

SBS OFFERS MARKETERS GREATER REACH WITH EXTENSION INTO OUTDOOR, CREATOR ECONOMY AND RETAIL

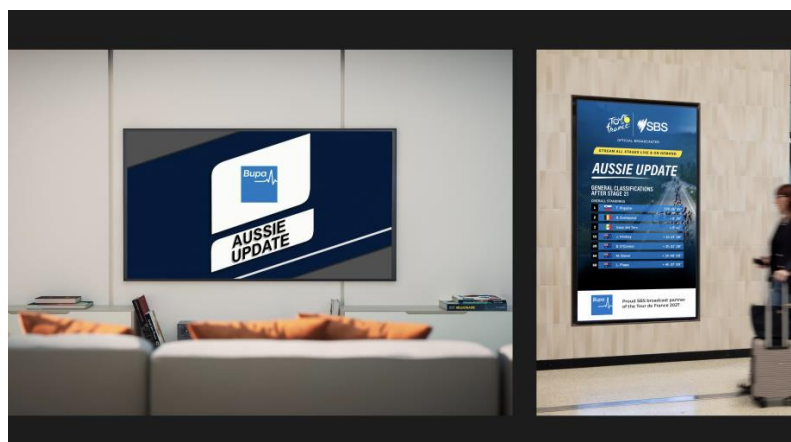
SBS announces new partnerships with oOh!media, Fabulate and Multicultural Outdoor (MCO) designed to help marketers and agencies extend the reach of their TV, audio and digital campaigns.

In an exclusive agreement, SBS and oOh!media will go to market with specialised packages enabling brands sponsoring SBS's 2027 Tour de France coverage to extend their campaigns into out of home environments.

Innovative new partnerships designed to help brands take a creative idea 'from couch to community to counter'.

1 September 2026

National broadcaster SBS has unveiled a suite of new strategic partnerships designed to help brands extend the impact of their campaigns beyond traditional media channels. It has announced collaborations with Australia's leading out of home player oOh!media, creator marketing platform Fabulate, and retail outdoor player Multicultural Outdoor (MCO).





"At SBS, we're constantly looking at new ways to help advertisers connect with contemporary Australia," said Lee Fifoot, Acting Director of Media Sales. "While media consumption continues to fragment, audiences are still coming together around trusted content, major cultural moments and shared experiences."

"These partnerships create new opportunities for brands to extend the impact of those moments beyond the screen, helping advertisers build more connected campaigns across multiple environments."

The partnerships are designed to allow brands to take a 'red thread' and extend the impact of that idea consistently across multiple realms.

Kate Young, National Manager, SBS CulturalConnect, said the partnerships reflect the need for brands to connect with increasingly diverse audiences across cultural moments in more relevant and meaningful ways.

"Australia's audiences are more diverse than ever and reaching them effectively requires more than a one-size-fits-all approach."

"By combining SBS's cultural expertise and audience insights with partners across outdoor, creator channels and retail, we're helping brands show up more authentically within the audiences they want to reach."

"It's about taking a single idea from couch to community to counter, creating a seamless and culturally relevant audience experience."

Outdoor - oOh!media

Through a new partnership with oOh!media, SBS will empower advertisers to extend campaigns associated with major SBS properties beyond broadcast and into out of home with the aim of amplifying campaign impact across multiple touchpoints.

The partnership will also see SBS and oOh!media, through an exclusive agreement, go to market with specialised packages enabling brands sponsoring SBS's 2027 Tour de France coverage to extend their campaigns into out of home environments.

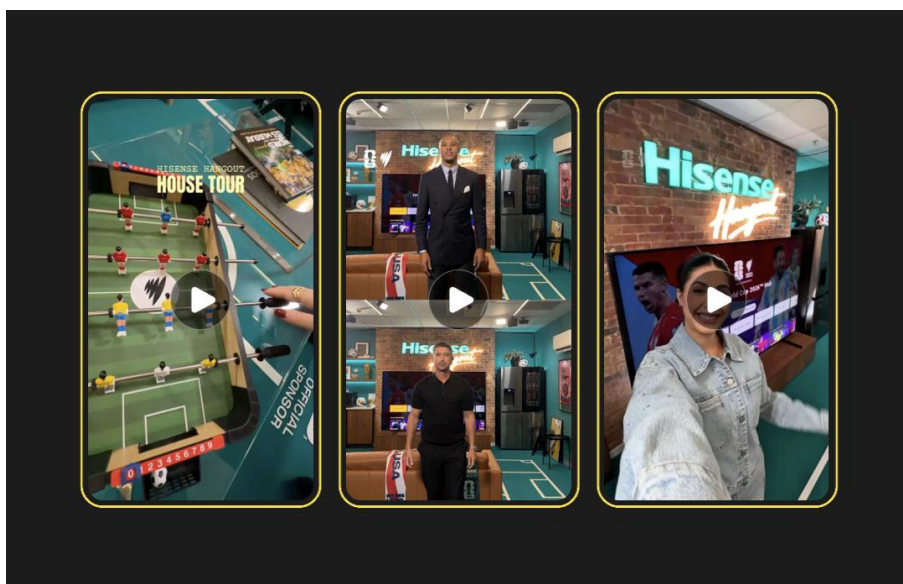
"The most effective campaigns connect with audiences across the journey, not just in a single channel," said Jamie Gill, Head of Product Sales and Content Sales, oOh!media.

