



SBS Radio Media Kit

Say hello to almost 5 Million new customers



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Say hello to a valuable market



7.7 million people in Australia were born overseas, which is 33.2% of Australia's population



Over 424 different languages are spoken in Australia



870,000 migrants have settled in Australia in the past 5 years



Projected growth from 2016 to 2020 is 1.382 million



LOTE households have huge spending power and control, with an estimated spend of \$159 billion per year on goods and services

SBS Radio is the world's most linguistically diverse broadcaster, connecting to almost five million Australians who speak a language other than English at home.

SBS Radio is known for broadcasting its award winning, thought-provoking and bespoke content; entertainment; impartial news and information all produced from a uniquely Australian perspective.

More people than ever in Australia speak a language other than English at home, increasing by 25% since 2011. Australia's CALD community now makes up over 20% of the Australian population.

[Click to watch the SBS Radio Reel](#)

Say hello to a valuable market

Broadcasting in more than 60 languages and accessible through multiple platforms, SBS Radio is Australia's truly national in language broadcaster.

With over 40 years of broadcaster experience, SBS Radio can connect your business and brand with our valuable listeners.



SBS radio - a multi-platform experience

Listening habits of our audience have changed as they have access to many other platforms they can listen to radio on. Apart from analogue radio, our audience can also listen to our radio programs on our popular SBS Radio apps, through podcasts, SBS Radio websites and digital television.

We ensure we are constantly adapting to the changes in our audience's consumption of media by providing different channels for SBS radio to reach CALD communities



Television



Analog AM/FM +
Digital Radio



Radio App
Phone + Android



Online Live
Streaming



Podcasts

Australia's top languages are evolving

Largest Language Groups Census 2011

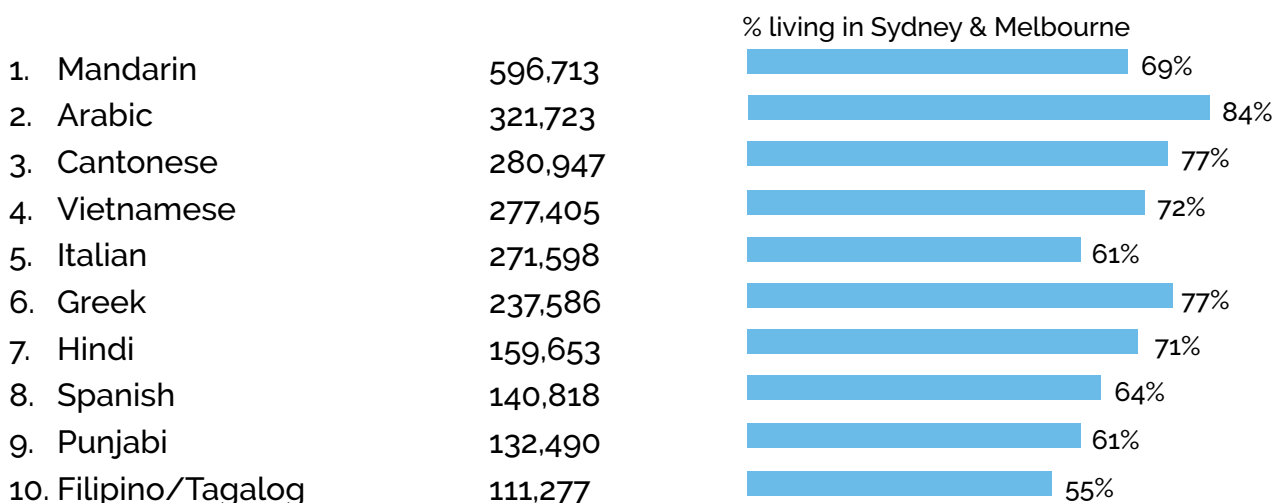
1. Mandarin
2. Italian
3. Arabic
4. Cantonese
5. Greek
6. Vietnamese
7. Filipino/Tagalog
8. Spanish
9. Hindi
10. German

