



THE MARKET

One of Australia's most valued and trusted brands, the ABC operates across a range of platforms, ensuring that as many people as possible are able to access the ABC content and services available nationally and internationally.

In an average week an estimated 75 per cent of Australians use ABC services.

ACHIEVEMENTS

ABC Television is Australia's only national, commercial-free public television broadcaster. Innovative and quality programming has always been the hallmark of ABC TV. On average, more than eighty new programs are launched each year providing the viewer with a rich mix of locally produced and overseas material. The emphasis continues to be on Australian productions with 60 per cent Australian content in prime time – 6 pm to midnight.

ABC Radio reaches Australians through five terrestrial networks and Internet radio, and listeners in the Asia Pacific region through its international network Radio Australia.

ABC New Media and Digital Services coordinates all the ABC's online activities and websites as well as developing content for new and emerging platforms and initiatives such as broadband, digital TV, interactive TV (iTV) SMS, wireless and datacasting. ABC Online consistently rates as one of the fifteen most popular sites in Australia. In 2003, ABC Online had an average monthly reach of 1.2 million Australians, representing an average of 13.2 per cent of the active Australian Internet population.

ABC News and Current Affairs provides the most comprehensive news and current affairs coverage of any Australian media organisation. More than 24,000 hours of news and current affairs are broadcast annually across radio, television and online.

ABC Enterprises creates, licenses, markets and retails quality consumer



independent subsidiary companies of the ABC.

In 1947 the ABC established its own independent news service and in 1950 Radio Australia finally came under full control of the ABC. In 1956 ABC Television began transmission in Sydney and Melbourne. In 1965 the ABC logo came into use, in 1974 the first ABC shop opened and in 1983 the ABC became a Corporation. From 1985 ABC Television could transmit programs nationally via the Aussat satellite and in 1995 the ABC's Multi Media (now New Media and Digital Services) division was established.

THE PRODUCT

ABC TV programs continue to win viewer and critical acclaim with the highest ever free-to-air audience share. Programs of all genres are also winning major peer-voted national and international awards. Free to air commercial channels vie to acquire concepts, programs and personalities pioneered by ABC TV.

Stories broken by programs such as Four Corners, Australian Story and Andrew Denton's Enough Rope regularly receive major press exposure. Characters from some ABC TV programs such as Mother and Son, SeaChange, Bananas in Pyjamas and Kath & Kim have become Australian icons. Three generations of Australians know the words to the Play School song.

ABC Radio National plays a unique role in the Australian radio market, with specialist information programs that touch on every aspect of life including health, politics, religion, science and the arts — giving a breadth of ideas and analysis. A

products which reflect and extend the scope of ABC programs and services. ABC Enterprises operates 37 ABC Shops and 85 ABC Centres, the net revenue from which goes directly into further ABC programming initiatives. In 2002-2003, ABC Enterprises provided \$9.83 million to the Corporation.

HISTORY

The ABC was inaugurated in 1932 by then Prime Minister Joseph Lyons. Twelve radio stations were brought together under the banner of the Australian Broadcasting Commission.

Until 1935 all programs went to air live. Over half the early programs were music and in 1936 the ABC began establishing studio broadcasting orchestras in all States. These provided the foundation for the state symphony orchestras which in the late 1990s progressively became



number of the network's programs including The Science Show and Singers of Renown have enjoyed record-breaking longevity, maintaining audience interest over many years.

ABC Classic FM, Australia's only national classical music station offers an eclectic mix of music and music information. The network plays a key role in fostering the work of Australian composers and performers as well as bringing Australians concert performances from around the world.

The ABC's youth network triple j targets an audience of 18-24 year olds. The network gives significant support to new Australian music with a playlist that is more than 40 per cent Australian. Its programs explore issues of interest and concern to young Australians.

ABC NewsRadio provides a continuous news and information service and can be heard in all capital cities plus Northern Tasmania, Newcastle, the Gold Coast and Gosford. When Federal Parliament is in session NewsRadio crosses to Canberra for live coverage while the regular programming continues to be streamed on the Internet.

ABC Local Radio provides an outlet for local information, news and views through a network of nine metropolitan and 51 regional stations. It offers a mix of news, current affairs, talkback, sport music and rural matters.

dig is an Internet radio station offering a diverse range of non-stop music, as well as music news, reviews, concerts and interviews, for a 30-plus audience. Its non-stop music stream is also



broadcast as an audio service on digital television.

