissioned. SBS should again invent itself as a proud public broadcaster, not masquerade as little-boy corporate.

**** Postcode above: 6160

I now NEVER watch SBS live. Anything I want to watch on SBS, I record, then watch at a later date, zipping through the commercials.

I have no objection to programs being in their original (LOTE) language, as long as the program is subtitled in English.

I have written before, complaining about the introduction of commercials on SBS. As I said then, I used to boast about this fabulous commercial-free television station we have in Australia, where the very best of international films, documentaries and other programs are presented to the Australian public, and about how unique SBS is in the world. My assertions always brought forth great feelings of envy from my audience.

In questions above, where I have answered 'Yes', please substitute 'ABSOLUTELY'!

**** Postcode above: 2533

SBS is an important component of our national life and needs its public purpose strengthened not weakened by commercialisation

**** Postcode above: 5022

SBS as a public broadcaster should be free of commercial restraint in its programming. Also, since the advent of advertising on SBS TV, the content quality and diversity of its documentaries and films (particularly foreign language subtitled films) has deteriorated instead of improving.

**** Postcode above: 2077

SBS used to be a wonderful TV station. It is very sad to see it hosting so much content now that is simply included to chase ratings and thereby advertising income.

**** Postcode above: 6004

By running ads, SBS has been reduced to the same level of inanity as the commercial stages. Feature films, no matter what the calibre, are simply not worth watching when they are fractured by ads. Similarly docos.

**** Postcode above: 4870

Would appreciate more foreign films and documentaries and less local nonsense programs like Australian Top Gear.

**** Postcode above: 7307

A few ads between programmes is ok, but ads during programs undermines the nature of the SBS.

**** Postcode above: 4005

Maintain quality and do not compete with the mindless garbage on commercial TV. If Dateline is going to Sunday 8.30pm, how about a mid-week concert--good quality, not just classical

**** Postcode above: 4884

I am an Australian citizen who lives overseas. Now that I am not in Australia, I tune into SBS TV through its website on the internet.

**** Postcode above:

I think that SBS does a terrific job at promoting the understanding of difference between us - what you understand, you don't fear. As much as I applaud SBS's success with shows like Top gear I'm not sure that it progresses the SBS charter.

**** Postcode above: 3144

If advertising revenue is needed to help finance SBS then the commercials should be aired between the end of one program and the start of another, never during a program

**** Postcode above: 3032

If there is no way to be commercial-free, please reduce the amount of ad time.

**** Postcode above: 2060

The commercial breaks are particularly undesirable during the news services.

**** Postcode above: 3068

What a shame to see how far SBS has sunk!

**** Postcode above: 3930

I'd just like to add that for many years I have been a loyal SBS viewer, but, since this station sold out and became just another commercial channel, I have switched my viewing habits and now watch it much less. I loathe commercialism in the media and feel betrayed by SBS. There are still programs of interest and substance that I continue to watch, but it is not the pleasurable viewing experience it once was.

**** Postcode above: 3555

Promos for other programs should be at the end of current session. Taken to recording programs to skip the adds

**** Postcode above: 4869

If ads are the only way to fund quality programs then they should be grouped at the ends of programs, NOT in the middle of programs!

**** Postcode above: 2083

I am amazed that advertising was ever introduced, let alone the stupid, disruptive insertion of commercials DURING programs. It's offensive and really frustrating. That's a key reason why I don't bother watching commercial television, it's for people who can't concentrate for longer than 10 minutes.

**** Postcode above: 5607

The present system is self defeating in that fewer people are watching SBS and over the years the decline will continue

**** Postcode above: 4213

If we must be saddled with this incubus, surely SBS could be more sensitive about the type of ads. Most are self defeating and just enrage the sophisticated audience for arts & documentaries.

