



### THE MARKET

The ABC is Australia's only independent, national, commercial-free broadcaster. 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 ABC content and services, nationally and internationally.

### ACHIEVEMENTS

ABC Television has always been characterised by innovative and quality programming, with a rich mix of locally produced and overseas material, and a continued emphasis on Australian content.

ABC Radio reaches Australians through four national radio networks (*Radio National*, *ABC Classic FM*, *triple j* and *ABC NewsRadio*), 3 internet radio stations (*dig*, *Dig Jazz* and *Dig Country*); and the biggest local radio network in the country - 60 local radio stations across the nation, from Broome to Hobart, Cairns to Albany, Darwin to Port Lincoln.

ABC News 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 Innovation drives strategic innovation and development in content creation, audience connection and new platform distribution in partnership with other divisions, and leads the overall growth and success of abc.net.au. ABC Online consistently rates as one of the fifteen most popular sites in Australia. In 2006/07 ABC Online had an average monthly unique audience of 2.1 million, representing an average of 18.43 per cent of the active Australian Internet population.

ABC Commercial creates, licenses, markets and retails quality consumer products which reflect and extend the scope of ABC programs and services. ABC Commercial also operates 42 ABC Shops, including the ABC shop online and 103 ABC Centres, the net revenue from which goes directly into further ABC programming initiatives.

### 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 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 New Media and Digital Services division was established. In 2007, a new Innovation Division was created as an incubator for digital development across the ABC.

### THE PRODUCT

ABC TV programs continue to win viewer and critical acclaim with the highest ever free-to-air audience share and programs of all genres 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* and *Bananas in Pyjamas* have become Australian icons.

The ABC's 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 programs in a number of genres including News, Kids, cooking, comedy and music.

*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 number of the network's programs including *The Science Show* and *Late Night Live* have enjoyed 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 online.

ABC Local Radio provides an outlet for local information, news and views through a network of nine metropolitan and 60 regional stations. It offers a mix of news, current affairs, talkback, sport music and rural matters.

*Dig*, the ABC's internet radio station offers a

diverse range of non-stop music, as well as music news, reviews, concerts and interviews. Its non-stop music stream is also broadcast as an audio service on digital television. *dig Country* and *dig Jazz* have also been added to the ABC's digital radio offerings.

ABC News 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*, *PM* and *The World Today*, on radio.

ABC Innovation 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 and ABC Online. As the digital environment evolves ABC Innovation 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.

The business units of ABC Commercial — 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.

Launched in December 31, 2001 *ABC Asia Pacific* was 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. Now known as *Australia Network* — the service continues to grow its audiences in 41 countries — its mix of news, current affairs, education, lifestyle, drama and sport is now available in more than 20 million homes across Asia, the Pacific and the Indian sub-continent.

For over 60 years, *Radio Australia*, has provided a unique perspective on the Asia Pacific region. The ever-expanding Radio Australia FM network throughout the Pacific now delivers high quality broadcasts to audiences in the key urban centres across the Pacific.



Providing a diverse choice of programmes that previously have been available only via shortwave and select rebroadcasts from Pacific national broadcasters, Radio Australia continues to increase the interaction with audiences from across the Pacific. With new services switched on in the Cook Islands, Papua New Guinea and Kiribati, the FM network continues to build on *Radio Australia's* long-standing commitment to Pacific audiences.

#### 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.

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

In 2007, the ABC opened its doors to audiences around the country in a number of open days to celebrate 75 years from when Prime Minister Joseph Lyons proclaimed the launch of the Australian Broadcasting Commission. Concerts, open studios, live broadcasting, exhibitions and nostalgia were presented to the audiences who have supported the ABC over the last 75 years — creating an opportunity for people to celebrate the history of the ABC and to experience their ABC in a unique way.

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

- More than 6 ½ million Australians listen to ABC Radio each week (Local Radio and 4 national networks — *Radio National*, *ABC Classic FM*, *triple j* and *ABC NewsRadio*).
- The ABC is Australia's largest radio and television network, covering 98 per cent of the Australian continent.
- *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. *triple j's* unearthed website now allows up-and-coming musicians to upload their music and users to download and vote on their favourite songs.
- ABC Local Radio is the biggest local radio network in the nation — 60 stations across the nation.
- *Radio Australia's* potential audience in 40 countries throughout Asia and the Pacific is estimated at over 100 million, and potential weekly audiences estimated at some 20 million.
- More than 12 million Australians watch *ABCTV* each week.
- On average, over half a million Australians visit *ABCTV* websites each month.
- *ABC Online* has 2.3 million unique users per month and 20% reach — that is one in five among Australian internet users — and the audience continues to grow.
- *ABC Online* consistently ranks among Australia's top 15 internet sites, and more than 2.6 million pages of content.
- Over 650 journalists work for ABC News, producing almost 15,000 *unduplicated* hours each year for ABC radio and television services alone.
- ABC News and Current Affairs has correspondents in 12 international bureaux — *New Delhi*, *Jerusalem*, *Bangkok*, *Beijing*, *Jakarta*, *Port Moresby*, *London*, *Moscow*, *Washington*, *Johannesburg*, *Tokyo* and *Auckland*, the largest of any Australian media organisation.