



# 2024 ANNUAL REPORT

BY THE NUMBERS



SBS News named  
**Australia's most trusted**  
news provider



**13.2 million** Australians each  
**month** watched SBS  
across its TV network  
and SBS On Demand



**An ESG leader** with a pioneering  
advertising opt-out launched  
for three selected categories



**25 million hours**  
of First Nations  
content consumed  
across the network

**ALONE**  
AUSTRALIA

*Alone Australia Season 2:*  
SBS's biggest hit of 2024, reaching  
more than **4.5 million Australians**



**1.5 billion** social media video  
views across SBS channels



Scan here for  
the full 2024 SBS  
Annual Report



The world's most  
linguistically diverse  
broadcaster, with  
content in **more than**  
**60 languages**



**3.3 million Australians**  
**reached monthly** by  
NITV through linear  
TV each month



Australia's podcast  
publisher of the year,  
for the second  
year running



More than **50 million**  
**audio plays** across  
300+ podcasts



**Five new language services**  
launched on SBS Audio



SBS On Demand became the  
**#1 rated streaming app** on both  
the Android and iOS app stores



More than **140 million hours**  
of content enjoyed by audiences  
on SBS On Demand



Named one of the year's  
**'Most Innovative Companies'**  
by Australia's leading  
financial newspaper



**2 million** video plays for  
*Australia Explained*, helping  
new migrants and refugees  
navigate life in Australia



# SBS On Demand



- A premium streaming destination offering over **15,000 hours** of distinctive content in **more than 60 languages** at any one time, with a low ad-load, and more than **27,000 hours of new content added** through 2023-24, 39% of which was in languages other than English

- **Continuous product development** with the launch of personalisation, a rebuild of the Android mobile app, enhanced discovery and navigation through search, filtering and sorting, higher quality streams, and improved architecture

- A total of **1.8 million monthly** active accounts using the platform

- A market-leading user experience with the ability to log in and navigate in **seven languages**

- **New audio experiences** and free ad-supported streaming television (FAST) channels

- **Audience-first** with a pioneering advertising opt-out launched for the alcoholic beverage, quick-service restaurant and wagering categories

**Six channels available to stream live**

**SBS**

**NITV**

**FOOD**

**WORLD MOVIES**

**WORLD WATCH**

**VICE LAND**

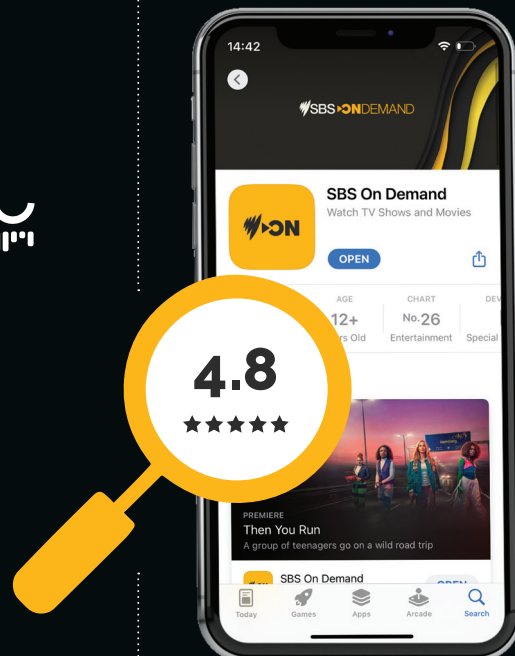
**New FAST channels and audio experiences**

**SOUTH ASIAN**

**chill**

**PLANET LUKE NGUYEN**

**Australia's highest rated streaming platform**



SBS On Demand became the **top-rated streaming app** in Australia on both Android devices and Apple iOS devices.\*

\*Current as of July 2024

# A selection of Total TV highlights



**Alone Australia Season 2**  
**4.5 million** Total TV national reach



**Great Australian Walks with Julia Zemiro**  
**2.7 million** Total TV national reach



**Eurovision Song Contest 2024**  
**2.4 million** Total TV national reach



**The Mission**  
**1.1 million** Total TV national reach



**The Point**  
**1.1 million** Total TV national reach



**Australia's Sleep Revolution with Dr Michael Mosley**  
**1.1 million** Total TV national reach

## Australia's most trusted news

SBS News is now the news provider with the highest audience trust in Australia, according to the *Reuters Institute Digital News Report 2024*. Throughout 2023-24, the SBS network delivered dependable and impartial news to communities across the country through a unique global perspective and in-depth reporting on major stories at home and abroad.