**** Postcode above: 4556

Current SBS management is ----- both to the public and the senate estimates committee when it says it is adhering to the charter and broadcasting 50% foreign language content that is accessible to ALL Australians. That is an ABSOLUTE ---! When they say they broadcast 50% foreign language content, they include WORLD WATCH NEWS which is foreign language news, BUT IT IS NOT ACCESSIBLE TO ALL AUSTRALIANS because it does NOT have SUBTITLES!!!! These news services cost SBS very little and gives them the pretext that they are following the charter but

if any of our politicians took the time to read the charter and understand it, that would realise that they, along with the rest of Australia, are being ---- to and taken for fools!

**** Postcode above: 2136

I love SBS but the introduction of commercial advertising ruins the integrity of programs.

**** Postcode above: 3182

I am dissappointed by the ads on SBS, i make a POINT of not watching tha ads when they come on.

**** Postcode above: 5074

Most nights we watch something on SBS, the adds are very annoying, if they have to exist they are better reducing the amount , and have them only at the start or the end of shows. Thank you

**** Postcode above: 3127

I used to love commercial free multicultural SBS, then watched it less with the ads at the end and less multicultural content and now with it stacked with ads and not enough multicultural content i hardly watch it at all

**** Postcode above: 2480

I like SBS. I just hate the ads. A public broadcaster shouldn't, by its very nature, broadcast advertisements. I watch a lot of ABC 1 & 2 because they don't have ads. Why doesn't SBS have a viable 2nd Channel?

**** Postcode above: 2049

I find the advertisements on SBS intensely annoying given that it is also taxpayer funded! It is an invasion of privacy to have unwanted, unsolicited ads on SBS - I keep thinking I'm on the wrong station!

**** Postcode above: 4556

It does feel less like a public broadcaster with ads and they are not of top quality and less time as when they started and promised.

**** Postcode above: 2094

The absolute minimally acceptable situation is that IF ads continue they must not

occur during programs but only between programs.

**** Postcode above: 5082

sbs must fire its --- who is acting ----- ----- --- --- ----- ----. then it must hire good and decent and talented human beings to run the channel under the ideology of its charter, not that of -----.

Thatcherite corporatism which, in case no one noticed what has happened lately, demonstrably

doesn't work. The corporate model doesn't work for a public broadcaster and that it has been allowed to happen at sbs is a national disgrace. Fire these turds. Selling used cars is way beyond their apex. Fire 75% of sbs's marketing division. They are, themselves, used cars.

sbs has taken a disastrously wrong turn under Howard. It must get back to what it was most brilliant at- commissioning the best in Oz docs, the stuff that lasts and ends up in schools, not the semi-worthy shit that the marketers in sbs are now commissioning that are chosen because they might RATE. Funny, they don't.

Advertising is only the tip of the iceberg in terms of what is stressing sbs.

**** Postcode above: 6162

Ads make me concerned that the focus of the station becomes income generating and at risk of influence from commercial and political bodies. Ads themselves if sufficiently varied and appropriately spaced (pref. between programs rather than during programs). Too many and oft repeated ads are annoying but my main concern are the focus and influence factors.

**** Postcode above: 2060

We watch much less SBS now that the ads are broadcast. If the policy continues, we shall cease watching altogether in time.

**** Postcode above: 2135

Some advertisements between programs is OK, but not during programs.

**** Postcode above: 5140

I loathe ads yet love(d) SBS and the ads have affected HM I watch SBS

**** Postcode above: 3068

I didn't mind the ads when they used to be after programs. However having them in the middle interrupts the flow of the program and as a viewer, it makes you feel like you're watching a commercial channel. This was always part of the attraction of SBS previously, that you didn't have interruptions and the programs were more interesting and of a better quality. Thank you.

**** Postcode above: 2093

Ads. at the cessation of programs is OK, but a limit of 6 or 3 minutes.

**** Postcode above:

We were avid SBS watchers until the introduction of advertising but find the advertisements extremely intrusive. We now watch very few of SBS's broadcast programmes (or the commercial stations for the same reason), instead favouring the ABC.

