

MEDIA RELEASE

SBS ANNOUNCES THE LAUNCH OF OUTCOMES-BASED MEASUREMENT ACROSS ITS NETWORK

New offer sees national broadcaster put outcomes-based measurement front and centre with innovative partnerships with CommBank iQ and HYP.

Clients will achieve new insights into campaign effectiveness by combining media engagement with real-world aggregated consumer spending behaviour.

1 September 2026

National broadcaster SBS has used its 2027 Upfront event to announce a range of new partnerships which will allow eligible clients to receive outcomes-based measurement as part of their SBS media commitment.

The new offering, which forms part of SBS's Data Lab, brings together SBS's rich first-party audience data with a range of partners including CommBank iQ and HYP, in order to offer brands on the network a more complete picture of consumer behaviour than traditional media measurement alone allows.





“We have seen the market move rapidly in the last few years with the rise of MMMs and more ROI driven discussions being had between marketers and the C-Suite,” said Lee Fifoot, Acting Director of Media Sales. “At SBS we know the power of advertising on our network and we want to empower marketers and their agencies to be able to show that effectiveness when they are doing their channel planning.”

“We have a unique and different audience and through these new and innovative partnerships with the likes of CommBank iQ and HYP we are challenging the industry to make sure that SBS is part of their marketing plans for 2027.”

The new offering will enable brands to demonstrate the significant purchasing power and economic influence of SBS audiences across a broad range of spending categories, real world footfall, and online engagement.

SBS has partnered with CommBank iQ to strengthen its advertising insights, segment targeting and campaign measurement capabilities by bringing de-identified spending insights into SBS’s audience and measurement ecosystem, helping advertisers better understand audiences, reach relevant segments and measure real-world campaign outcomes.

The move gives SBS Media access to three complementary solutions: Pitch iQ, providing category and brand insights to inform advertiser strategies; Measure iQ, helping link campaign sales outcomes and audience profiles; and Segment iQ, enabling activation of over 500 spend-based SBS audience segments. These solutions are delivered through CommBank iQ’s secure, governed environments. Outputs are provided only in aggregated, non-identifiable form, helping advertisers better understand audience value and the business impact of investing with SBS.

SBS has also partnered with HYP to provide privacy-conscious behavioural audience targeting and measurement across SBS’s environments. The partnership will allow eligible advertisers to measure whether audiences exposed to their campaigns subsequently visited a brand’s website or physical locations, using exposed and control groups to help identify incremental uplift.

These capabilities complement SBS’s existing partnerships with Adobe, Snowflake, and InfoSum, enabling brands to securely match their own customer data with SBS campaign exposure data to directly link advertising activity to measurable outcomes.

They join a wider suite of measurement capabilities focused on brand lift that SBS offers in partnership with Attest, Kantar and McNair, to build robust proof of effectiveness for campaigns designed to driving awareness, consideration and other brand metrics.

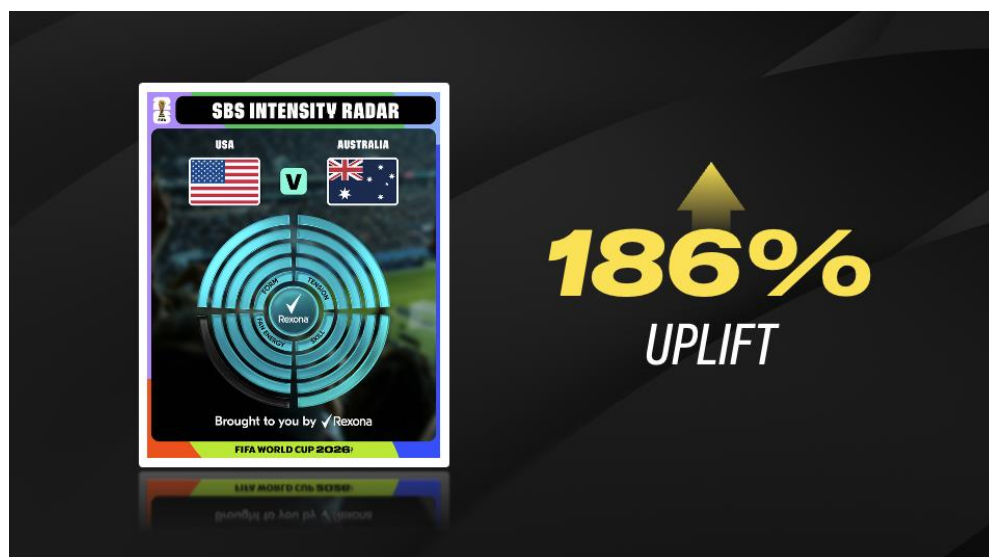


SBS's measurement capabilities provide advertisers with the flexibility to select the outcomes most relevant to their business – from shifting audience perceptions to driving consideration, customer growth, visitation, and sales.

SBS also showcased a series of brand case studies with Rexona and major Tour de France sponsors, demonstrating how its expanded measurement capabilities can connect campaign exposure with customer growth, spending and sales outcomes.

SBS partnered with Coles360 and InfoSum to assess the sales impact of Rexona's FIFA sponsorship and activation. The analysis brought together SBS campaign exposure with Rexona's in-store trade activity, providing a more complete view of the broader campaign and partnership. Together, SBS media activity and the in-store activation delivered a 186% uplift in sales.

Through SBS's partnership with CommBank iQ and its Measure iQ capability, SBS demonstrated the commercial impact of BVOD campaigns for three major Tour de France and Tour De France Femmes sponsors.



One long-standing sponsor recorded a 6% year-on-year growth in customer spend amongst exposed audiences, with growth four percentage points ahead of category competitors over the same period. A returning sponsor achieved a 23% uplift in new customers, representing growth at five times the category rate, while a new Tour de France sponsor delivered 9% year-on-year growth in customer spend over the course of the month-long campaign. Together, these case studies demonstrate how SBS's combination of premium content, engaged audiences and privacy-conscious third-party verified measurement can help brands understand not only who they



reached, but how those audiences responded through consideration, customer acquisition and sales.

“These partnerships demonstrate the power that comes when partnering with SBS to reach audiences at scale,” said Kate Young, National Manager SBS CulturalConnect, “At SBS we know and understand contemporary Australia in a way that few other media companies do and can help you speak to these audiences at scale and demonstrate the effectiveness of this approach.”

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