



Photo: Prudence Upton

A.R. Rahman won two Oscars for his work as composer and songwriter on the film Slumdog Millionaire. In January 2010, he performed at a free concert at Parramatta Park, Sydney.

PUBLIC BROAD CASTING PUBLIC BENEFIT



Students at Gisborne Secondary College in Victoria enjoy a lunchtime concert hosted by triplej. The concert was part of the prize awarded to Unearthed High 2010 winners, Stonefield, an all-girl band from the Secondary College.

For audiences, one of the greatest benefits of the digital age is increased choice. New television and radio channels offer greater variety to audiences, while richer and more diverse content is available online. Understanding audience behaviours and preferences is central to the ABC's content delivery strategy.

Audience experiences

Section

2

The A.R. Rahman concert was broadcast live on ABC2 and internationally on the Australia Network, reflecting the ABC's commitment to broadcasting programs of cultural enrichment, and promoting the performing arts.

For an enormous number of young people, triple j provides access to the music, events and information they want. For others, whose tastes and interests might be different, the ABC provides a diverse range of content nationally on Classic FM, Radio National and ABC NewsRadio. Local Radio is able to connect with audiences at a local level about the things that are relevant in their communities. Through its network of radio offerings, the ABC provides programming of both wide appeal and specialised interest.

Content performance

Audience trends

Radio

Television

News

Online

International audiences

Consumer experiences

Audiences have ever-increasing opportunities to access ABC content, with online and mobile services growing in popularity. ABC services reached an estimated 73% of Australians each week via television, radio and online.

THE ABC IS A LEADER in digital multi-channelling of television and digital radio, as well as the delivery of news, information and entertainment online and across a range of mobile devices.

The past 12 months have seen the continued expansion of content offered on ABC iView and ABC News Online, as well as enhanced and new ABC Local sites, more content and applications for mobile phones and devices, and content distribution and sharing across multiple social media platforms.

Against a backdrop of increasing audience fragmentation and greater competition on the local and international front, the ABC has maintained its combined national audience reach across television, radio and online at 73% (average weekly reach of ABC services). This is consistent with the result recorded in June 2009.¹ This result reflects the Corporation's success in delivering relevant programming and content to audiences through its television and radio channels and through a growing web of new and emerging technologies.

Audiences continue to enjoy the ABC's mix of content, the distinctively Australian content offered across all ABC services and the consistent high-quality of ABC programs and content.

Community satisfaction

The annual Newspoll *ABC Appreciation Survey*² provides valuable feedback, reflecting community perceptions and beliefs about the value of the ABC's contribution to Australian society. The 2010 survey was conducted nationally by telephone among a random sample of 1 905 respondents aged 14 years and over. The *ABC Appreciation Survey* has been conducted annually using the same methodology since its inception in 1998.

¹ Newspoll, *ABC Awareness and Usage Survey*, June 2009 and July 2010 in combination with ratings data, people aged 18 years and over.

² Newspoll, *ABC Appreciation Survey*, June 2010, national random sample conducted by telephone, people aged 14 years and over.

The survey involves the community being asked their views on the quality of ABC Television, ABC Radio and ABC Online.

Consistent with previous surveys, a large majority (81%) believe the quality of programming on ABC Television is "good", while half as many (44%) believe this about commercial television. Compared with 2008–09, at an overall level and by demography, there has been no significant change in attitudes concerning the quality of content on ABC Television.

Seven in ten Australians believe the quality of programming on ABC Radio is "good". This result is consistent with the previous year. A pattern of more positive perceptions in the past couple of years is evident among both men and women and among people in the 14–24 and 35–49 age brackets.

By comparison, approximately half (52%) of the population believe commercial radio offers good quality programming, a result consistent with previous tranches of research. Community perceptions about the quality of ABC and commercial radio are far closer than they are for television, reflecting the more fragmented and niche radio market, where audiences have a very wide choice of stations to listen to.

