

SBS Australia  
2015 / 2016 Acquisition Requirements



## Our Purpose

To explore and celebrate diversity.

SBS inspires all Australians to explore, appreciate and celebrate our diverse world, and by doing so contribute to a cohesive society.

As described in our Charter, our principal function is to provide multilingual, multicultural and Indigenous radio, television and digital media services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's diverse society.

And we do this through:

**Inspired Entertainment.**







Our flagship channel inspires you to think new things, to feel a sense of connection, belonging and empowerment

## Positioning

What is Inspired Entertainment?

We are inspired by the bigger picture. We deliver a richer more holistic understanding of our world by presenting surprising perspectives in entertaining ways.

## Program Criteria

- Passionate intelligent talent
- Accessible documentaries with everyday relevance
- World's best drama that showcases SBS to new audiences

## Top Programs 2014

### Commissioned

Eurovision  
Who Do You Think You Are? Australia  
First Contact  
Luke Nguyen's France  
What's the Catch with Matthew Evans

### Acquired

Monty Python Live (mostly): One Down, Five to Go  
Secrets of Britain  
Secrets of the Manor House  
 Fargo S1  
Queen Victoria's Children



Eurovision 2014



Monty Python Live (mostly): One Down, Five to Go



Luke Nguyen's France

World's  
best drama

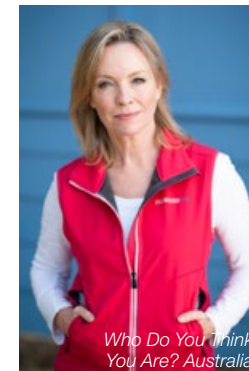
## Timeslots / Target Audience

**7.30pm** Entertaining factual for everyone  
**8.30pm** Programs that make me think - again (35+)  
**9.30pm** Smart entertainment (35+)

Passionate  
and  
intelligent  
talent



Fargo S1



Who Do You Think You Are? Australia



What's the Catch with Matthew Evans

## Program Highlights 2015

Vikings S3  
 Fargo S2  
 Dig S1  
 Simon Reeve's Caribbean  
 The Bomb  
 The Island with Bear Grylls S2  
 Great Continental Railway Journeys S1-3  
 24 Hours in Police Custody



## Current Needs

**Ancient history / archaeology programs** uncovering the wonders of the ancient world

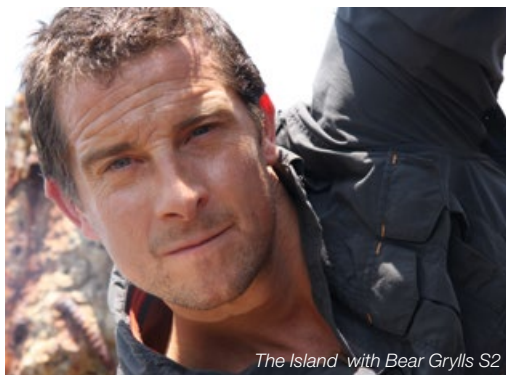
Male skewed ob doc / **adventure series** (eg. Worst Place to be a Pilot, Sacred Rivers with Simon Reeve)

**History series** with warm, accessible host for 35+ audience

Promotable **documentary events** (anniversary / history / science) (eg. James Cameron's Deep Sea Challenge, Richard III: The New Evidence)

Ambitious water-cooler **premiere drama series** for 35+ audience

**Movies** – award winning critical favourites with strong title recognition (eg. The Queen, No Country For Old Men, Pulp Fiction)



Premiere  
 drama series  
 and award  
 winning  
 movies



Brave  
 Optimistic  
 Curious  
 Inclusive  
 Trusted  
 Warm

## Genres

**Documentary (60')** Ancient history, event, science, male skewed adventure (series), female skewed history / biography, wildlife (series), ob doc (series), presenter-led history, exploring sexuality

**Food (30' and 60')** Travel, talent-led

**Drama (60')** Action-oriented historic and premium serialised (English language), crime (non-English language)

**Movies** World class star-studded thrillers, dramas and action





## OUR DIGITAL MULTICHANNEL PROVIDING PROVOCATIVE AND ADVENTUROUS PROGRAMMING FOR VIEWERS 16-39

### Positioning

Engaged, passionate and curious, we want to explore what's now and what's next – wherever it might come from. We're thirsty for content that speaks to us, and we want to be part of that conversation.

