

SBS Audio Media Kit

January 2024

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Cultural Makeup of Australia



Our country is becoming even more diverse and our attitudes towards diversity are increasingly positive.

In Pew's 2022 research on global attitudes, Australia tops a list of 15 major countries with **85% believing** having a society made up of people from different ethnic, religious and/or social backgrounds, makes it a better place to live.

There's also been significant growth in the number of Australians saying that this openness to people from diverse backgrounds is essential to who we are as a nation. **An increase of 15% in three years.**

The 2021 census told us that of 22 million Australians...

Over 5.6 million

Speak a language other than English at home

850,000

Australians speak little to no English

Over a quarter

of us were born overseas – with over half either being born overseas or with a parent who was.

3.2%

identify as Aboriginal or Torres Strait Islander – a **25% increase** on the previous census five years earlier. A sign – we hope of increased pride and confidence among First Nations Australians.

4.4 million

Australians have a disability

Cultural Makeup of Australia



SBS Radio began more than 45 years ago, and has evolved to become an innovative, multi-platform media network. **In 2023, we rebranded to SBS Audio.**

SBS Audio is the world's most linguistically diverse broadcaster and can connect your business with our valuable listeners through 60+ different language radio programmes, live streams and podcasts, accessible across multiple platforms:



Analog AM/FM
and DAB



Audio App
and Website



Digital
Television

Australia's Top Languages Are Evolving

Australia's Top 10 Largest Language Groups

More than 5.6 million Australians speak a language other than English at home and these communities have changed since the 2016 census.

Language	Population	Change from 2016	(%)
1. Mandarin	685,274	+88,561	+14.8%
2. Arabic	367,159	+45,436	+14.1%
3. Vietnamese	320,758	+43,353	+15.6%
4. Cantonese	295,281	+14,334	+5.1%
5. Punjabi	239,033	+106,543	+80.4%
6. Greek	229,643	-7,943	-3.3%
7. Italian	228,042	-43,556	-16%
8. Hindi	197,132	+37,479	+23.5%
9. Spanish	171,370	+30,552	+21.7%
10. Nepali	133,068	+62,004	+114.6%

Top Growing Languages

Language	Change from 2016	(%)
1. Punjabi	+110,000	80.40%
2. Mandarin	+90,000	14.80%
3. Nepali	+80,000	114.60%
4. Arabic	+47,000	14.10%
5. Vietnamese	+43,000	15.60%
6. Spanish	+40,000	21.70%
7. Hindi	+30,000	23.50%
8. Tamil	+20,000	30.40%
9. Filipino	+20,000	27.60%
10. Urdu	+10,000	61.40%

The SBS Audio Ecosystem

The SBS Audio offering is diverse and distinctive – with a mix of traditional radio, digital live streams, catch up, podcasts, and dedicated music and news channels, there is something for everyone.



Click here to watch [SBS Audio Master Reel](#)



Traditional Radio
/Live Streams

Broadcasting in over 60 different languages each hour brings news and entertainment to Multicultural Australia.



Music Channels



Podcasts

In English and in languages other than English that cover topics such as entertainment, food, news, health, family, parenting and much more.

SBS Audio Delivers a Premium Environment

SBS Audio delivers a premium environment for our advertising partners and is grounded in four key pillars:



01. Trust

SBS is the **number 1 trusted** media brand amongst people who speak a language other than English.



02. Low Clutter

With only **5 minutes of ads per hour**, a low-clutter environment maximises cut-through and helps advertisers achieve higher recall for their brands.



03. Unique Content

Premium in nature and **delivered with purpose** to reflect Australia's diverse cultural make up. It is tailored by specific migration patterns and up-to-date census data.



04. Diverse Audiences

Providing access to a unique, **highly engaged and valuable audience** who are difficult for brands to reach.





Click here to watch
[SBS Audio Reel – Audience](#)



Starting in 1975 to promote Australia's new healthcare system Medicare, SBS Radio is the world's most linguistically diverse broadcaster, a bridge linking to the **21% of Australians** who speak another language than English.