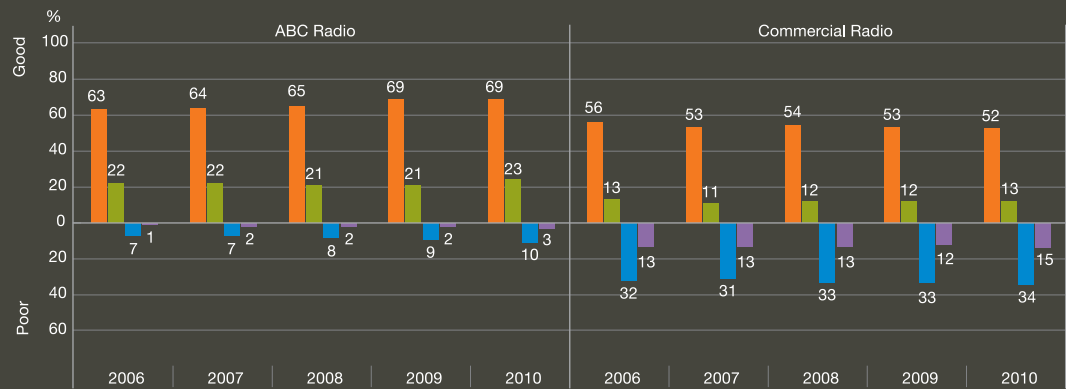
Nine in ten ABC Online users believe the quality of content on the ABC website is "good", including one in three who say the quality of the website is "very good". Among frequent ABC Online users, the results are even more positive, with 95% of those who use the site at least once a week saying the quality of content is "good" and four in ten of this group saying the quality is "very good".

The *ABC Appreciation Survey* also explores public perceptions about the ABC's performance in relation to specific aspects of the Corporation's Charter. The majority of Australians remain of the view that the ABC is doing "a good job" fulfilling its various Charter obligations. Compared with the previous year, the 2010 survey found small declines in the level of positive sentiment in two areas: broadcasting

Seven in ten Australians believe the quality of programming on ABC Radio is good.

Independent research from Newspoll provides an overview of community attitudes and opinions about the ABC.

ABC Radio: Quality of programming

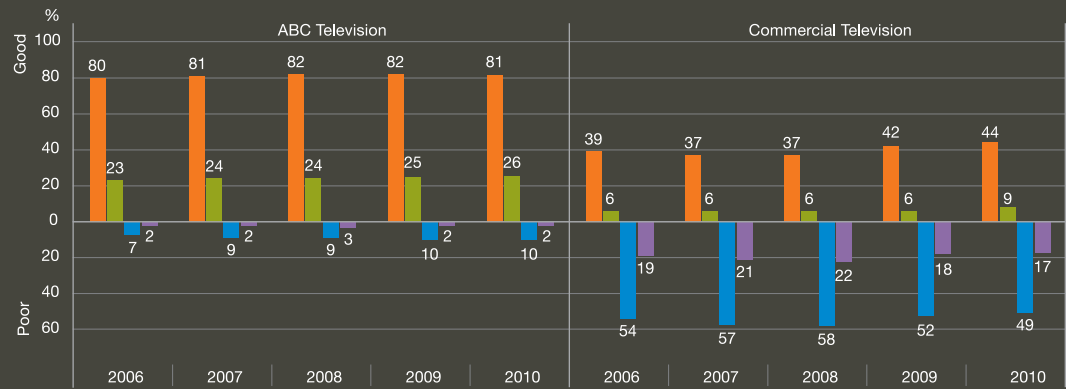


Based on a total sample aged 14 years and over. "Don't know" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2010.

■ Total Good ■ Total Poor
■ Very Good ■ Very Poor

Nearly twice as many Australians believe the quality of ABC television programming is good compared to commercial television.

ABC Television: Quality of programming



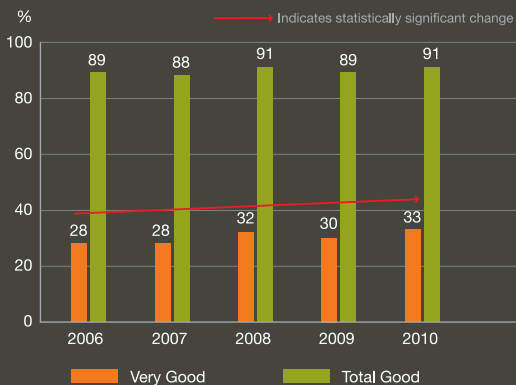
Based on a total sample aged 14 years and over. "Don't know" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2010.

■ Total Good ■ Total Poor
■ Very Good ■ Very Poor

91% of ABC Online users believe the quality of content on abc.net.au is good.

Independent research from Newspoll provides an overview of community attitudes and opinions about the ABC.

ABC Online: Quality of content

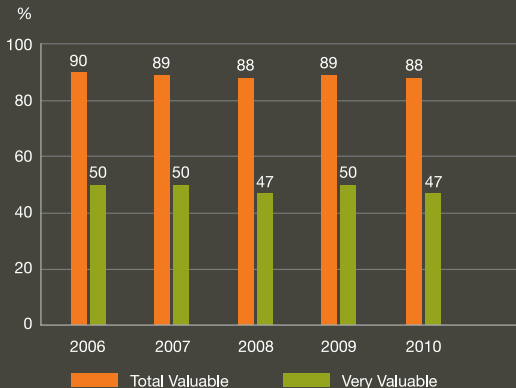


Based on those aged 14 years and over who ever visit the website. Does not include "Don't Know" or "Poor" responses. Source: Newspoll, ABC Appreciation Survey 2010.