Largest Language Groups Census 2016

1. Mandarin
2. Arabic
3. Cantonese
4. Vietnamese
5. Italian
6. Greek
7. Hindi
8. Spanish
9. Punjabi
10. Filipino/Tagalog

Top 10 Languages spoken at home in Australia

Number of people in Australia speaking language at home 2016



Collectively, Mandarin and Cantonese are the most commonly spoken languages other than English in Australia (almost 900,000 speakers), followed by Arabic, Vietnamese and Italian. In total, these five languages are spoken by over 1.7 million people - more than the population of South Australia.

Top growing languages

Language	Change from 2011	Change from 2011 (%)
1. Mandarin	+260,000	+77.4%
2. Punjabi	+61,000	+86.0%
3. Hindi	+48,000	+43.4%
4. Vietnamese	+44,000	+18.9%
5. Nepali	+35,000	+128.4%
6. Arabic	+35,000	+12.0%
7. Urdu	+32,000	+88.1%
8. Filipino/Tagalog	+30,000	+36.6%
9. Korean	+29,000	+36.6%
10. Malayalam	+28,000	+111.9%

A cost effective, low clutter environment

SBS Radio delivers a maximum of five minutes of advertising per hour. Fewer ads mean less clutter, helping you achieve effective and higher recall for your brand.

SBS Radio listeners are also among the most engaged and attentive of audiences. They are appointment listeners who tune in specifically to hear their in-language programming and listen with intensity.

Our program includes tailored content for specific migration patterns, settlement information and robust talkback.



Key Communities

Broadcasting in up to 68 languages, SBS Radio continues to be the market leader in the major language groups surveyed. We remain the trusted voice for all language speakers.

Languages highlighted in blue are our Top 10

For 'How to Listen' in your state, go to sbs.com.au/radio/listen-amfm-radio

South Asian Languages

Bangla Mon, Sat 6-7pm SBS Radio 2	Gujarati Wed, Fri 4-5pm SBS Radio 2	Hindi Daily 5-6pm SBS Radio 2	Punjabi Mon - Fri 9-10pm SBS Radio 2
Malayalam Thurs 8-9pm Sun 9-10pm SBS Radio 2	Nepali Thurs, Sun 4-5pm SBS Radio 2	Pashto Tues, Sat 2-3pm SBS Radio 2	Urdu Wed, Sun 6-7pm SBS Radio 2
Sinhalese Mon, Tues, Thurs, Fri 11am-12pm SBS Radio 2	Tamil Mon, Wed, Fri, Sun 8-9pm SBS Radio 2		

Key Communities

Asian Languages

<p>Burmese</p> <p>Tues, Sat 10-11pm</p> <p>SBS Radio 2</p>	<p>Cantonese</p> <p>Daily 9-11am</p> <p>SBS Radio 1</p>	<p>Filipino/ Tagalog</p> <p>Daily 10 – 11am</p> <p>SBS Radio 2</p>	<p>Hmong</p> <p>Thurs 6-7pm Sun 11am-12pm</p> <p>SBS Radio 2</p>
<p>Indonesian</p> <p>Mon, Wed, Fri, Sun 3-4pm</p> <p>SBS Radio 2</p>	<p>Japanese</p> <p>Tues, Thurs, Sat 10-11pm</p> <p>SBS Radio 1</p>	<p>Korean</p> <p>Mon - Fri 9-10pm</p> <p>SBS Radio 1</p>	<p>Khmer</p> <p>Wed, Fri 3-4pm</p> <p>SBS Radio 1</p>
<p>Lao</p> <p>Mon 4-5pm Sat 9-10pm</p> <p>SBS Radio 2</p>	<p>Vietnamese</p> <p>Daily 7-9pm</p> <p>SBS Radio 1</p>	<p>Mandarin</p> <p>Daily 7-9am</p> <p>SBS Radio 1</p>	<p>Thai</p> <p>Mon, Thurs 10 – 11pm</p> <p>SBS Radio 2</p>

