

What is a CSA?

SBS provides a limited amount of free airtime for community information announcements and community promotional material, known as Community Service Announcements (CSA), on its linear television channels.

SBS allocates free airtime to Australian charities, community organisations and other relevant entities to promote services or events of a social, cultural, welfare, educational or beneficial nature aligned to the SBS Charter.

The selection and placement of CSAs is governed by the [SBS Code of Practice \(SBS Code\) Section 4.3](#), regulatory requirements, strict eligibility criteria and a range of policy and strategic frameworks. This includes guiding principles for the responsible use of Artificial Intelligence (AI), which must be disclosed through the [Request Form](#). Messages that strongly promote a commercial entity or the interests of an individual, either directly or indirectly, do not qualify as a CSA.

Please note CSAs are randomly scheduled into 'filler' spots approved at SBS's sole discretion based on criteria set out in the SBS Code.

Who can apply?

Australian charities, community organisations and other relevant entities, who are not paying clients.

A CSA can't be a:

- Political matter.
- Social, religious or any other matter that SBS considers to be controversial or potentially divisive to the community.
- Promotion of a commercial entity/individual.

How to apply for a Community Service Announcement

Step 1 - Complete the form

All CSAs need to be approved by SBS. To apply for CSA airtime, complete the online [Request Form](#) with:

- Organisation name, campaign, website URL and DGR status (if relevant).
- Preferred campaign dates for a maximum three-month campaign.
- A link to view the final creative TVC file(s) for the campaign. **Campaigns will not be considered until final creative can be viewed in full.**
- A disclosure of whether the final creative uses AI generated content.
- Key number, ClearAds number and delivery method. If your organisation is experiencing financial hardship and your TVC file is available, you can submit a Request without a ClearAds number for review before you gain clearance through ClearAds.
- The campaign's relevance nationally.
- Contact details of your SBS Media representative if relevant.

Step 2 - SBS reviews the request

Step 3 - A decision is made by SBS and you will be notified if your request is successful

Step 4 - Deliver your asset to enable scheduling of the announcement

By submitting an application, you/your organisation warrants that:

- You understand CSAs are randomly scheduled as filler ads.
- You understand campaign durations are no longer than three months from date of delivery.
- You understand scheduling of all CSAs is at the complete and absolute discretion of SBS and that submitting an application is not a guarantee of airtime.
- You understand the selection of channels and markets is at the complete and absolute discretion of SBS and subject to availability.

- Your application is for free filler airtime for a CSA campaign on one or more of the six linear SBS channels (SBS, VICELAND, NITV, WorldWatch, Food, World Movies). It does not include SBS On Demand nor any other digital SBS platforms.
- You understand scheduling a CSA does not constitute a partnership or any binding agreement between SBS and the CSA organisation.
- Your CSA complies with SBS's technical specifications and SBS Code of Practice.
- You/your organisation is fully responsible for the production and delivery of your CSA campaign and that it must be delivered to SBS via Adstream or Peach. Any campaigns that do not meet SBS technical and delivery specifications are immediately ineligible.
- All material in the campaign meets legislation concerning copyright, intellectual property and defamation.
- You must disclose any use of AI in the Request Form.