SBS Radio 1, 2, 3 programs broadcast the latest Australian news and information and international current affairs in over 60 languages.

Our content is tailored based on specific migration patterns, settlement information, and robust talkback where audiences partake in discussion with the broadcasters.

With each hour being dedicated to a different language community, our content is truly appointment to listen. Our clients can target specific in-language programs nationally or by state.



SBS Radio also houses NITV Radio, which has a unique national focus on news, events and issues that affect Aboriginal and Torres Strait Islander communities. NITV Radio is a channel made by, for and about, Aboriginal and Torres Strait Islander communities, where interviews, features, and community stories are available.

Music Channels

Bringing audiences music from around the world with our three dedicated music channels, PopAsia, PopDesi and SBSChill.



SBS PopAsia is Australia's leading Asian pop music and pop culture network. PopAsia connects with young Asian music fans across the country through its amalgamation of K-Pop, J-Pop and C-Pop from across Asia.



SBS PopDesi is a digital music radio station to cater to Australia's growing South Asian youth market. PopDesi plays the hottest Bollywood hits & Bhangra tracks.



SBS Chill is your ultimate relaxation station. It comprises a range of genres and sounds, including downtempo, electronic, ambient and lo-fi tunes from around the world, as well as the Chillest 100 – the coolest countdown of music for the year.



Broadcasting nationally on digital radio, mobile and online 24/7



Arabic 24

SBS Arabic24 is a 24/7 in-language radio service and online hub that broadcasts the latest news, entertainment and lifestyle content to Australia's vibrant Arabic speaking community. It aims to ensure they have access to trustworthy, informative and unbiased news and information around the clock, and on their platform of choice.

Some of the great content includes:



Good Morning Australia



Bayt Al Mazzika Live



Australia Alyaom



Pop Arabi – the best of Arabic music

Digital Audio



Click [here](#) to hear this article

2022 saw the launch of the next phase in SBS' commercial broadcast offering, digital audio. This momentous development extends on our more than 45 years of radio broadcasting and 15 years and counting of podcast creation. It also piggybacks off the army of an estimated 16 million strong Aussies who are listening to digital audio each week ([Edison Infinite Dial 2023](#)).

By including SBS Audio as part of your next media campaign, you'll reach diverse Australian listeners you won't find elsewhere. Inventory can be bought both programmatically and direct, by impressions, and with the added peace of mind of post campaign reporting. Our menu of content on offer has expanded, including our 60+ in language programs, three dedicated music stations, as well as a myriad of genres across our podcasts in multiple languages including English.

The success of releases such as [On The Money with Ricardo Goncalves](#), [Eyes On Gilead](#) (companion to The Handmaid's Tale) and [The Ugly Ducklings of Italian Cuisine](#) along with many others earned SBS the '[Best Publisher Award](#)' at the [2022 Australian Podcast Awards](#). Our content not only strikes a chord with domestic audiences but is in demand internationally. Our global success is also something clients looking for audiences beyond our borders can now capitalise on.

South Asian languages

Hindi Daily 5-6pm SBS Radio 2 Daily 5-6pm SBS Pop Desi	Punjabi Weekdays 9-10pm SBS Radio 2 Weekdays 4-5pm SBS Pop Desi	Tamil Mon, Wed, Fri, Sun 8-9pm SBS Radio 2 Mon, Wed, Thur, Fri 12-1pm SBS Pop Desi	Sinhala Mon, Tues, Thur, Fri, 11-12pm SBS Radio 2 Mon, Tues, Thur, Fri 11-12pm SBS Pop Desi	Malayalam Thur 8-9pm Sun 9-10pm SBS Radio 2 Thur, Fri 1-2pm SBS Pop Desi	Bangla Mon, Sat 6-7pm SBS Radio 2 Thur, Fri 1-2pm SBS Pop Desi	Gujarati Wed, Fri 4-5pm SBS Radio 2 Wed, Fri 2-3pm SBS Pop Desi	Nepali Thur, Sun 4-5pm SBS Radio 2 Tues, Thur 2-3pm SBS Pop Desi
Urdu Wed, Sun 6-7pm SBS Radio 2 Wed, Fri 3-4pm SBS Pop Desi	Pashto Tues, Sat 2-3pm SBS Radio 2	Telugu (Added in LSR) Digital	Karen Digital	Hakha Chin Digital	Tibetan Digital	Rohingya Digital	