African Languages

<p>Amharic</p> <p>Mon, Fri 10-11pm</p> <p>SBS Radio 1</p>	<p>Dinka</p> <p>Wed, Sat 11-12pm</p> <p>SBS Radio 1</p>	<p>Somali</p> <p>Wed, Fri 10-11pm</p> <p>SBS Radio 2</p>	<p>Swahili</p> <p>Tues 6-7pm Sun 10-11pm</p> <p>SBS Radio 2</p>
<p>Tigrinya</p> <p>Mon, Thur 6-7pm</p> <p>SBS Radio 1</p>			

Key Communities

European Languages


Albanian Sat 6-7pm SBS Radio 1	Armenian Tues 6-7pm SBS Radio 1	Bosnian Sun 3-4pm SBS Radio 1	Bulgarian Fri 6-7pm SBS Radio 1
Croatian Mon, Tues, Thurs, Fri 11-12pm SBS Radio 1	Czech Sat 7-8pm SBS Radio 2	Dutch Wed, Sat 11-12pm SBS Radio 2	Estonian Thurs 2-3pm SBS Radio 1
Finnish Wed 6-7pm SBS Radio 1	French Tues, Thurs, Sat, Sun 1-2PM SBS Radio 1	German Mon - Fri 7-8pm SBS Radio 2	Greek Daily 4-6pm SBS Radio 1
Hungarian Sat 2-3pm SBS Radio 1	Italian Daily 8-10am SBS Radio 2	Macedonian Mon - Fri 12-1pm SBS Radio 1	Maltese Tues, Fri 12-1pm SBS Radio 2
Polish Mon, Wed, Fri, Sun 2-3pm SBS Radio 1	Portuguese Wed, Sun 12-1pm SBS Radio 2	Romanian Tues 2-3pm SBS Radio 1	Russian Mon, Thurs, Sat 12-1pm SBS Radio 2

Key Communities

European Languages

Serbian Mon, Tues, Thurs, Sat 3-4pm SBS Radio 1	Slovak Sun 7-8pm SBS Radio 2	Spanish Daily 1-2pm SBS Radio 2	Slovenian Sat 12 -1pm SBS Radio 1
Ukrainian Thurs 3-4pm SBS Radio 2			

Middle Eastern Languages

Arabic Mon-Fri 6-8am SBS Radio 2	 Arabic24	Dari Tues, Sat 4-5pm SBS Radio 2	Hebrew Sun 11-12pm SBS Radio 1
Kurdish Fri 6-7pm Sun 2-3pm SBS Radio 2	Persian/ Farsi Tues, Sat 3-4pm SBS Radio 2	Turkish Mon, Wed, Thurs, Fri 2-3pm SBS Radio 2	Yiddish Sun 12 - 1pm SBS Radio 1
Assyrian Tues, Sat 8-9pm SBS Radio 2			

Key Communities

Pacific Island Languages

Samoan

Wed, Sun 10-11pm

SBS Radio 1

English Languages

NITV Radio

Mon, Wed, Fri 1-2pm

SBS Radio 1

Digital Podcast Languages

Karen

Native to Myanmar,
Thailand

Tibetan

Native to the
Tibet region of
China, Nepal,
India

Hakha Chin

Native to
Myanmar, India,
Bangladesh

Rohingya

Native to
Myanmar,
Bangladesh

Mongolian

Native to Mongolia

Kirundi

Native Burundi

Telugu

Native to India

World News
Radio

Spoken in English

SBS Radio Music Stations

SBS Radio has several different music stations that cater to different audience groups. These include SBS PopAsia, SBS PopDesi and SBS Chill.

SBS PopAsia

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.



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

SBS PopDesi

SBS PopDesi plays the hottest non-stop Bollywood music on digital radio, online and mobile.