### Award-winning journalism



#### Walkley Award for Excellence in Journalism

- Outstanding Contribution to Journalism | Karla Grant
- Best Current Affairs Short (under 20 minutes) | *The Feed's investigation, 'Uncovering Incels'* | Gavin Blyth, Michelle Elias, Jennifer Luu and Jodie Noyce
- Best Television/Video News Reporting | *Dateline, 'Ukraine: One Year On'* | Ben Lewis and Colin Cosier



#### Kennedy Awards

- Outstanding Reporting on the Environment | NITV's *Living Black 'Western Australia's Cultural Genocide'* | Karla Grant, Michael Carey, Greg Wilesmith and Max Harach



#### First Nations Media Awards

- Lifetime Achievement Award | Karla Grant



Leah Hyein Na (SBS Audio), Janice Petersen (SBS News) and John-Paul Janke (NITV).

# Distinctive screen programming



## MIPCOM Cannes Diversify TV Awards

Representation of Race and Ethnicity, Non-Scripted  
(*The Swap*)



## TV Week Logie Awards

Most Outstanding Factual or Documentary Program  
(*The Australian Wars*)



## World Film Festival in Cannes

Best Documentary Feature (*Hitler's Jewish Soldier?*)



## New York Festival's TV & Film Awards

Best Documentary (silver award): Social Issues  
(*Asking For It*)



## Australian International Documentary Conference (AIDC)

Best Documentary/Factual Single  
(*Rebel with a Cause: Neville Bonner; Rebel With a Cause: Oodgeroo Noonuccal*)

## 2023 Australian Human Rights Awards

Australian Human Rights Awards  
Media & Creative Industries Award - Northern Pictures  
(*See What You Made Me Do*)



## AWGIE Awards (Australian Writers' Guild)

Best Web Series  
(*Night Bloomers: Season 1, 'Friend or Foe'*)



Casting Guild Australia Awards  
Achievement in Casting (*Latecomers, Barrumbi Kids*)

Best Casting in a Telemovie / TV Miniseries  
(*Safe Home*)



## First Nations Media Awards

Best News and Current Affairs Program  
(*Living Black*)

Best Interview or Oral History  
(*Living Black - 'Deborah Cheetham: Forging Her Own Path'*)

AIATSIS Lifetime Achievement Award  
(*Karla Grant*)



## ASIAN ACADEMY CREATIVE AWARDS

Asian Academy Creative Awards  
Best Factual Presenter, Best Direction Non-Fiction, Best Documentary Series  
(*The Australian Wars*)

Best Actress in a Leading Role, Best Direction Fiction, Best Drama Series  
(*Safe Home*)

Best Adaptation of an Existing Format  
(*Alone Australia*)

Best Documentary Programme, One-Off  
(*The Cleaning Company*)

Best Entertainment Host (*Marc Fennell, Mastermind S5*)



2023 MIPCOM Content Innovation Awards  
Best Documentary Series, Representation and Inclusion - Unscripted  
(*The Australian Wars*)



NSW Premier's Awards  
Woman of the Year  
(*Jess Hill, Asking For It*)



WorldFest Houston International Film Festival  
Gold Remi  
(*Hitler's Jewish Nazi?*)



## Australian Academy of Cinema and Television Arts (AACTA) Awards 2024

Best Online Drama or Comedy  
(*Latecomers*)

Best Entertainment Program  
(*Eurovision Song Contest Grand Final*)

Best Documentary or Factual Program  
(*The Australian Wars*)

Best Direction in Nonfiction TV  
(*The Australian Wars*)

Best Editing in a Documentary  
(*The Australian Wars*)



Chicago International Children's Film Festival  
Live-Action Television Children's Jury  
(*Barrumbi Kids*)



Screen Well Awards  
Production of the Year  
(*Erotic Stories*)