**** Postcode above: 2007

Ads are fine in between programs but PLEASE, PLEASE PLEASE let us watch our programs in peace without interruptions.

**** Postcode above: 4123

The ads have made SBS look more like the other commercial channels, and it certainly has made me watch it less.

**** Postcode above: 2615

I used to watch SBS frequently before they crossed to the dark side, now the only channel I can watch is the ABC.

**** Postcode above: 4887

I would be happy to pay more tax to fund an advertising-free SBS. Like the ABC, its independence to focus on fulfilling its charter is paramount. Commercialism by nature invites bias or "shaping" of programming to attract income.

**** Postcode above: 3011

I do not consider watching or listening to advertisements as 'entertainment' and find it an invasion of my privacy

**** Postcode above: 6160

I didn't want SBS to start ad's in the first place, for a couple of different reasons... One was that this situation would happen - despite their protests that it would never happen.

**** Postcode above: 0810

SBS does a great job at broadening our perspective

**** Postcode above: 4572

The sensitivity has gone from the foreign films because they are interrupted by commercials at often crucial moments. How can they do this to us?!

**** Postcode above: 3070

Return to sincere news reading and one newsreader per programme. Less glamour, less gratuitous inflection, it's very stereotypical and insincere.

**** Postcode above: 4870

Please keep SBS commercial free, otherwise we will not watch it at all, there are plenty of uninterrupted DVD movies, programs and documents....

**** Postcode above: 2567

(1) if ads must stay, make them between the programmes as is Europe, not interrupting.

(2) re foreign language programmes-the films all have English subtitles-why cant the foreign news all have english subtitles-the UN can do it in realtime, why cant SBS?

**** Postcode above: 7253

The advertisements should reflect the audience. I hate the fact that the actors are mostly white Anglos. In a practical sense, I guess the trend is towards user pays even a little bit, so a few ads might be OK, but a barrage is BAD.

**** Postcode above: 2130

I never watch commercial television because I cannot stand the ads.

**** Postcode above: 2780

Except for the Rugby League shown on WIN, our television viewing is all ABC and SBS. The two main reasons for this are:

- 1. Without advertising there is far better continuity in watching a programme, and*
- 2. Without doubt, the standard of watchable programmes on ABC and SBS is much higher. We enjoy the "dubbed" programmes like: The Eagle, Inspector Rex and others.*

**** Postcode above: 6229

I ticked more LOTEprograms please but that's with the proviso that they are all subtitled.

**** Postcode above: 4170

I can't cope with the level of advertising and would hate to have more

**** Postcode above: 2540

The Advertisements are ruining a world class service. Why would you do that? - we had a service second to none.

**** Postcode above: 6530

I have completely lost my previous enthusiasm for SBS since advertising started. I find ads annoying, demeaning, boring, and irrelevant.

**** Postcode above: 2041

I watch SBS TV every day at some point and have done for years. I am an irish-english australian, but appreciate the international perspective of SBS which is unrivalled. Even by BBC. I specially object to the interruption of the News. In general though I prefer the block of ads before programs if we had to have ads. That was how it was on german TV when I was there. I prefer to pay taxes, progressive, for services like these. I do not think they should be funded by paid advertising. Citizens of a democracy need non-commercial media.

**** Postcode above: 2446

sbs should not be programming shows that we can see on commercial tv or pay tv ie Top Gear is a disgrace !

**** Postcode above: 2026

Why has SBS no program details on the digital facility? Is this yet another example of management's complete indifference to public opinion and need?

**** Postcode above: 2291

Commercials at the beginning and end only would be great

**** Postcode above: 6152

I would like the news from places such as Greece to have subtitles because international news is important but I don't want advertisements.

**** Postcode above: 2046

very sad and now annoying broadcasting that is turning me off many programs, the advertising is hideous. we avoid buying anything advertised on sbs! true, we make a hit list of companies and products to hate and loath. furniture for example. we will never buy at those stores advertising on sbs. or any motor vehicle advertised on sbs. ever.