"Through this partnership with SBS, we're creating new ways for brands to build on the powerful cultural and sporting moments SBS brings to Australian audiences. By connecting the impact of those moments across screen and Out of Home, brands can extend their



presence and connect with 99% of metro and 84% of regional Australians through our national OOH network."

Creator Economy – Fabulate



During the recent FIFA World Cup 2026™, SBS successfully drove additional viewing and conversation through its innovative *Hisense Hangout*, where creators became part of the fan experience and helped extend the impact of Hisense's SBS partnership beyond the broadcast.

In 2027 a new partnership with creator marketing platform Fabulate will provide advertisers with access to diverse creators capable of extending SBS campaigns into social and creator-led environments.

"This partnership is about bringing together two incredibly powerful forms of storytelling," said Ben Gunn, Co-Founder and CRO of Fabulate. "SBS creates some of the biggest cultural and sporting moments in Australia, and increasingly those moments don't end when the broadcast does. They continue across TikTok, Instagram and YouTube, where creators turn them into conversations, communities and new ways for audiences to participate.

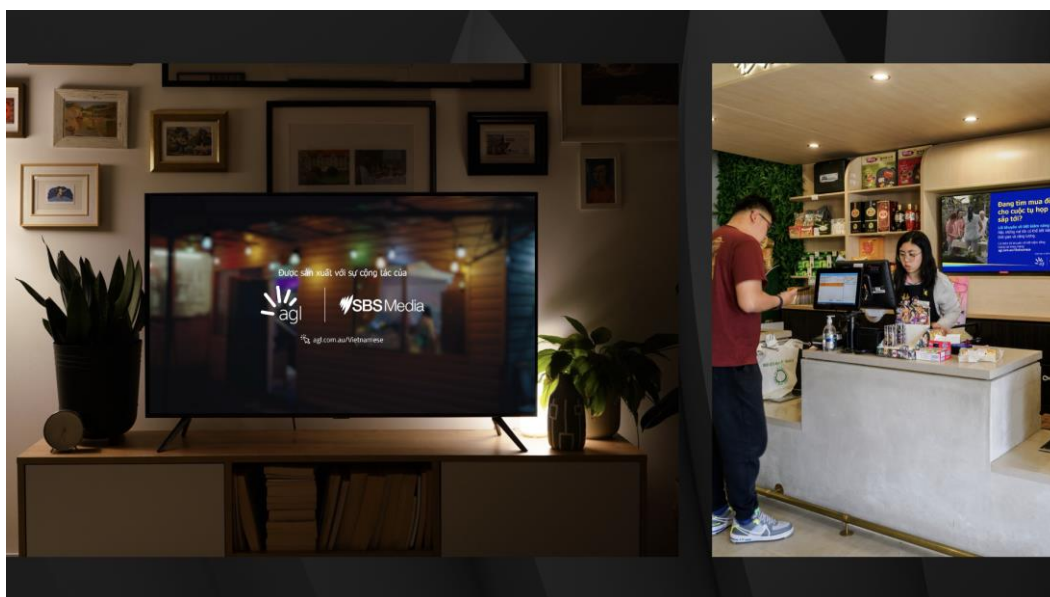
"By bringing SBS's premium content and commercial partnerships together with Fabulate's technology and network of 1.45 million Australian creators, we can give brands a much bigger role in those conversations, in a way that feels authentic to both the platform and the audience. It's an incredibly exciting proposition for advertisers: combining the scale of SBS with the influence of creators to take big moments beyond TV and extend them into culture."

Retail – MCO

One in three Australians speak a language other than English at home, however, mainstream media continues to take a one-language-fits-all approach. Partnering with multicultural



outdoor retail network MCO, SBS can help advertisers extend campaigns directly into trusted retail environments serving Australia's diverse communities.



Leveraging SBS CulturalConnect's deep cultural expertise, audience insights and in-language creative capabilities with MCO's growing multicultural retail network, will ensure advertising campaigns reach diverse audiences in their preferred language.

"MCO is dedicated to genuine connection with multicultural communities, so this partnership with SBS is a significant and exciting step forward in creating an omnichannel platform for advertisers to better engage with multicultural Australia," said Brett Elliott, Managing Director at Multicultural Outdoor.

"Together, we're connecting audiences in the places they trust and where they feel a genuine sense of belonging.

"By combining SBS's cultural expertise with MCO's digital outdoor assets in key retail hubs with tailored multilingual content, we are creating a powerful new pathway for culturally relevant campaigns that not only build awareness but also drive action and purchase."

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