### Program Criteria

- Cheeky, irreverent and informal
- Provocative, challenging and surprising
- Relevant to, and reflective of, our target audience
- Noisy, buzzy, shareable

### Top Programs 2014

#### Commissioned

Cronulla Riots: The Day That Shocked the Nation

Sydney Gay and Lesbian Mardi Gras 2014

Tropfest Australia 2014

Sex: An Unnatural History

Housos

#### Acquired

102 Minutes That Changed America

Love and Sex in an Age of Pornography

Gattaca

Kung Fu Hustle

Drugs Live: The Ecstasy Trial



**WHAT'S  
NOW,  
WHAT'S  
NEXT**

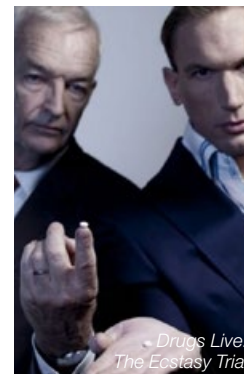
### Timeslots / Target Audience

**6.30pm** High volume, broad appeal entertainment (family-friendly)

**8.30pm** Distinctive programming that challenges the status quo

**9.30pm** Addictive cult viewing catering to passionate subcultures

**NOISY,  
BUZZY,  
AND  
CHEEKY**



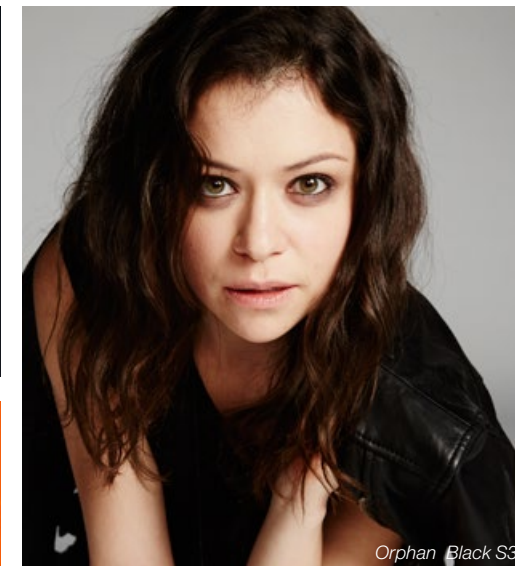




## WISH LIST 2015 / 2016

### Program Highlights 2015

Brooklyn Nine-Nine S2  
 Drunk History UK S1 & US S3  
 If You Are The One  
 Adam Looking for Eve  
 Geeks  
 Orphan Black S3  
 12 Monkeys S1  
 Glue S1  
 Unplanned America S2-3  
 Illusions of Grandeur



### DARING COMEDY SERIES

### Current Needs

Colourful **competitive reality series**, familiar 'shiny floor' formats with a unique cultural spin

Quirky, distinctive and **daring comedy** series for a 16-39 audience

Noisy reality or **observational series** with a unique, provocative twist

Presenter- or character-led **factual series** exploring contemporary youth issues, subcultures and lifestyles

**One-off documentaries** dealing with diverse and unusual topics relevant to a younger audience

Fun, creative and adventurous **food series** with an entertainment focus



### NOISY REALITY WITH A TWIST

### Genres

**Comedy (30')** narrative / sitcom, sketch or prank, live action or animated

**Entertainment (30' and 60')** physical game shows, competitive reality or variety (English and non-English language), factual entertainment (popular science, magic / illusion, adventure, relationships, food)

**Film (feature)** cult and genre (sci-fi, fantasy, martial arts, horror, schlock), drama and comedy with a strong youth voice (English and non-English language)

**Drama (60')** genre or high concept drama with cult appeal, younger-skewed mystery / thriller, provocative relationships (English and non-English language)

**Documentary (60' and feature)** youth-focused ob doc (series), travel / adventure (series), investigation, sexuality





THE VOICE OF AUSTRALIA'S FIRST PEOPLE  
THAT SHARE OUR STORIES, CULTURES AND  
TRADITIONS WITH ALL AUSTRALIANS

## Positioning

We consider all international Indigenous content. We also have an interest in programs that look at the 'black' experience, civil rights movements and struggles for freedom. Added to that African content also plays well on the channel.

