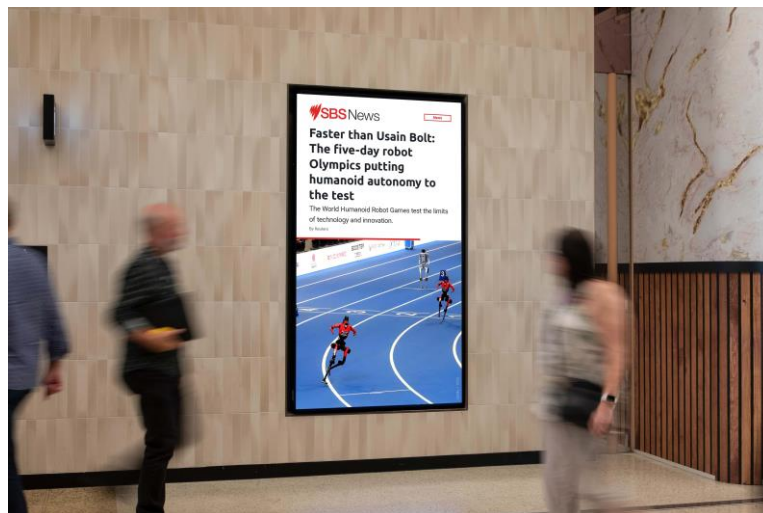


SBS AND OOH!MEDIA LAUNCH EXCLUSIVE SBS NEWS CONTENT PARTNERSHIP ACROSS OFFICE, AIRPORTS AND UNIVERSITIES

Australia's most trusted commercial news player SBS News will have its content featured at oOh!media sites including offices, universities and airports.

1 September 2026

National broadcaster SBS has today launched a new exclusive partnership that will see it deliver SBS News across thousands of oOh!media out of home locations including offices, universities and airports.



The deal will see SBS News delivered to audiences across oOh!media's network of more than 6300 lift and lobby screens, with the content also extending to airport terminals and universities across the country.



Mandi Wicks, SBS Director of News & Current Affairs, said the new partnership would be a powerful channel for extending the reach of the national broadcaster's brand and trusted news service to millions of Australians.

"We live in an era of increasing misinformation and disinformation," said Wicks. "As a public service broadcaster, we must be accurate and impartial, and it's important to reach audiences where they are. Through this partnership we will ensure Australia's most trusted commercial news brand is right there – for millions of people – where they work, where they study and when they are travelling."

Bel Harper, oOh!media's Chief Product and Marketing Officer, said the partnership would bring SBS News into some of oOh!media's highest-value audience environments, reaching premium and high-wealth Australians with significant dwell time and frequency.

"By combining the strength and credibility of the SBS News brand with the scale, frequency and quality of oOh!media's national network, this partnership creates a powerful new way for SBS to build deeper connections with influential consumers and decision-makers in offices and airports," said Harper. "It also provides an opportunity to put trusted journalism in front of the next generation of Australians coming through universities and into the workforce."

Across oOh!media's airport, office and study environments, SBS content has the potential to reach more than 10.6 million people over 12 months, delivering an estimated 5.28 billion impressions.

For further information and interview requests please contact:

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SBS acknowledges the Traditional Custodians of Country throughout Australia.

To adjust preferences for receiving media releases from SBS please contact the above media representative.