

Media Release

Wednesday 8 March, 2017



Abigail Thomas appointed as General Manager, SBS On Demand

SBS has today announced the appointment of Abigail Thomas as the General Manager of SBS On Demand.

This new role will oversee the next phase of the development and performance of SBS On Demand which is seeing significant growth, and experienced its highest audiences to date in January 2017.

SBS Managing Director, Michael Ebeid, said: "We're delighted to have Abigail come on board in this very important and strategic position that will play a key role in our digital future. Abigail brings a wealth of experience in digital innovation that will be invaluable in building on our success to date. We look forward to her joining the team."

Abigail brings more than 20 years' experience across digital strategy, product management, research and content, working in the financial and professional services, media and arts sectors, joining SBS from the Commonwealth Bank where she was Head of Mobile Digital Experience, leading the mobile and customer journeys team responsible for mobile innovation on the award winning CommBank app, mobile wallet experiences, as well as other apps.

Prior to Commonwealth Bank, Abigail was a Director at Deloitte Digital where she advised clients on digital, mobile and social media strategy. She also previously led a creative digital team at the Australian Broadcasting Corporation (ABC), developing and launching iView, as well as the ABC's first mobile and tablet applications. Earlier, she worked in policy and strategy roles for the UK Government on the rollout of digital television in the UK, the regulation of the National Lottery and the funding of museums and galleries.

Abigail Thomas said: "I am thrilled to be joining SBS to lead the continued growth of SBS On Demand. With more content available to Australians than ever before, it's never been more important to provide access to quality programs from around the world combined with a fantastic user experience. I am excited about being part of its future development."

Abigail's role will have a key focus on the next phase of development for SBS On Demand across the SBS network and will report into SBS Chief Content Officer, Helen Kellie. In leading the direction of the service, Abigail will oversee areas including product development, content curation, user experience, customer service, marketing and commercial opportunities for SBS On Demand, working across the organisation to pursue new opportunities, and drive continued improvement and growth.

Abigail commences with SBS at the end of March 2017.

ENDS

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