

August 2026

SBS DIGITAL: 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.

DIGITAL 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	-23LKFS with a -2dB True Peak (TP)
Max file size	10mb
Format	WAV only
3 rd 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

SPECIAL BROADCASTING SERVICE

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