The majority of Australians believe the ABC provides a valuable service to the community.

Independent research from Newspoll provides an overview of community attitudes and opinions about the ABC.

Overall value of the ABC



Based on a total sample aged 14 years and over. "Don't Know" and "Not Valuable" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2010.

programs that are different from commercial media and broadcasting programs that reflect cultural diversity. In both cases, the decrease marks a return to levels consistent with the 2008 survey.

Year-on-year, there was a more pronounced decrease in the proportion of Australians who believe that the ABC does a good job of encouraging and promoting Australian performing arts. There was no significant change in programming that may have resulted in the decrease this year. The 2010 result is consistent with results recorded for this dimension in the mid-2000s.

Over a longer timeframe, more Australians believe the ABC is doing a good job of being efficient and well managed, up from 69% in 2008 to 73% in 2010. This improvement in perception possibly reflects the ABC's budget management in parallel with its continuing expansion of services on television, radio and online. ■

Measures of community satisfaction

	2009–10	2008–09	2007–08	2006–07	2005–06
Providing a quality service:					
% of people who believe the ABC Television provides quality programming	81	82	82	81	80
Radio	69	69	65	64	63
Online (among ABC Online users)	91	89	91	88	89
<hr/>					
% of people who believe the ABC is balanced and even-handed when reporting news and current affairs	82	83	81	79	83
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Providing a valuable service:					
% of people who value the ABC and its services to the community	88	89	88	89	90
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Meeting the ABC's Charter obligations:					
% of people who regard the ABC to be distinctively Australian and contributing to Australia's national identity	84	86	84	84	84
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% of people who believe the ABC reflects the cultural diversity of the Australian community	80	83	80	81	81
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% of people who consider the ABC:					
• encourages and promotes Australian performing arts such as music and drama	78	83	82	80	79
• provides programs of an educational nature	86	88	86	85	86
• achieves a good balance between programs of wide appeal and specialised interest	85	86	83	85	84
<hr/>					
% of people who perceive the ABC to be innovative	74	75	73	72	73
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Providing an efficient service:					
% of people who believe the ABC is efficient and well managed	73	72	69	71	70

Source: Newspoll, ABC Appreciation Survey 2010.

ABC Radio achieved a record market share of 23.9% and a record reach of 4.32 million listeners a week in the five-city market.

triple j

ABC Local Radio

ABC NewsRadio

ABC Radio National

ABC Classic FM

ABC digital radio

ABC Open

ABC RADIO experienced significant increases in both reach and share in 2009–10. Overall audience share increased by 1.3 share points to 23.9% of the five-city metropolitan market (from 22.6% in 2008–09). Reach increased from 4 million to 4.3 million people, an 8.1% increase.³ In 2009–10, the majority of Australians continue to believe that programming on ABC Radio is good.⁴

triple j

triple j is the ABC's national youth network, targeted at 18–24 year olds. In 2009–10, *triple j* increased its radio audience and extended its content on the mobile phone platform. In its target demographic, average weekly reach increased by 30% from 2008–09 levels (from 284 000 to 370 000) in the five-city metropolitan market. Audience share among that demographic increased two percentage points from 12.5% to 14.5%. *triple j*'s overall share of the five-city metropolitan market increased to 5.3% (from 4.5% in 2008–09).⁵ The network continued to build audience interaction and participation through its website, community engagement and social media.

In July 2009, *triple j* launched the Hottest 100 of All Time, attracting 61 500 voters to the *triple j* website. Participants voted for up to ten songs each, and a total of 545 000 votes were counted. The results were broadcast on radio and online and the Hottest 100 of All Time CD, released on 28 August, went platinum in the first week.

2009 was also a record-breaking year for the annual Hottest 100. Over 130 000 people registered more than 1.18 million votes, a 46% increase from 2008. A new Facebook application allowed 39 780 users to compare votes with friends and post their results to their wall. On Australia Day 2010, the 2009 Hottest 100 countdown was broadcast live across Australia and online. There were 726 000 visits to the *triple j* Hottest 100 website in January 2010, up 64% on the

³ Nielsen Radio surveys, five-city metropolitan, 2009–10 and 2008–09.

⁴ Newspan, *ABC Appreciation Survey*, June 2009 and July 2010.