ABC News and Current Affairs provides the most comprehensive news and current affairs coverage of any Australian media organisation. It includes analytical and investigative reporting of the nation's business, community and political affairs with award-winning programs such as the 7.30 Report, 4 Corners, Lateline and Australian Story as well as Insiders and Landline on TV and AM and PM on radio.

ABC New Media and Digital Services is a leader in developing and creating high quality, innovative content across multiple platforms as well as extending and enhancing the programming of ABC Radio and Television. It provides a distinctly Australian perspective on local, national and international activities to online and new media users throughout Australia and internationally.

The four business units of ABC Enterprises—ABC Consumer Publishing, ABC Retail, ABC Content Sales and ABC Resource Hire — are responsible for selling and distributing programming and content, the hiring of resources

and developing and retailing products relating to ABC programming or Charter roles.

RECENT DEVELOPMENTS

ABC New Media and Digital Services' innovative broadband service was established in 2001 and enables audiences to interact with high quality rich media content on demand. The ABC Broadband service offers several channels including News, Kids, cooking, comedy and music.

As the digital environment evolves NM&DS is at the forefront of developments, producing content for emerging platforms including wireless and some of Australia's first iTV programs, helping to shape the format of this new platform. NM&DS is also actively involved in datacasting and digital radio trials.

Launched on December 31, 2001 ABC Asia Pacific is the ABC's free-to-air international satellite television service catering to the Asia-Pacific region. Drawing on the expertise of the ABC's network of reporters, programs take a daily look at issues and events across the region as well as considering global issues from a regional standpoint

dig, the ABC's first Internet radio station, was launched in 2002.

At the end of 2003, ABC Radio began broadcasting digital radio trials in Sydney and Melbourne.

PROMOTION

Press coverage and cross promotion in its own output provide most of the promotion of ABC programs and publications. Cross promotion varies from on-air mentions to scripted promos and TV voiceovers.

A recent high-profile advertising campaign 'enemy of average' aimed to reposition the youth radio network triple j in the 18-24 year market.

ABC TV's station identification campaign 'everyone's ABC', launched in 2003, was designed to give a feeling of involvement among viewers and show faces and images that reflect Australia's diversity.

Involvement in community activities is an important way of keeping the ABC brand in the public eye and giving a 'human face' to the national broadcaster. The ABC's exhibition trailer travels around the country to local events. It offers the Australian public an interactive hands-on experience of ABC programs, personalities and services.



BRAND VALUES

The vision for the ABC is to be both valued and integral to Australia's culture, and its mission is to

engage its audiences with an independent, distinctive and appealing mix of programming and content, delivered via multi-platform services.

The ABC is guided by these values:

Editorial Excellence – aspiring to the highest standards of accuracy, impartiality and independence, in reflecting a balanced and broad range of views and interests through adherence to editorial policies and guidelines.

Innovation and Creativity – striving for excellence in the development and presentation of distinctive information and cultural programming content.

Universal Access – ensuring that all Australians can access services that provide the knowledge required in a modern information-based society.

Our People – providing opportunities for the ABC's people to grow, personally and professionally, during their time with the Corporation.

Good Governance – demonstrating accountability for the efficient and effective use of public resources.

Shared Commitment – accepting the shared obligation to act responsibly and with a commitment to fairness and justice.

Courage – encouraging the leadership and vision to adapt to change with flexibility, integrity and decisiveness.



THINGS YOU DIDN'T KNOW ABOUT THE ABC

- The ABC is Australia's largest radio and television network, covering 98 per cent of the Australian continent.
- 99 out of the top 100 children's (0-12) programs on Australian TV, in 2003 were broadcast on ABC TV.
- More than 190 countries buy ABC Television programs from ABC Content Sales; the revenue earned is fed back into program making.
- You would have to stay awake for over 250 days to hear the more than 500,000 news stories that ABC NewsRadio broadcasts every year.
- triple j is Australia's greatest supporter of home grown music. Grinspoon, Killing Heidi and Endorphin were 'unearthed' on the National Youth Network that keeps Australian music alive.
- When ABC Online was first launched in July 1995, it was a collection of 6 websites. Today, ABC Online carries more than 1.5 million individual web pages and the site consistently ranks in the top fifteen websites accessed by Australians.
- More than 1 million Australians visit ABC Online each month and around 2.5 million visit over a quarterly period.
- ABC Asia Pacific satellite coverage extends from Bangladesh in the west, Korea in the north and as far east as the Cook Islands.