



MEDIA ALERT – TUESDAY 4 OCTOBER, 2016

## **NEW FREE-TO-AIR CHANNEL SBS VICELAND LAUNCHES 15 NOVEMBER**

**\*\*FREE CALL: 1800-321-511 – SBS VICELAND IS LISTENING...\*\***

SBS and global youth media company VICE have partnered to bring Australians a new lifestyle and culture TV channel SBS VICELAND, launching at 4pm on Tuesday 15 November 2016.

The announcement of the name of the channel and the launch date comes following SBS and VICE announcing their partnership earlier this year. The channel will replace SBS 2 on television and online platforms, and will be available to all Australians for free.

SBS VICELAND will feature the best of SBS 2 news, sport and entertainment alongside the best programs from VICELAND – the distinctive channel of VICE-produced programs overseen by award-winning Director Spike Jonze, which launched to critical acclaim in the United States earlier this year. The line-up will include new shows covering culture, music, sports, fashion, technology and more, from around the world.

Details of the SBS VICELAND schedule will be revealed in the coming weeks.

Promotion of SBS VICELAND begins today across the SBS network directing people to make a free call to **1800-321-511**. SBS VICELAND is listening....

**#SBSVICELAND**

**VIDEO:** <https://youtu.be/rryv7G6bwhw>

## **ABOUT VICE MEDIA**

VICE is the world's preeminent youth media company and content creation studio. Launched in 1994, VICE now operates in over 35 countries and distributes its programming to hundreds of millions of viewers each month across digital, linear, mobile, film and socials. VICE includes an international network of digital channels; a television and feature film production studio; a magazine; a record label; an in-house creative services agency; and a book-publishing division. VICE's award-winning programming has been recognised by Mumbrella BE Festival, The Walkley Foundation, BandT, Publishers Australia, Amnesty International Australia, Peabody Awards, Sundance Film Festival, Cannes Lions and Webby Awards, among others.

## **ABOUT SBS**

With a background as Australia's multicultural broadcaster, SBS holds a unique place in the Australian media landscape. As described in the SBS Charter, SBS's principal function is to provide multilingual, multicultural and Indigenous radio, television and digital media services that inform, educate and entertain all Australians, reflecting Australia's diverse society. SBS carries out this function through an ever-increasing number of distribution platforms including free-to-air television channels, subscription television, analogue and digital radio, online, and via mobile devices and apps. SBS inspires all Australians to explore, appreciate and celebrate our diverse world, and in doing so contributes to a cohesive society. For more information visit [sbs.com.au](http://sbs.com.au).