

SBS launches multilingual Coronavirus news and information portal to further support multicultural Australia

SBS has launched the **SBS Multilingual Coronavirus Portal**, a dedicated online information hub for multicultural communities to easily access accurate and trusted news and information about COVID-19, in their language.

The portal provides one place where the many Australians who speak a language other than English can come to for the latest news and resources across more than 60 languages, produced by SBS Radio and SBS News.

Director of SBS's Audio and Language Content, Mandi Wicks, said: "Reaching those who speak a language other than English with vital public health information is essential to saving lives, and SBS plays a unique and critical role in keeping communities informed during challenging and uncertain times. It has never been more important to ensure Australians are getting the information they need to protect themselves and their communities as the COVID-19 pandemic continues.

"The SBS Coronavirus Multilingual Portal provides a central hub and go-to source for people to access accurate news and information they can trust, and stay informed with the latest must-know updates about COVID-19 in their language. It also provides easy access to unique coverage of the impacts and issues being faced by different communities, as well as positive stories of resilience in communities that are important at a time like this.

"As events have unfolded, SBS has been providing comprehensive coverage in more than 60 languages across our radio services, in addition to news in English from Australia and around the world. We're seeing more Australians turn to SBS as they seek information they can trust about issues affecting their communities," she continued.

In recent weeks, SBS's language services have experienced significant audience growth. Compared to just over a month ago, daily visitors to SBS Radio language websites have increased 70 per cent¹, and installations of the SBS Radio app have more than doubled². The SBS Mandarin service has experienced an 89 per cent increase in daily visitors to its website³, and the SBS Korean service is up 209 per cent compared to its daily average⁴ – examples that demonstrate how Australians are coming to SBS for news relevant for their communities.

The SBS Multilingual Coronavirus Portal can be accessed at **[sbs.com.au/coronavirus](https://www.sbs.com.au/coronavirus)**. The portal highlights key information and updates about COVID-19, including the latest news in

1. Adobe Analytics, Australian Unique Visitors. 14 February – 12 March 2020 and 18 – 24 March 2020.

2. Adobe Analytics, First Launches. 14 February – 12 March 2020 and 18 – 24 March 2020.

3. Adobe Analytics, Australian Unique Visitors. 14 February – 12 March 2020 and 18 – 24 March 2020.

4. Adobe Analytics, Australian Unique Visitors. 14 February – 12 March 2020 and 18 – 24 March 2020.

English, and visitors can then select one of more than 60 languages to browse coverage produced by SBS in that language.

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1. *Adobe Analytics, Australian Unique Visitors. 14 February – 12 March 2020 and 18 – 24 March 2020.*
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3. *Adobe Analytics, Australian Unique Visitors. 14 February – 12 March 2020 and 18 – 24 March 2020.*
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