Asian languages

Cantonese Daily 9-11am SBS Radio 1	Mandarin Daily 7-9am SBS Radio 1	Vietnamese Daily 7-9pm SBS Radio 1	Filipino/Tagalog Daily 10-11am SBS Radio 2	Indonesian Mon, Wed, Fri, Sun 3-4pm SBS Radio 2			
Korean Daily 9-10pm SBS Radio 1 Mon-Fri 4-5pm SBS Radio 3	Thai Mon, Thur 10-11pm SBS Radio 2 Mon, Thur 2-3pm SBS Radio 3	Japanese Tues, Thur, Sat 10-11pm SBS Radio 1 Tues, Thur, Fri 1-2pm SBS Radio 3	Hmong Thur 6-7pm Sun 11am-12pm SBS Radio 2	Burmese Tues, Sat 10-11pm SBS Radio 2 Tues, Thur 12-1pm SBS Radio 3	Lao Mon 4-5pm Sat 9-10pm SBS Radio 2	Mongolian Tues 2-3pm SBS Radio 3 Digital	Malay Digital

African Languages

Amharic Mon, Fri 10-11pm SBS Radio 1 Mon, Wed 12-1pm SBS Radio 3	Dinka Wed, Sat 11-12pm SBS Radio 1 Wed, Fri 11-12pm SBS Radio 3	Tigrinya Mon, Thur 6-7pm SBS Radio 1 Mon, Thur 11-12pm SBS Radio 3	Somali Wed, Fri 10-11pm SBS Radio 2 Mon, Wed 1-2pm SBS Radio 3	Swahili Tues 6-7pm Sun 10-11pm SBS Radio 2 Tues 11-12pm Fri 12-1pm SBS Radio 3	Oromo Digital
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European languages

Spanish Daily 1-2pm SBS Radio 2	Croatian Mon, Tues, Thur, Fri 11-12pm SBS Radio 1	Armenian Tues, Sun 6-7pm SBS Radio 1	Bosnian Tues 2-3pm Sun 3-4pm SBS Radio 1	French Tues, Thur, Sat, Sun 1-2pm SBS Radio 1	Dutch Wed, Sat 11-12pm SBS Radio 2	German Mon - Fri 7-8pm SBS Radio 2 Mon - Fri 3-4pm SBS Radio 3	Polish Mon, Wed, Thur Fri, Sun 2-3pm SBS Radio 1	
Greek Daily 4-6pm SBS Radio 1	Italian Daily 8-10am SBS Radio 2	Macedonian Mon - Sat 12-1pm SBS Radio 1	Portuguese Wed, Sun 12-1pm SBS Radio 2	Maltese Tues, Fri 12-1pm SBS Radio 2	Russian Mon, Thur, Sat 12-1pm SBS Radio 2	Serbian Mon, Tues, Thur, Sat 3-4pm SBS Radio 1	Ukrainian Fri 6-7pm SBS Radio 2	Tetum-Native Digital

Middle Eastern Languages

Arabic Daily 6-8am SBS Radio 2	Persian/Farsi Tues, Sat 3-4pm SBS Radio 2	Hebrew Sun 11-1pm SBS Radio 1	Turkish Mon, Wed, Thur, Fri 2-3pm SBS Radio 2
Kurdish Thur 3-4pm Sun 2-3pm SBS Radio 2	Assyrian Tues, Sat 8-9pm SBS Radio 2	Dari including Hazaragi Tues, Sat 4-5pm SBS Radio 2	Arabic 24

Pacific Island Languages

Samoan Wed, Sun 10-11pm SBS Radio 1 Wed, Fri 2-3pm SBS Radio 3	Bislama Digital	NITV Radio Mon, Wed, Fri 1-2pm Weds, Fri, Sat 6-7pm SBS Radio 1
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English Languages



Buying options

There are a variety of advertisement options available to best suit your needs.