⁵ Nielsen Radio surveys, five-city metropolitan, 2009–10 and 2008–09.

previous year. The Hottest 100 trended at No. 2 on Twitter in July, indicating the Hottest 100 was one of the most tweeted topics, with 17 663 tweets from 3 837 contributors. Activity on *triple j*'s Facebook page was also at an all-time high, with 954 fans commenting on nominated tracks.

triple j continued to discover and support new Australian music talent in 2009–10 through triplejuneearthed.com.au and Uneathed High.

A new *triple j* Uneathed iPhone application was launched in January 2010, representing the first free application in Australia to allow music downloads to iPhones. The application is available to users globally and provides over 50 000 tracks of new music from unsigned Australian artists across a wide range of genres. In addition to free downloads, the application allows streaming of a continuous feed of the best tracks from the *triple j* Uneathed music bank and seamless sharing of songs and playlists on social media networks and via email. The application contributed to an increase in both downloads and live streaming from the Uneathed site.

	December 2009 Before launch of iPhone application	January 2010 After launch of iPhone application
Tracks downloaded	117 960	174 050
Live streaming	579 882	1 156 432

Source: *triple j* Uneathed server logs

In March 2010, *triple j* hosted its annual One Night Stand concert, this time in Alice Springs with a crowd of approximately 6 000 attending the free, all ages, drug and alcohol free concert. The Tjupi Band, a desert reggae band from Papunya in the Northern Territory, was selected through triplejuneearthed.com.au to open the concert, which featured well-known Australian performers including the John Butler Trio, Bluejuice and Gyroscope.

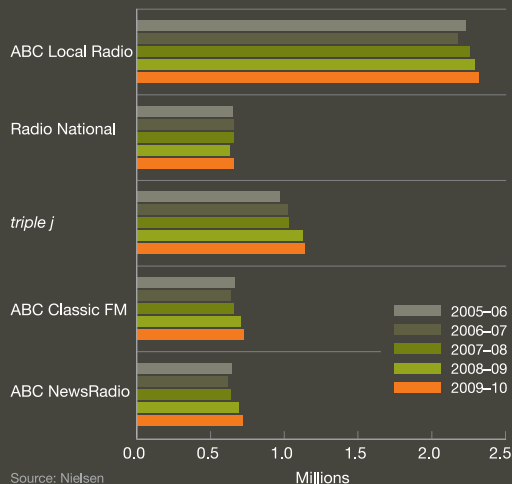
Uneathed High 2009 was won by the band Howl from Ballarat High School in Victoria. As part of the prize, the band performed a *triple j*-hosted gig at their school in September 2009. An all-girl rock group

ABC Radio's average weekly reach increased to 4.3 million people.

"Reach" measures the total number of people who have listened to ABC Radio over a specified timeframe.

ABC Radio: Average weekly reach

(Five-city metropolitan market)



Source: Nielsen

ABC Radio had a 23.9% share of the five-city metropolitan market.

"Share" measures the percentage of the audience who have listened to ABC Radio within a specified timeframe. It is reported as a percentage of the actual listening audience, not the total population.

ABC Radio: Aggregate audience share

(Five-city metropolitan market)



Source: Nielsen

called Stonefield (formerly Iotah), comprising four sisters from Gisborne Secondary College in Victoria, won Unerthed High 2010 and, in June 2010, performed at a lunchtime concert at their school hosted by *triple j Breakfast's* Tom and Alex. The gig included a special performance from Australian indie band British India. All Unerthed High winners have their tracks professionally recorded by *triple j* for airplay.

Local Radio

The ABC has a network of 60 Local Radio stations—nine metropolitan and 51 regional—which broadcast to and engage with local communities around Australia. In 2009–10, ABC Local Radio continued to build audiences, becoming a strong force in major metropolitan markets. Audiences were kept informed, entertained and engaged at local, state and national levels and up to date with essential information during times of crisis. Through its network of Local Radio

stations, the ABC participated in and supported local communities through outside broadcasts, listener events, community debates, celebrations and crises. Local Radio's reach in the five-city metropolitan market increased to a record high of 2.3 million people in 2009–10.⁶

