

# EUROVISION

## Media Release

### SONG CONTEST KYIV 2017



Tuesday, 1 November, 2016

## Australia to compete in the Eurovision Song Contest for 3<sup>rd</sup> consecutive year

SBS is thrilled to confirm overnight breaking news of Australia's invitation to compete in the Eurovision Song Contest 2017.

SBS has secured Australia's participation for a third consecutive year, with the 2017 competition to be held in Kyiv, Ukraine in May.

SBS Managing Director Michael Ebeid said. "Dami Im's magnificent Grand Final performance in Stockholm earlier this year secured Australia the runner up position on the world's largest stage, a testament not only to her amazing singing prowess but the humbling way the European community has embraced our entry into the competition.

"Australia has celebrated Eurovision for over 30 years on SBS; this joyous event is the perfect example of the SBS charter in action with its celebration of diversity, culture, and inclusion and we are honoured to have been invited to compete once again."

Australian Head of Delegation, Director of Blink TV, SBS's Eurovision production partner, Paul Clarke said: "Dami Im's performance in Stockholm felt like a truly historic moment for Australian music, a moment when Europe really opened its arms to us. We are thrilled to be back, and we can't wait to see what's in store for us this year."

The 2016 Eurovision Song Contest was once again a success for SBS and Australia with this year's competition reaching 3.7 million Australians\* across all three broadcasts combined, a 13% audience growth in the Live Grand Final and an 82% lift in online visits year-on-year.


The 2017 Eurovision Song Contest will broadcast in May on SBS, with more news of Australia's entry into the competition to follow in the coming months.

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\* Cume reach across all of Eurovision 2016 (Semi Final 1, Semi Final 2 and Final for both morning and evening). Based on 5 mins consecutive.

TV data source: OzTAM Metro and RegTAM Regional; 5 Capital City and Combined Agg Regional (Including W.A); Network SBS;

Eurovision. 20/05/2015-24/05/2015 and 11/05/2016-15/05/2016; 02:00 – 02:00; TTL Individuals, People 16 – 39, People 18 -49 and People 25-54;

Average Audience, Peak Minute, Cume Reach (5 mins cons), FTA Share %, ; 7 Day Consolidated (Live + As Live + TSV 1-7) for 2015, Overnight (Live + As Live) for 2016. 

Online Source: Adobe Analytics (SBS Production); sbs.com.au and SBS On Demand; 27.4.16 – 15.5.16 vs 1.5.15 – 25.5.15; Unique Browsers, Visits, Video Chapter Views; report run 16/05/2015 8:36am.

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