**** Postcode above: 2073

the use of adds on sbs takes away from what we believe sbs stands for.

**** Postcode above: 2066

I didn't mind the ads when they were between shows, I just hate the programs being interrupted.

**** Postcode above: 2040

The quality of the programs is with out question some of the best of free to air TV. The variety is also fab. All of this would be enhanced without ads.

**** Postcode above: 3463

It seems that the advertisements became more strident, noisy and frequent.

**** Postcode above: 7320

As I am of Italian origin I really enjoy any of the language programmes based on latin i.e. spanish, portugese, italian etc.. and it is very annoying to have continuity broken by shouting ads.

**** Postcode above: 5042

SBS should stop interupting the programs to paid ads

**** Postcode above: 3011

I only speak English but I love the LOTE programs I love to hear other languages and the shows are all so interesting and different. So refreshing

**** Postcode above: 2539

I think funding should be determined by looking at other organizations BBC Canadian BC finding out how much they spend per capita. This should be an indicator of what should be the correct level of funding.

**** Postcode above: 4870

I used to watch SBS almost exclusively, enjoying its intelligent programming, quality news services, and NO commercials. Over the past few years the programming has become much more mediocre, and the introduction of in-program advertising was for me the straw that broke the camel's back. I now only watch SBS once every few weeks, the commercials have been a literal and permanent turn-off!

**** Postcode above: 5000

NO Advertisemants

**** Postcode above: 3127

Would prefer no ads but if they have to why not like in Europe in blocks between programs...

I must also say that SBS programming seems to be less reliable also is that because of the ads progams run over and when I set the VCR get ads or miss end and start of shows.

It seems that there are less European shos also is that because of budget cuts the last Italian Film festival had fantasitc films would be good to see these on SBS. Apologies for bad typing but tired and need a break from the computer and surveys which you dont really know it people who make decisions take them on board.

See yah or hasta la vista baby.

**** Postcode above: 3012

it is a vital part of our culture that we have a public broadcaster not tied/influenced by the need for advertising. as there is a large number of people who like to have TV and radio in their inherited language, then SBS needs support to give them a public broadcaster.

**** Postcode above: 2074

The programming on SBS is not trashy, so why mix it with trashy advertising for supermarkets and the like. It find it detrimental to my concentration on the shows. The ABC doesn't run ads. Neither should SBS.

**** Postcode above: 3054

If it means that SBS stays on air then adverts are a less favourable yet necessary option but between programs only.

**** Postcode above: 2785

Programs with multicultural content in English to make them more widely appreciated.

Fewer programs that are basically cheaply, gratuitously pushing boundaries but without quality or real value.

Loss of quality football programs is a serious setback

Quality programs will be reflected in ratings

**** Postcode above: 5073

This is an issue of great concern to me. We need a counterweight to the other commercialised channels.

**** Postcode above: 2039

Three points:

With some programs, the insertion of a series of ads. demonstrates a lack of intellectual sensitivity and a poor understanding of the nature of the program.

When advertisements appear, I press the mute button, then read the paper or leave the room to attend to some other activity.

I would rather pay an extra cent a day to preserve the non-commercial nature of SBS.

**** Postcode above: 3144

Having ads in the middle of programmes totally disrupt the mood/train of thought. Also all the ads are in English and therefore are not fulfilling the idea of a multicultural broadcast. It is very sad to see the falling away from SBS's avowed intent. Instead, they seem totally bent on serving Mammon, hardly an example of freedom from political bias. And after what the Labor Party said when it was in opposition, I thought the idea was to change things once elected not to sit there thinking of excuses for keeping things the same.

**** Postcode above: 4879

sbs now feels not much better than commercial tv with annoying ad breaks. the programs are obviously better than commercial tv but having ads forced onto me is insulting, especially as we were initially told they would only be in between programs. i dont think many people were stupid enough to believe that.

now when i get hit with an ad I just turn over and often dont turn back again.

