

SBS AUDIO DEMANDS DIFFERENT WITH AUSTRALIA'S MOST DISTINCTIVE PODCAST LINE-UP

- *Insight* to launch its first podcast in 2024.
- Australian Podcast Publisher of the Year will double down on its distinctive podcasts with launches of *Seen with Yumi Stynes*, *Australia Fair*, *Say Kimchi* and *Everything We Need*.
- SBS to offer pre, mid, and post-roll ads and sponsorship on its unique slate of audio content.

31 October, 2023

2024 will see SBS's award-winning podcasting reach new audiences with the announcement that the multicultural and First Nations broadcaster will launch a new *Insight* podcast, with a twist on the television format.



SBS Insight will get its own podcast in 2024

This has been a momentous year for SBS podcasts with the broadcaster being named the 2022 Australian Podcast Publisher of the Year at the Australian Podcast Awards and launching a range of new and distinctive podcasts.

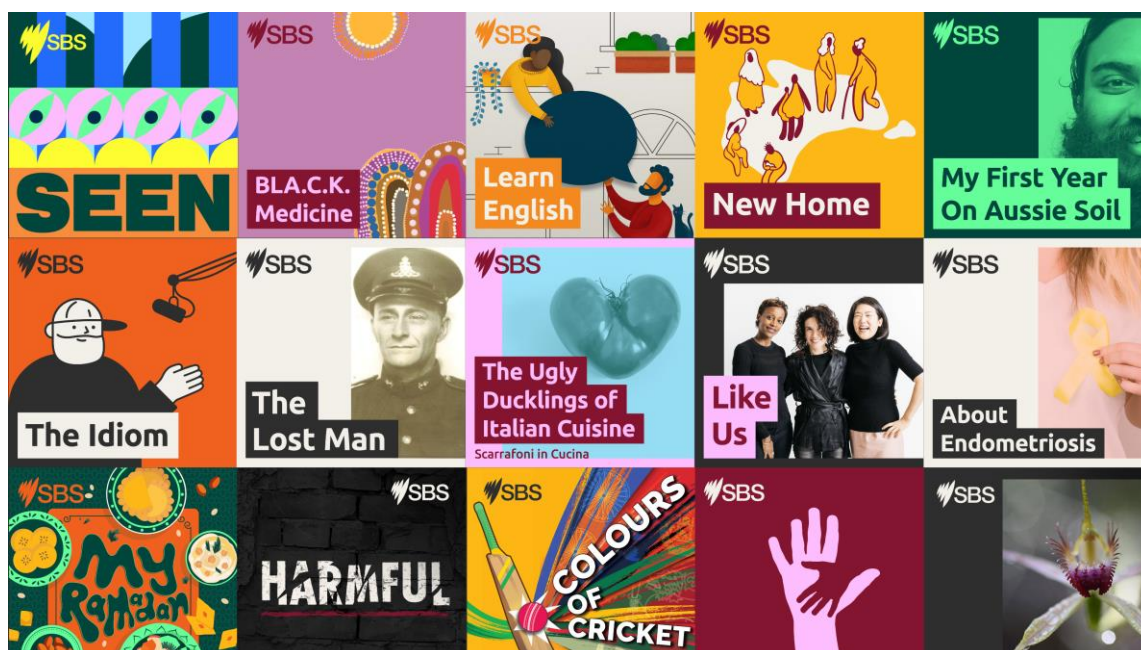
SBS Audio announced the *Insight* podcast at the SBS 2024 Upfront in Sydney and also used the event to unveil an ambitious agenda for more different, captivating, and truth-telling podcasts to meet the growing demand for diverse audio content in Australia. The broadcaster also confirmed it will now offer pre, mid, and post-roll advertising and sponsorship on its unique slate of audio content.



SBS Director of Audio and Language Content, David Hua, said the network was incredibly proud of its distinctive audio offering: "Our podcast network is unlike anything else in the Australian landscape, and we believe there will be strong audiences for the *Insight* podcast along with the rest of our slate."

"This year we also were proud to launch podcasts like the bilingual series *The Ugly Ducklings of Italian Cuisine*, *Bad English* with Ivan Aristeguieta, *Should You Really Eat That?* by food writer Lee Tran Lam, and Signal award-winning series *The Idiom*.

"We're incredibly proud of the work we have done expanding in the podcast space, particularly our inclusion of pitches received from the public for three years running which has allowed us to create rich and nuanced stories of culture and language that no other network can offer."



A sample of the diverse range of podcasts from SBS Audio in 2023

SBS's podcast offering reaches both English-speaking and multilingual audiences, including hard to reach listeners in more than 60 languages, with over 5.6 million Australians using a language other than English at home.

In 2024, SBS Audio listeners can look forward to the new *Insight* podcast with Kumi Taguchi - diving deeper into the honest and bold conversations loved by audiences.



Call outs for distinctive podcast pitches are continuing to attract new talent and ideas to reach Australians from all backgrounds. Upcoming series *Deadly Doctors* interviews health professionals finding cures to deadly diseases; *Everything We Need* explores rural communities dealing with climate change; and *Australia Fair* looks at the dark history of the White Australia Policy.

A new season of *Seen* with Yumi Stynes is in production, as well as a new Auslan vodcast series with Deaf Australia, and *Say Kimchi*, a light exploration of the experiences of young Korean Australians.

SBS Audio generates 5.9 million monthly audio plays and is nominated for four Australian Podcast Awards this November including the 2023 Podcast Publisher of the Year. Last year, SBS Audio podcasts won seven Australian Podcast Awards, and two inaugural Signal Awards, and were nominated for two Radio Today Podcast Awards and recognised as a Webby Award honouree.

SBS Audio podcasts are available at [SBS.com.au/Audio](https://www.sbs.com.au/Audio), the SBS Audio app, and are available through LiSTNR, Spotify, Apple Podcasts and other streaming platforms.

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