Commercial spot buy

Available in standard duration lengths (15s, 30s, 45s, 60s), minimum 30s for in-language ads.

The most ubiquitous duration for digital audio is max 30 sec. Durations beyond this can be accommodated on podcast pre rolls (max 45 sec) and midrolls (max 60 sec), and/or Dynamic Ad Insertion (DAI) on live streams (SBS1, SBS2, max 45 sec).

Advertisements can be supplied to us, or we can engage SBS Media's specialist in-house production team and assist in writing, translating/ transcreation and recording the advertisement.

Fees apply.

[SBS In Language website](#)



Audience targeting

For linear radio, we focus on reaching specific community groups by language. This can also be targeted nationally or by state.

Across digital audio, additional targeting and measurability is also available with more granular location data, audience, contextual and daypart targeting



Client Integration

Access a raft of additional opportunities through SBS Media's CulturalConnect team who specialise in building brand partnerships.

Some solutions include:

- Sponsorships
- Audio advertorials
- Competitions



Events

SBS engages with its loyal culturally and linguistically diverse audience on ground by attending events and festivals each year.

Corporate client event sponsorship information is available on request.

Key events on our calendar include Lunar New Year, Diwali, Harvest Moon Festival, Ramadan and EID.

SBS Language and Cultural Tools

SBS In-language production

SBS has been the trusted leader in multilingual services since 1975. With our unique multicultural expertise, we offer a highly professional and comprehensive media production facility.

We create advertising materials for all platforms and communication channels and manage our clients' projects to the highest professional standard from beginning to end.

Our unique offering includes:

- Translations and transcreations
- Typesetting
- Voice overs & Re-narration
- Video Production
- Subtitling
- Cross Cultural Consultancy

SBS In Language holds a QMS certification (ISO 9001) and offers NAATI-accredited translations.



Census Explorer

Based on the 2021 Census results, the Census Explorer provides a snapshot of country.



Heat Maps

Tailored heat maps identifying LOTE communities across Australia.



Cultural Atlas

The Cultural Atlas is an educational resource providing comprehensive information on the cultural background of Australia's migrant populations.



CulturalConnect

SBS CulturalConnect provides services in strategy, research and insights, integrated brand solutions, creative and in-language production, inclusion training and consultancy.

Audio Advertising Specifications

Material Deadlines & Considerations

Standard & Third Party Material

5 Business days prior to start of a campaign

SBS adheres to within 10% reporting discrepancy as industry standard.

SBS reserves the right to remove any advertising that does not comply with our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.

Please provide all ad creative to your SBS Sales Rep.

Audio Advertising

Length (seconds)	15, 30 (live streams only), 15, 30, 45 (podcast pre and post-roll only), 60 (podcast mid-roll only)
Audio levels	-16 to -20LKFS with a -2dB True Peak (TP)
Max file size	10mb
Format	WAV only
3rd party accepted tags	Google (Double-click) *Other 3 rd party tags - subject to testing
Other restrictions	Non-clickable, No multiple VAST wrappers, no MOAT or IAS capabilities

- Please speak to your sales rep about which environments allow English advertisements or require in-language advertisements
- 3rd party tags must be VAST 2.0 compliant
- Commercial durations need to be within 1% either side of booked airtime
- Our contract with advertisers ([SBS Advertising Terms and Conditions](#)) requires advertisers to warrant that their ads comply with relevant laws