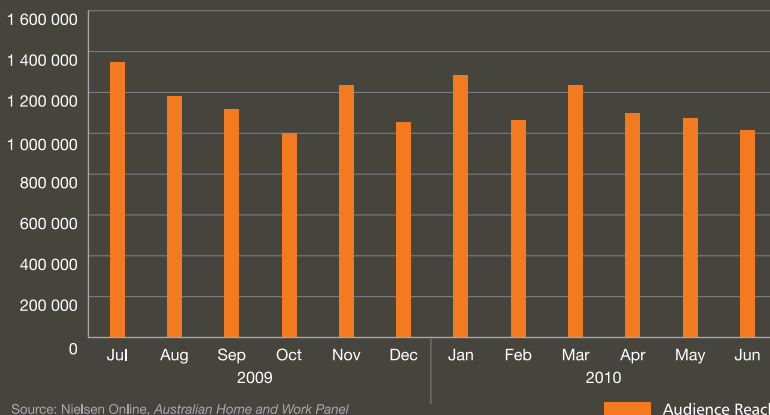
The expansion of ABC Local Radio into online has built a strong foundation for better serving audiences into the future. In February 2010, the ABC launched 54 ABC Local websites that had been substantially redeveloped to make it easier for audiences to connect with their community and with their local radio station. ABC Local links audiences to news, sport, weather and emergency information. Special features focus on the events, places and people that make each region unique.

ABC Rural consolidated its position as Australia's leading provider of specialist rural news and

⁶ Nielsen Radio surveys, five-city metropolitan, 2009–10 and 2008–09.

ABC Radio Online reached an average of **1.14 million** users each month.

ABC Radio websites: Monthly audience reach



“Reach” measures the total number of people who have visited ABC Online over a specified timeframe.

Source: Nielsen Online, Australian Home and Work Panel

information, bringing more of its content to more platforms in 2009–10. Rural podcasts performed strongly and the reach of rural content was broadened through the use of social media to engage with existing and emerging audiences. ABC Rural contributed to community education and awareness around a range of critical issues, such as locust plagues and drought support, and to the support and development of young people in rural and regional Australia through the annual Heywire initiative (see page 115).

Sport continued to be a major offering to Local Radio audiences. This included traditional coverage of domestic and international cricket, NRL and AFL football, as well as reports, results and updates from a wide range of other local, national and international sports, including men's and women's basketball, netball, men's and women's hockey, the Australian Open Tennis and key racing carnival events such as the Melbourne Cup. In 2009–10, special highlights included coverage of the Ashes cricket tour of England, the 2010 Tour Down Under cycling event, the World Swimming Championships and the 2010 Football World Cup from South Africa.

ABC NewsRadio

ABC NewsRadio is Australia's only national, continuous news radio network, delivering factual, independent coverage of news. During 2009–10, ABC NewsRadio focused on strengthening its content offering as Australia's only continuous radio news service through its core format of rolling coverage of national and international news, finance and sport updates and its role as the official broadcaster of Federal Parliament. ABC NewsRadio's daily news polls online provided users with a quick and easy way to contribute their views on major current affairs issues, garnering an average of 300 votes per week. In 2009–10, ABC NewsRadio increased its audience share to 1.8%. Reach increased 4.3% to 721 000.⁷

⁷ Nielsen Radio surveys, five-city metropolitan, 2009–10 and 2008–09.

⁸ Nielsen Radio surveys, five-city metropolitan, 2009–10 and 2008–09.

ABC NewsRadio expanded its local Australian content on weekends through the rebroadcast of two key Radio National programs, *The Law Report* and *The Health Report* on Saturdays at 10 am and 11 am respectively. It further built its national base through the continuing rollout of new frequencies in regional centres across Australia. In September 2009, the Minister launched ABC NewsRadio's 50th new frequency in Tamworth in northern New South Wales.

In May 2010, prominent broadcasters and personalities Wendy Harmer and Angela Catterns joined ABC NewsRadio to host *It's News To Me*, a season of light-hearted weekly news-in-review shows, broadcast on Friday nights at 6 pm AEST and later available as a podcast.

In August 2009, ABC NewsRadio began using the scheduling flexibility provided by digital radio to continue broadcasting a rolling news service, which is also streamed online, while carrying Federal Parliament on its traditional analog frequencies.

Radio National

Radio National is a national network broadcasting 60 distinct programs each week covering science, books and publishing, religion, social history, the arts and current affairs. In 2009–10, Radio National continued to focus on integrating its rich menu of diverse and specialist radio content on multiple platforms to make it accessible to audiences through the widest possible means. A new Radio National home page with a clean and contemporary feel was launched in September 2009. The redesigned site provides improved content aggregation, delivering greater connection between topics and content.

Radio National's audience reach and share both increased in 2009–10. Reach increased 4.3% to 655 000 and share increased to 2.6%.⁸

Radio National continued to increase the amount of content made available as podcasts. This included a large selection of archival content, as well as making some programs, such as *360* and *The Night Air*,

available online and for download prior to broadcast. In 2009–10, there were 18 million downloads of Radio National content, demonstrating the value that audiences place on being able to access specialist content in a manner and at a time that suits them.

From 6 June 2010, Radio National broadcast *China Week*, presenting a range of programming themed around the World Expo in Shanghai.