## Program Criteria

- Inform, educate and entertain Indigenous people
- Strengthen the sustainability of Indigenous cultural heritage
- Accelerate the development of the Indigenous media industry
- Secure our (the Indigenous) voice

## Top Programs 2014

### Commissioned

Awaken  
Jess Mauboy's Road To Eurovision  
The Marngrook Footy Show  
First Contact

### Acquired

Once Were Warriors  
Apocalypto  
Rabbit-Proof Fence  
Johnny Mad Dog  
The Tracker



When the Natives Get Restless



Marngrook AFL Footy Show



First Contact

INFORM,  
EDUCATE  
AND  
ENTERTAIN

## Current Needs

Documentaries - (30', 60' and feature length)  
Drama / Feature Films  
Short Films  
Children's Programs - Series  
Series – Factual, factual entertainment, lifestyle adventure and nature  
Sports  
Indigenous events that have been filmed

WE  
CELEBRATE  
FIRST  
NATIONS  
CULTURES  
WORLD  
WIDE



Kriol Kitchen



Johnny Mad Dog



Rabbit-Proof Fence



## Positioning

We exist to explore and celebrate diversity in all its forms, whenever you want and on whatever device you'd prefer. SBS On Demand offers both catch-up and VOD content - available 24/7 and across 21 different platforms.

## Program Criteria

- Acclaimed art-house and foreign-language movies
- Accessible documentaries with everyday relevance
- Compelling foreign language dramas

## Top Programs 2014 - 2015

### Movies

House of Pleasures  
What More Do I Want  
Sirens

### Documentaries

Sex in the World's Cities  
Michael Mosley: Should I Eat Meat?  
The British

### Drama

The Fall S1  
Masters of Sex S2  
Salamander



Wherever  
and  
whenever  
24/7

## Target Audience

People who want to manage their own schedule so that they can watch what they want, when they want, and on the device of their choosing. They love to browse and watch programs that are relevant to their tastes, and particularly love bingeing.

Acclaimed  
accessible  
and  
compelling





### Current Needs

SBS On Demand's catalogue has recently been expanded to include 500 VOD movies, and we're looking to offer additional VOD content according to the genres described below.

### Genres

#### Movies

Accessible art house, international and complementary titles

#### Documentary (30' and 60')

Ancient history, event, science, male skewed adventure (series), female skewed history / biography, wildlife (series), ob doc (series), presenter-led history, exploring sexuality

#### Drama (30' and 60')

Male-skewed historic and premium serialised; crime – non-English language



Gattaca



24hrs in Emergency



The Bridge S2



House of Pleasures

Across  
21 different  
platforms



Hipsters



Walking Through History S3

500 VOD  
movies



Rectify S2



An Education



## Programming Strategy

- International cinema with movies from over 45 countries in more than 70 languages
- Genres range from classics of cinema, drama, cult, action to sensual
- The editorial stance is liberating, provocative; sometimes explicit; sometimes shocking
- We curate seasons - monthly and quarterly - to build brand profile and assist in acquisition and retention

## Current Needs

**Risqué, sensual content**  
such as "Emmanuelle",  
"Nymphomaniac Vol I & II"

**All things indie**

**English language titles**  
with recognisable faces

**Movies that push the boundaries**  
(recent seasons "Films That Shocked  
The World")

**Exploitation films**  
(recent season "Aussie Exploitation")

**Classics**  
(Peter Greenaway, Fellini etc.)



**45  
COUNTRIES  
70  
LANGUAGES**

## Channel Fast Facts

High rating Australian cable and satellite  
international/art house movie channel (24/7)

Carried on Foxtel (subscription TV) and  
Stan (subscription VOD)

Demograph: 35+ audience, skewed male  
HD

Narrowcast license to air R18+ films



**RISQUÉ  
SENSUAL  
INDIE  
CLASSICS  
EXPLOITS**





## SBS Acquisition Team

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