

NITV ANNOUNCES HIGH-DEFINITION LAUNCH AND EVOLUTION OF BEYOND 3% INITIATIVE

Beyond 3% continues to support the growth of National Indigenous Television (NITV), with the next iteration of the initiative introducing a new tiered partnership framework for brands, designed to drive further investment in the First Nations media sector.

31 October, 2023

After the biggest year in NITV's history, which included the launch of a 12-market broadcast signal and celebrating a decade of being available free-to-air, Australia's dedicated Indigenous broadcaster will be launching as a high-definition channel on 5 December 2023.

SBS's Director of Indigenous Content, and proud Birri and Guugu Yimidhirr woman, Tanya Denning-Orman, announced the upcoming HD launch at the SBS 2024 Upfront in Sydney earlier today, where highlights of NITV's distinctive First Nations storytelling for the year ahead were also revealed.



Tanya Denning-Orman, Director of Indigenous Content, SBS

"I'm excited that we will be presenting to Australia a beautiful, bold and unapologetically Blak content slate over the year ahead – including our fast-paced community-loving sport – in high definition," said Denning-Orman. "It's just the latest development for NITV as the channel continues to go from strength to strength, delivering more First Nations stories to more Australians, and continuously improving how we serve our growing audience, as well as our partners."



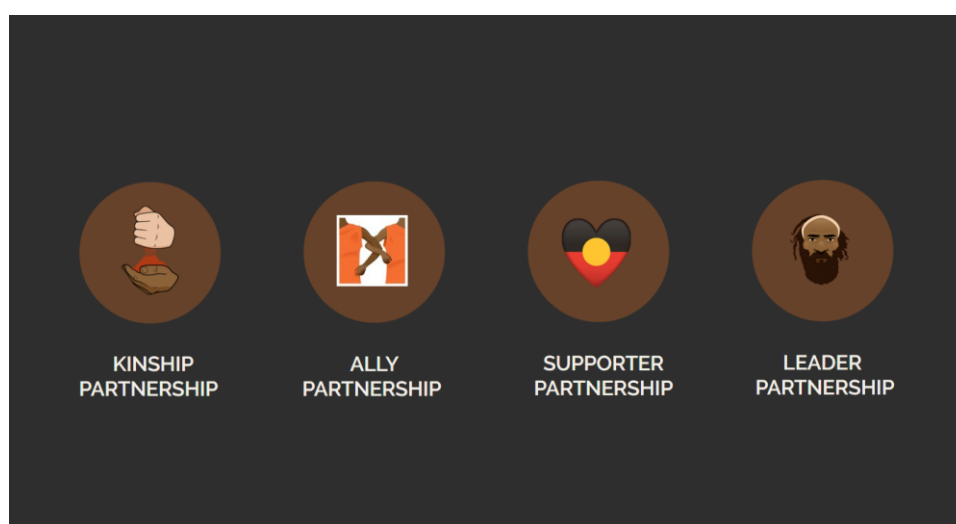
"It comes following what has been a major year. We marked a decade of being available to all Australians as a free-to-air channel and part of the SBS network; we introduced our 12-market broadcast signal; and we continued to elevate First Nations voices for a growing audience of Australians wanting to connect and understand more about 65,000 years of culture, history and knowledge in this country."

Peter Noble, a proud Bandjini and Girramay man and NITV General Manager, added that NITV has an incredible line-up of content ahead.

"We continue to increase our investment in the Indigenous production sector and partnerships across the industry, and are proud to not only be delivering more of our sport, documentaries, drama, entertainment, and award-winning kids, news and current affairs programming to audiences in 2024, we're also excited to have returning series with *Our Law* and *Little J and Big Cuz*. NITV is continuing to cement its place in the Australian media landscape and, following the success of *First Inventors* this year with Channel 10, we're excited to partner with Netflix to bring AFL great Eddie Betts' popular books to life through our new animated children's series *Eddie's Lil' Homies*."

The move to HD comes as NITV and SBS Media's Beyond 3% initiative continues to drive investment in the channel and increase awareness of the benefits of greater investment in First Nations media.

Speaking at the SBS 2024 Upfront, Anna Dancey, a proud Yuwaalaraay woman and NITV National Sales Manager, shared details of the evolution of Beyond 3% to support brands either getting started, continuing, or growing their investment in First Nations media with new partnership tiers: Kinship, Ally, Supporter and Leader.



The new partnership tiers being offered as NITV seeks to give brands new ways to work with the channel.



"2023 has been our biggest year ever," said Dancey, "with the likes of Coles, Airbnb, Amazon and Palmolive all increasing their investment with NITV, with bespoke and unique creative work that champions First Nations perspectives and Blak excellence. This year we also saw NRMA go further and become the first Australian brand to commit 3% of its broadcast media spend to First Nations media over the next year.

"We look forward to seeing others follow their lead and our new partnership framework introduces tiers to give brands a clear pathway to go Beyond 3%. This initiative has demanded more of our industry and is helping shift the needle on advertising spend that makes a real difference. Combined with NITV's growing and powerful content offering, Beyond 3% will continue to support the strength of the First Nations media sector and the vital role it plays in this country and help our commercial partners to see and understand the impact of their investment."

According to the latest Census data, Aboriginal and Torres Strait Islander peoples represent 3.8 per cent of the Australian population, but it's estimated that less than 0.3 per cent of advertising in Australia invested in media is dedicated to reaching these audiences. [Beyond 3%](#) was launched in early 2021 seeking to engage media agencies and marketers to begin to address this gap by learning more about the role and value of First Nations media in Australia today, doing more to contribute to inclusion in the sector, and re-thinking media spend by committing to increasing investment in Indigenous media platforms to at least a 3 per cent target.

Background: NITV continues to grow as more Australians engage with First Nations content:

- In December 2022, NITV marked 10 years of being available to all Australians as a free-to-air channel, and part of the SBS network ([see SBS Annual Report, p44](#)).
- In May 2022, NITV began broadcasting to 12 markets, making the move to a split transmission across five metro and seven regional markets, to support the ability to deliver more targeted programming to audiences, have the capability to broadcast live events simultaneously across time zones, and provide new opportunities to advertisers ([media release](#)).
- In March 2021, NITV and SBS Media launched [Beyond 3%](#), an industry initiative designed to raise awareness of the benefits of greater investment by agencies and brands in Australia's Indigenous media platforms, including NITV which has seen a significant shift in investment in the channel. In August 2023, NRMA Insurance was announced as the first brand to commit to investing 3% of its broadcast media spend in First Nations media ([media release](#)).
- In 2022-23, NITV reached more than 1.8 million Australians every month on average on television. Across NITV and the wider SBS network, more than 24 million hours of First Nations content was consumed, while First Nations content consumed on SBS On Demand increased by 143% year-on-year ([see SBS Annual Report, p43](#)).
- NITV continues to grow its investment in the Indigenous production sector, and in 2022-23 increased hours of first-run commissioned content on the channel by 17% ([see SBS Annual Report, p43](#)).



- In 2018, NITV won its first TV Week Logie Award for children's animated series, *Little J & Big Cuz*.
- Among the original and award-winning content on NITV today is Australia's longest running Indigenous current affairs television show, *Living Black*, which celebrated its 20 years anniversary in 2022, with award-winning journalist at the helm ([see SBS Annual Report, p30](#)).

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