In October 2009, Radio National collaborated with the BBC World Service to stage a special Sydney edition of the program *The Forum*, recorded in front of a capacity crowd at the Sydney Opera House as part of the Festival of Dangerous Ideas. A Melbourne edition of *The Forum* was also recorded with a live audience at the Fairfax Theatre as part of the Melbourne Arts Festival. Both programs were aired by the BBC in October 2009 with versions broadcast on Radio National in November 2009.

In November, the 2009 Boyer Lectures were delivered by General Peter Cosgrove on the topic *A Very Australian Conversation*. The series of six lectures focused on national security, the politics of ordinary Australians and important challenges in the future.

ABC Classic FM

The ABC broadcast continuous classical music nationally on Classic FM. In 2009–10, ABC Classic FM provided audiences with greater access to its content online and on digital radio and expanded its audience interaction online and through increased use of social media. In 2009–10, five-city metropolitan reach increased by 3.0% to 729 000. Audience share remained steady at 2.8%.

An online voting system on the ABC Classic FM website was specially built for the 2009 *Classic 100 Symphonies* to supplement the traditional voting cards available in *Limelight* magazine and through ABC Shops and Centres nationally. Listeners submitted over 20 000 votes for their favourite symphonies of all time, with 75% of these submitted

online. The final 100 symphonies were broadcast over a week in September, on air, online and on digital radio, culminating in a live concert by the Melbourne Symphony Orchestra. ABC Commercial released an eight-CD box set at the conclusion of the event.

A new weekend afternoon line-up was launched on ABC Classic FM in 2010 to provide more consistent scheduling across the weekend. As well as scheduling changes, two new programs were introduced: *Music Makers* and *The Opera Show*.

In May 2010, ABC Classic FM was host broadcaster for the International Society for Contemporary Music's (ISCM) annual World New Music Days conference in Sydney. This was the first meeting held in the southern hemisphere in the ISCM's 90-year history. The network presented a special ABC ISCM New Music on its digital radio station from 10–16 May, where 80 new works were heard in Australia for the first time. ABC Classic FM recorded more than 20 new music concerts during this period, including some notable world premieres of works by contemporary composers. The response to both the ABC's involvement in this major cultural event and to the special digital radio channel was positive from listeners and the international music community alike.

ABC digital radio

On 1 July 2009, ABC Radio launched digital radio services in five mainland capital cities. Digital radio listeners can tune in to the five existing analog stations plus three new music channels: ABC Dig Music, ABC Jazz and ABC Country. These channels were formerly known as *dig*, *dig Jazz* and *dig Country*, and were available online and via digital television.

In addition, a new dedicated digital sports channel, ABC Grandstand, began on 8 July 2009 and the extra channel capacity afforded by digital radio was used to create ABC Extra. ABC Extra is an occasional digital radio service used to mark special events and occasions and to showcase and rebroadcast some of the ABC's best radio content.

In 2009–10, ABC Extra was used to present *ABC Moon Landing* and *ABC Woodstock*, marking the 40th anniversaries of the Apollo 11 moon landing and the legendary Woodstock music festival. ABC Melbourne Festival and ABC Sydney Writers' Festival presented unique and aggregated content from across ABC Radio for the duration of these Festivals and ABC East Timor marked the 10th anniversary of that country's independence referendum. On 2 November 2009, *triple j Unearthed* digital radio was launched in time for Australian Music week.

All ABC digital radio services except ABC Grandstand are streamed online.

ABC Open

ABC Open is an initiative to engage regional audiences in participatory media, or user-generated content, to bridge the digital divide currently experienced by many Australians living outside capital cities. The project is one of a number of initiatives specifically funded by the Federal Government in the ABC's 2009–12 triennial funding allocation.

In 2009–10, the infrastructure, systems and staff were established to support the initiative. In 2010–11, a total of 30 ABC Open producers will progressively start work in Local Radio stations in regional centres across the country. The first 18 producers—located in Kununurra, Launceston, Gippsland, Illawarra, Shepparton, Broome, Sunshine Coast, Rockhampton, Gold Coast, Upper Hunter, Ballarat, Geraldton, Port Lincoln, Warrnambool, Horsham/Mt Gambier, Warrnambool, Renmark and Katherine—will commence in the second half of 2010.

ABC Open producers will foster online community development, as well as provide online support and feedback. In addition to raising the digital literacy of regional Australians, ABC Open is expected to generate significant benefits for regional businesses, including other media organisations, and deliver more than 50 creative jobs in digital media across regional Australia. ■



Graham Abbott conducts the Melbourne Symphony Orchestra on Saturday 19 September 2009 in the Classic 100 countdown concert broadcast live on ABC Classic FM.