SBS Chill

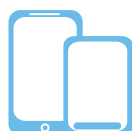
SBS Chill comprises of a range of relaxing and chilled sounds from artists across the world. It is available on digital radio, online and mobile.



Television



Radio



Mobile App



Website



Events



Social Media



Podcasts

Community Events, Outside Broadcasts and Outside Recordings

In a non-COVID-19 environment, SBS engages with its loyal CALD audience on the ground by attending over 80 community stakeholder events and festivals each year. These events feature SBS live radio broadcasts, live stage performances, social media enabled photo booths, targeted collateral and bespoke promotional activity. Key events on our calendar include Lunar New Year, Diwali, Harvest Moon Festival, Haldon St Festival, Eid and Antipodes.

We provide our clients with entitlements during the event such as placement of banners; giveaways; live reads on our radio programs to promote the client; as well as logo integration on sales flyers.

SBS Radio is able to create and tailor bespoke events to accommodate our client's needs. We have collaborated with major Australian brands to deliver unique events and activations.

How SBS events work



Live Outside Broadcasts and radio recordings with community engagement by event attendees



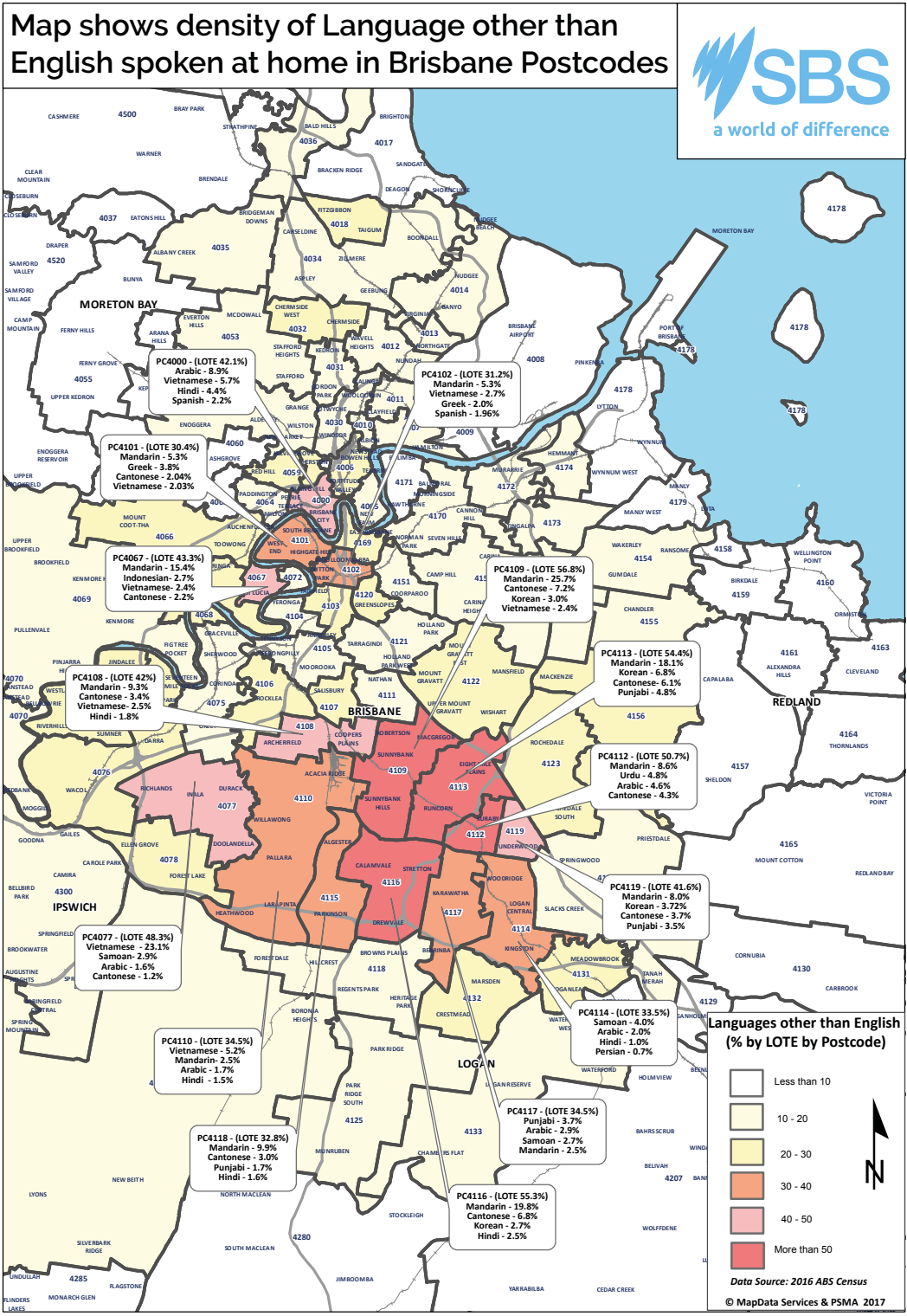
SBS and client branded stalls with giveaways