**** Postcode above: 5082

advertisements at the beginning and end of programs are non intrusive and still get the message across for the advertisers. If I'm not annoyed by the fact that an advertisement has just broken into my favourite program, I'm much more inclined to purchase the product.

**** Postcode above: 3332

SBS should keep its status as a unique TV Channel, stop the advertisements, the money is well spent if educative, interesting programmes are produced

**** Postcode above: 2049

SBS is a unique and priceless service to Australians. Fund it properly and leave it alone.

**** Postcode above: 3450

Understanding the costs of running a decent broadcaster, I'm willing to accept ads between programmes but not in programmes

**** Postcode above: 4819

SBS has an extraordinary role to play in facilitating a multi cultural and harmonious Australia through programming that is quite distinct from all other TV channels. Its reputation and longevity prove its success. Advertisements at short intervals contributes to a real issue for our society- short attention span!!

**** Postcode above: 3136

Have more programs with an international flavour. Also keep the news very international - Australian news can be sourced from other stations, if required.

**** Postcode above: 4552

I don't want SBS to become like another one of the commercial stations. Ads should not be part of SBS, it should be funded by the government.

**** Postcode above: 2112

*Besides the advertisements themselves, SBS seems to have taken on a more commercial-flavoured programming agenda. Rather than dumbed-down commercial material like top gear I would like to see a return to SBS's regrettably and explicitly deprecated focus on documentaries that can *educate* (as is stated in the charter) people about the real world, as well as creative foreign films that potentially push boundaries - anything that makes people a little more open-minded is doing a service to our society, and SBS used to fulfil that role admirably. We have 3 commercial stations to coddle us in our ignorance already, and soon many more. We don't need SBS to become one as well.*

**** Postcode above: 3054

Sometimes the advertisements make a welcome break from the excessive amount of time reporting on the USA. Australian is not part of the USA and we need more news about our own country and our near neighbours. We get too little coverage on the state of the environment and too much on the state of the economy. We can have an environment without an economy but we cannot have an economy without an environment. When was the last time SBS gave out a report on the air quality in any of the major Australian cities?

**** Postcode above: 6333

I am happy for more languages other than english in prime time as long as they are subtitled

**** Postcode above:

Advertisements at the beginning and end of a program would be acceptable but not during the program

**** Postcode above: 2452

SBS should not be a de facto 4th free-to -air commercial channel. Independence should be maintained via government funding. I'm happy for my taxes to support an independent SBS

**** Postcode above: 2026

get rid of the current "management team" who are busy making SBS pointless and corrupting descions due to reliance on advertisers. It is being wrecked by sociopaths and self agrandising money grubbers.

**** Postcode above: 2756

SBS should not try and compete with the commercial broadcasters. The whole point of SBS is that it appeals to niche groups with specialist programs (more specifically, different cultural/linguistic groups).

The commercialisation of SBS that has occurred in the last 2 years is not only irritating and disappointing, but it is also a contradiction of its charter, its "mission statement".

Please get rid of the ads in between programs and let's see some cultural variety and quality journalism!

**** Postcode above: 3126

Can't believe we don't even follow foreign advertising codes and only broadcast ads in between shows! I hate all ads and mute them.

**** Postcode above: 2784

Bring back Mary!

**** Postcode above: 4103

No ads, most particularly during movies would be good!

**** Postcode above: 2203

News and presenter biased towards Howard in our elections many times. Harvey Norman ad in news time is the single most irritating piece of tv I have seen in 51 years and makes me turn off straightaway. TAKE IT OFF permanently.

**** Postcode above: 2480

There are some very good programs on SBS but I don't like the commercial breaks. I don't watch commercial TV stations.

**** Postcode above: 2575

I watch SBS and ABC almost exclusively. I dislike adverts and never remember who they were for anyway. Vive le difference.

**** Postcode above: 5043

I am not one who turns on the tv in the morning and leaves it on all day. I switch on for particular programs and watch them with my complete attention, then switch off.