ABC Television helps build a national shared experience and sense of identity through contemporary, relevant and diverse content.

ABC1

ABC2

ABC3

Online

On-demand

IN ADDITION TO THE ABC's national analog coverage, the Corporation now delivers three commercial-free, free-to-air digital television channels. ABC1 and ABC2 broadcast a range of genres including *ABC for Kids*, a day-time pre-schooler's television service. ABC3, launched in December 2009, provides dedicated children's programming for 6 to 15 year olds.

In 2009–10, ABC Television had an average weekly metropolitan reach of 8.7 million, or 59.1% of the five-city metropolitan population. This was similar to the 2008–09 reach of 8.5 million or 59.3%.⁹

Total ABC regional reach for 2009–10, which includes ABC1, ABC2 and for just over half of the period ABC3, was 4 million or 59.2% of the population.

The ABC's total share of the free-to-air metropolitan television market during day-time increased to 19.0% in 2009–10 (from 17.2% in 2008–09). Share during prime-time in 2009–10 was 17.0%, similar to its share of 17.2% in 2008–09.¹⁰

Total ABC regional share during prime-time, which includes ABC1, ABC2 and for just over half of the period ABC3, was 18.9% in 2009–10, only slightly less than its share of 19.2% in 2008–09. Day-time share increased to 20.5% in 2009–10 (from 19.5% in 2008–09).¹¹

ABC1

In accordance with its Charter obligations, the ABC provided a diverse range of programs on ABC1, including programs of wide appeal and specialised interest; programs that promote the performing arts; programs that inform, educate and entertain; and programs that contribute to a sense of national identity. The increased Government funding allocated to the ABC for Australian drama in the 2009–12 triennial funding round has enabled the Corporation to develop

⁹ OzTAM metropolitan data, 2009–10. Total ABC reach in 2008–09 included ABC1 and ABC2 while, for just over half the period, total ABC reach in 2009–10 also included ABC3.

¹⁰ OzTAM metropolitan data, 2009–10. Total ABC reach in 2008–09 included ABC1 and ABC2 while, for just over half the period, total ABC reach in 2009–10 also included ABC3.

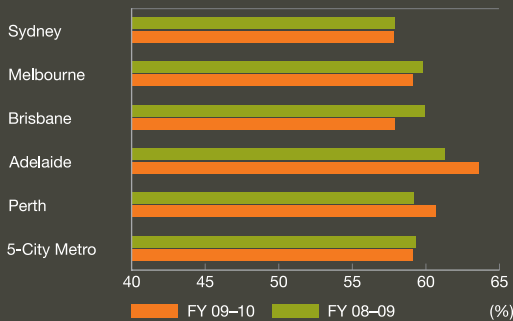
¹¹ RegionalTAM data, 2009–10.

ABC Television's average weekly reach was **8.7 million** people, or 59% of the five-city metropolitan market.

"Reach" measures the total number of people who have watched ABC television over a specified timeframe. It is expressed below as a percentage of the total population.

ABC Television: Average weekly metropolitan reach

(Total ABC, 24-hour, 5 minute consecutive viewing)



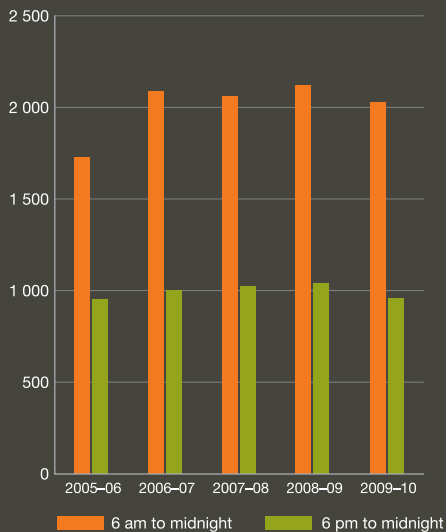
Source: OzTAM metropolitan data. 2010 data is consolidated and includes ABC3.

ABC1 broadcast **2 032 hours** of first-release television content, commissioned by the ABC.

The ABC commissions internal productions and co-productions. This is an investment in Australian television content, made by Australians.

