



2024 ANNUAL REPORT

BY THE NUMBERS

SBS News

SBS News named **Australia's most trusted news provider**



13.2 million Australians each month watched SBS across its TV network and SBS On Demand



The world's most linguistically diverse broadcaster, with content in **more than 60 languages**



Australia's podcast publisher of the year, for the second year running



More than **50 million audio plays** across 300+ podcasts



An **ESG leader** with a pioneering advertising opt-out launched for three selected categories



3.3 million Australians reached monthly by NITV through linear TV each month



Five new language services launched on SBS Audio



25 million hours of First Nations content consumed across the network



SBS On Demand became the **#1 rated streaming app** on both the Android and iOS app stores

ALONE AUSTRALIA

Alone Australia Season 2: SBS's biggest hit of 2024, reaching more than **4.5 million** Australians



More than **140 million hours** of content enjoyed by audiences on SBS On Demand



Named one of the year's **'Most Innovative Companies'** by Australia's leading financial newspaper



1.5 billion social media video views across SBS channels



2 million video plays for *Australia Explained*, helping new migrants and refugees navigate life in Australia



Scan here for the full 2024 SBS Annual Report

SBS On Demand



- A premium streaming destination offering over **15,000 hours** of distinctive content in **more than 60 languages** at any one time, with a low ad-load, and more than **27,000 hours of new content added** through 2023-24, 39% of which was in languages other than English

- **Continuous product development** with the launch of personalisation, a rebuild of the Android mobile app, enhanced discovery and navigation through search, filtering and sorting, higher quality streams, and improved architecture

- A total of **1.8 million monthly** active accounts using the platform

- A market-leading user experience with the ability to log in and navigate in **seven languages**

- **New audio experiences** and free ad-supported streaming television (FAST) channels

- **Audience-first** with a pioneering advertising opt-out launched for the alcoholic beverage, quick-service restaurant and wagering categories

Six channels available to stream live



New FAST channels and audio experiences



Australia's highest rated streaming platform



SBS On Demand became the **top-rated streaming app** in Australia on both Android devices and Apple iOS devices.*

*Current as of July 2024

A selection of Total TV highlights



Alone Australia Season 2
4.5 million Total TV national reach



Great Australian Walks with Julia Zemiro
2.7 million Total TV national reach



Eurovision Song Contest 2024
2.4 million Total TV national reach



The Mission
1.1 million Total TV national reach



The Point
1.1 million Total TV national reach



Australia's Sleep Revolution with Dr Michael Mosley
1.1 million Total TV national reach

Australia's most trusted news

SBS News is now the news provider with the highest audience trust in Australia, according to the *Reuters Institute Digital News Report 2024*. Throughout 2023-24, the SBS network delivered dependable and impartial news to communities across the country through a unique global perspective and in-depth reporting on major stories at home and abroad.

Award-winning journalism



Walkley Award for Excellence in Journalism

- Outstanding Contribution to Journalism | Karla Grant
- Best Current Affairs Short (under 20 minutes) | *The Feed's investigation, 'Uncovering Incels'* | Gavin Blyth, Michelle Elias, Jennifer Luu and Jodie Noyce
- Best Television/Video News Reporting | *Dateline, 'Ukraine: One Year On'* | Ben Lewis and Colin Cosier



Kennedy Awards

- Outstanding Reporting on the Environment | NITV's *Living Black 'Western Australia's Cultural Genocide'* | Karla Grant, Michael Carey, Greg Wilesmith and Max Harach



First Nations Media Awards

- Lifetime Achievement Award | Karla Grant



Leah Hyein Na (SBS Audio), Janice Petersen (SBS News) and John-Paul Janke (NITV).

Distinctive screen programming



MIPCOM Cannes Diversify TV Awards

Representation of Race and Ethnicity, Non-Scripted
(The Swap)



TV Week Logie Awards

Most Outstanding Factual or Documentary Program
(The Australian Wars)



World Film Festival in Cannes

Best Documentary Feature
(Hitler's Jewish Soldier?)



New York Festival's TV & Film Awards

Best Documentary (silver award): Social Issues
(Asking For It)



Australian International Documentary Conference (AIDC)

Best Documentary/Factual Single
(Rebel with a Cause: Neville Bonner; Rebel With a Cause: Oodgeroo Noonuccal)

2023 Australian Human Rights Awards

Australian Human Rights Awards

Media & Creative Industries Award - Northern Pictures
(See What You Made Me Do)



AWGIE Awards (Australian Writers' Guild)

Best Web Series
(Night Bloomers: Season 1, 'Friend or Foe')



Casting Guild Australia Awards

Achievement in Casting
(Latecomers, Barrumbi Kids)

Best Casting in a Telemovie / TV Miniseries
(Safe Home)



First Nations Media Awards

Best News and Current Affairs Program
(Living Black)

Best Interview or Oral History
(Living Black - 'Deborah Cheetham: Forging Her Own Path')

AIATSIS Lifetime Achievement Award
(Karla Grant)



Asian Academy Creative Awards

Best Factual Presenter, Best Direction Non-Fiction, Best Documentary Series
(The Australian Wars)

Best Actress in a Leading Role, Best Direction Fiction, Best Drama Series
(Safe Home)

Best Adaptation of an Existing Format
(Alone Australia)

Best Documentary Programme, One-Off
(The Cleaning Company)

Best Entertainment Host
(Marc Fennell, Mastermind S5)

CONTENT INNOVATION AWARDS 2023

2023 MIPCOM Content Innovation Awards

Best Documentary Series, Representation and Inclusion - Unscripted
(The Australian Wars)



NSW Premier's Awards

Woman of the Year
(Jess Hill, Asking For It)



WorldFest Houston International Film Festival

Gold Remi
(Hitler's Jewish Nazi?)



Australian Academy of Cinema and Television Arts (AACTA) Awards 2024

Best Online Drama or Comedy
(Latecomers)

Best Entertainment Program
(Eurovision Song Contest Grand Final)

Best Documentary or Factual Program
(The Australian Wars)

Best Direction in Nonfiction TV
(The Australian Wars)

Best Editing in a Documentary
(The Australian Wars)



Chicago International Children's Film Festival

Live-Action Television Children's Jury
(Barrumbi Kids)



Screen Well Awards

Production of the Year
(Erotic Stories)