Entertainment at SBS booths such as cultural dances and music

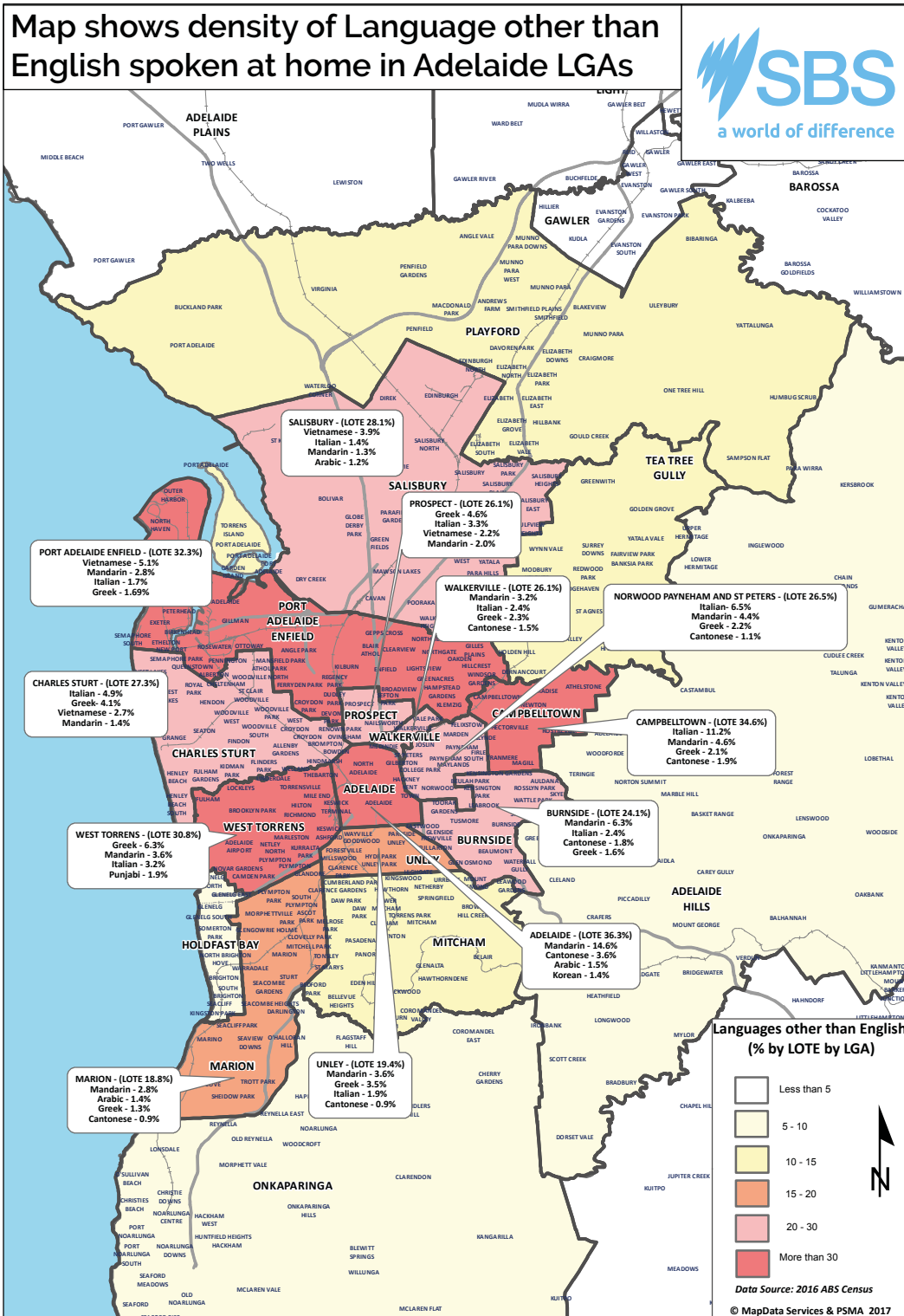
LOTE Maps

Brisbane: [click to explore](#)



LOTE Maps

Adelaide: [click to explore](#)



Production

Australia is a multicultural society and SBS understands the unique challenges faced when communicating messages to such a varied audience. Drawing on SBS's unique multicultural expertise, SBS In Language offer a highly professional and comprehensive multi lingual translation and production services.

Having over 85% of our business generated from repeat and recommended clients is an indication to us that the proficiency of our work is recognised as best in market. SBS In Language provide high quality consultancy, translation, typesetting, subtitling, voice-overs, radio and video production services in over 100 languages.

With our SBS studio / production facilities, our experienced production team ensures you receive the best-quality product, providing:

- Unique multicultural expertise in communication and cultural sensitivities
- Highly professional and comprehensive service delivered by a team with many years of experience with in language communication
- Access to some of the most experienced translation and production experts in their fields
- A consistent workflow process to ensure accuracy, efficiency and authenticity as well as on time delivery of your project

All services and projects managed in house.

SBS In Language proudly hold Quality Management System Certification, ISO 9001 which gives our clients added confidence that their work is being professionally managed to the highest standards from start to finish.

Sources

Cover Page

