

WORLD-FIRST OPT-OUT FUNCTION NOW FULLY INTEGRATED ON SBS ON DEMAND

10 February 2026

SBS has announced a suite of audience-first enhancements to SBS On Demand, with its advertising opt-out function now fully integrated, alongside the addition of podcasts for greater discoverability of its award-winning audio slate.



Australia's national hybrid public broadcaster SBS has announced that its industry-leading opt-out feature on SBS On Demand is now fully integrated, empowering audiences to customise their advertising experience. This follows a successful beta trial that began in 2024, making SBS the first broadcaster globally to offer audience-controlled advertising preferences on a streaming platform.

From today, all SBS On Demand users can choose to opt out of advertising in the categories of wagering, alcohol or quick service restaurants directly within their account settings. This upgrade reinforces SBS's commitment to giving audiences more control and choice while ensuring advertisers reach a receptive audience.

SBS Acting Managing Director, Jane Palfreyman, said: "At SBS, audience trust and choice are central to how we evolve our services. Our opt-out feature has moved from a pioneering trial to a permanent and seamless part of the SBS On Demand experience – because Australians told



us they want more control over the ads they see. This strikes a balance between our commercial imperatives and audience feedback.”



Award-winning podcasts now available on SBS On Demand

Making SBS content easier to find, watch and listen to

Alongside the rollout of the opt-out feature upgrade, SBS On Demand continues to evolve to meet audience needs and provide a richer, more discoverable experience.

Australian Podcaster of the Year for three consecutive years, SBS has now launched an award-winning collection of podcasts on SBS On Demand. This move allows audiences to discover and enjoy audio content as part of the 15,000 hours of news and current affairs, drama, documentary, entertainment and sport programming – including multilingual and First Nations content – available to stream at any time on SBS On Demand, free for all Australians.

“Innovation continues to shape the SBS On Demand experience,” Palfreyman said. “By adding podcasts and refining how people interact with advertising and content, we’re continuing to break new ground in how Australians engage with SBS, with even more enhancements to come.”

The platform will launch other major developments over the coming months, including a restart, pause and rewind function on live television on SBS On Demand. This will significantly improve the audience experience in time for the FIFA World Cup 2026™ when SBS will stream all 104 matches from Canada, Mexico and the USA, live and free in full HD across both linear TV and SBS On Demand.

For further information and interview requests please contact:

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