**** Postcode above: 3809

There are sufficient commercial channels and adverts. Give us more of a break and put SBS on a somewhat similar footing as our great and popular ABC

**** Postcode above: 4068

We view SBS programs by downloading them from the web so that we don't have to sit through the ads. As such, our viewing of SBS programs is not counted in ratings data. if SBS had no ads we'd watch it 'live' and be counted in the ratings.

**** Postcode above: 2604

I am so angry about the ads that I do not watch many programs which I would like to watch as they are spoilt. GET RID OF THEM!

**** Postcode above: 3193

SBS should keep its independence at all costs. One of the most annoying things is ads during news. Please stop running commercials on SBS.

**** Postcode above: 2912

Keep up the good work

**** Postcode above: 2043

I have said that SBS can still show ads, mainly because I suspect that this will continue to be an important source of funds and that without it SBS programming will be further compromised. However, whilst making this concession I only want ads to be between programs.

**** Postcode above: 3129

The ad breaks are intrusive and disruptive

**** Postcode above: 4870

Or if it really so badly needs the revenue, give us ad toilet breaks between programs and ban Harvey Norman ads altogether. And prove to the public its content never is or will be compromised by its sponsors!

**** Postcode above: 2193

We are very lucky that SBS sub-titling is world class and SBS budget must allow for continuing employment of qualified translators and editors all the time.

**** Postcode above: 2021

SOS

**** Postcode above: 4067

Keep up the good work - we need quality TV and NOT advertisements!

**** Postcode above: 2065

Would like programs in other languages to have subtitles.

**** Postcode above: 5141

By having commercials on SBS you are taking away its identity, and its ability to be genuinely committed to a worthwhile set of ethics. Commercials make SBS just another commercial station.

**** Postcode above: 3169

SBS is my first choice TV station. It is a disgrace that they have ads because of inadequate Government funding. Give SBS adequate funds and get rid of all the irritating advertisements.

**** Postcode above: 2500

I used to watch several programmes a week on SBS, particularly the 6.30 p.m. news. I haven't watched a single programme since the ads started to interrupt them.

**** Postcode above: 4740

Australia should allocate money for ad-free SBS, to keep it free of commercial pressures.

Bring the movie back to 9.30 so that we can watch it without missing out on sleep!

**** Postcode above: 3129

I've complained to SBS. Waste of time. They are light years from understanding the ordinary viewer

**** Postcode above: 3463

It should have far more arts programs and much less emphasis on sports.

**** Postcode above: 3777

the quality of the programs keeps deteriorating too - various sex trade ones - just for pervs really - one such program is ok maybe but there seem to have been an endless supply , bogans was appalling , hours of danish crime. Keep news in different languages no matter what and advertisment free . We watch spanish news instead of English because of the ads

**** Postcode above: 7004

Just don't submit to perceived commercial pressures ... advertising okay in between different programs

**** Postcode above: 5063

I want the old SBS back!

**** Postcode above: 4012

Multiculturalism is frequently divisive and I have yet to see anything that "promote(s) understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people"

**** Postcode above: 4160

Watching SBS used to be a joy; now it is a chore that needs to be endured in order to watch programmes of interest and importance. I NEVER watch the 'commercial' channels because of their advts and poor programmes; I watch SBS because of their (mainly) good programmes but I do not enjoy the suffering that goes with them. I believe SBS has lost audience share since advts were introduced.

**** Postcode above: 6210

SBS should abase itself publicly for its behaviour towards Mary and the subsequent degradation of the SBS news bulletins which used to be the best in the world!

**** Postcode above: 3072

I really hate the ads on SBS TV. They are very jarring and completely destroy the atmosphere of many programs, especially films and documentaries on serious topics. This happens even though we never watch TV live but record it on video tape and fast forward through ads. If possible I will avoid the advertised products because I truly resent the interruption.

**** Postcode above: 3106