1. Source: www.censusdata.abs.gov.au 2016 Census of Population and Housing; Database: LANP (Language Other Than English Spoken at Home)

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2. ABS Population Clock - based on population projections; as of 02/08/2017; <http://www.abs.gov.au/ausstats>

3. Source: www.abs.gov.au, Database: 3222.0 Population Projections, Australia, 2012 to 2021 Population Projections

4. Source: www.censusdata.abs.gov.au 2016 Census of Population and Housing; Database: LANP (Language Other Than English Spoken at Home)

5. Source: Household Expenditure Survey, 2009-10 and Roy Morgan Single Source Data, January 2014 - December 2015, Language Other Than English Spoken at Home and Household Size (approx. number of LOTE HH), Total People 14+. Note: The value of LOTE spending is arrived at by merging 2 different databases, it does not account for differences in population distribution between the two methods of collection and analysis. Therefore, is it an approximation only.'

Page 3

6. Source: Estimated spend, based on OzTAM Universe Estimates & RegionalTAM Universe Estimates 2021 / ABS – Household Expenditure Survey 2015-2016; and 2071.0 - Census of Population and Housing: Reflecting Australia - Stories from the Census, 2016 / <https://profile.id.com.au/australia/language>

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7. Source: www.censusdata.abs.gov.au 2016 Census of Population and Housing; Database: LANP (Language Other Than English Spoken at Home)

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8. Source: www.censusdata.abs.gov.au 2016 Census of Population and Housing; Database: LANP (Language Other Than English Spoken at Home)

