

How DAB+ allowed SBS Radio to extend brands & grow audience

WorldDAB & ABU DAB+ Webinar October 2020



SBS Arabic24 - a case study
Andrew Bolton - program manager

SBS was established in 1975 to provide news and information to Australia's increasingly diverse population

The SBS Charter ensures a commitment to making a difference

Our purpose is to inspire all Australians to explore, respect and celebrate diversity, and by doing so, inspire a cohesive society



Today



SBS Radio provides services in **sixty-eight** languages



Based on Census data we ensure SBS Radio's services **reflect today's Australia**



We deliver content on the **platforms and devices** audiences are increasingly using



On air, online, on DTV, social media and via the SBS Radio App



Current SBS Radio DAB+ Services



SBS Radio 1

SBS Radio 2

SBS Radio 3

SBS Arabic24

SBS Chill

SBS PopAsia

SBS PopDesi

قضايا محلية، مواضع

SBS
Arabic24

  
sbs.com.au/arabic24
  /sbsarabic
#SBSArabic24

ON AIR

What is SBS Arabic24?

SBS Radio's first 24 hour in-language Channel

- We are a 24/7 digital radio channel and online hub delivering the latest Australian and international news, information and entertainment to Arabic-speaking Australians.
- SBS Arabic24 comprises Australian based Radio programs - 9 hours per weekday - plus the best of BBC Arabic and Monte Carlo Doualiya.
- Hourly news in Arabic with an Australian Focus from 6am to 6pm weekdays
- The Channel was launched in March 2016 & has grown to a team of 18 people serving our radio and online audiences.



Audience

- **Demographic:** Arabic is the 3rd most spoken language in Australia after English and Mandarin.
- **Radio:** Since becoming a channel in March 2016 SBS Arabic24 is the most listened to Arabic radio station in Australia with 28% weekly market share. (McNair Research July 2020) #1STATION
- **Online:** SBS Arabic24's webpage has quadrupled the number of hits since launch. Our Facebook page has 205,000 highly engaged followers. Our podcast audience is also growing with an average 200,000 downloads per month (between Jan and July 2020).

The narrative

Why Arabic became a Channel...

- Increasing humanitarian entrants to Australia from war torn countries in the Middle East, especially Syria and Iraq.





Programming strategy

How to get the audience from FM to DAB+



Conclusion

Freed from the tyranny of the FM radio schedule SBS Arabic24 was able to ...

- Offer more and diverse programming **due to DAB+**
- Grow the audience
- And support SBS's purpose of promoting social cohesion.



Thanks for your
time...

Happy to take
questions at the
end~



Special Broadcasting Service

14 Herbert Street, Artarmon NSW 2064 Australia

sbs.com.au



For further information ...

Please contact

Program Manager, Andrew Bolton

e: andrew.bolton@sbs.com.au

t: 02 9430 2974