ABC1: ABC-commissioned programs*

(First-release, hours broadcast)



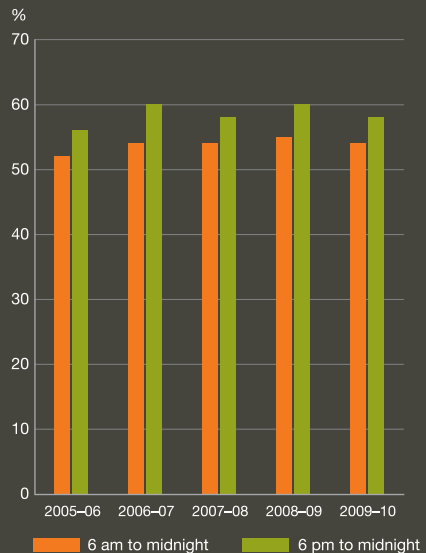
* ABC internal productions and co-productions; excludes pre-purchased programs (including many documentaries and children's drama programs).

The majority of content broadcast on ABC1 was **Australian-made**.

Broadcasting Australian content informs, educates and entertains audiences, and helps to contribute to a sense of national identity.

ABC1: Australian content

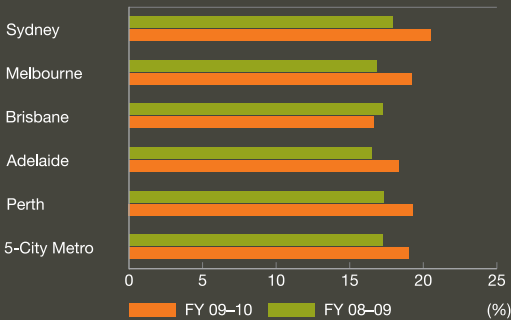
(Percentage of hours broadcast)



ABC Television had a **19%** day-time share of the free-to-air, five-city metropolitan market.

“Day-time share” measures the percentage of the audience who have watched ABC television between 6 am and 6 pm. It is reported as a percentage of the actual viewing audience, not the total population.

ABC Television: Metropolitan day-time share
(Total ABC, free-to-air-audience, 6 am – 6 pm)

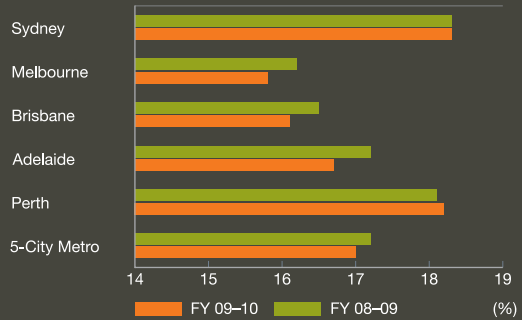


Source: OzTAM metropolitan data. 2010 data is consolidated and includes ABC3.

ABC Television had a **17%** prime-time share of the free-to-air, five-city metropolitan market.

“Prime-time share” measures the percentage of the audience who have watched ABC television between 6 pm and midnight. It is reported as a percentage of the actual viewing audience, not the total population.

ABC Television: Metropolitan prime-time share
(Total ABC, free-to-air-audience, 6 pm – midnight)

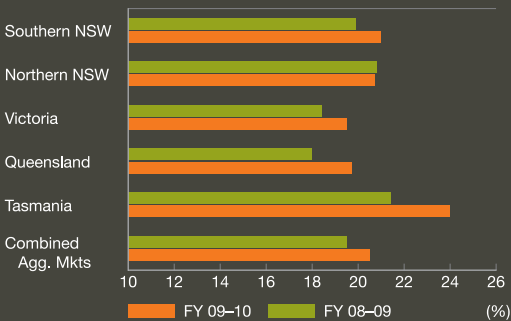


Source: OzTAM metropolitan data. 2010 data is consolidated and includes ABC3.

ABC Television had a **20.5%** day-time share of the free-to-air regional market.

“Day-time share” measures the percentage of the audience who have watched ABC television between 6 am and 6 pm. It is reported as a percentage of the actual viewing audience, not the total population.

ABC Television: Regional day-time share
(Total ABC, free-to-air-audience, 6 am – 6 pm)

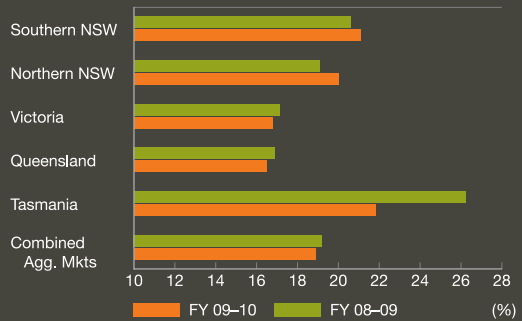


Source: RegionalTAM. 2010 data is consolidated and includes ABC3.

ABC Television had a **18.9%** prime-time share of the free-to-air regional market.

“Prime-time share” measures the percentage of the audience who have watched ABC television between 6 pm and midnight. It is reported as a percentage of the actual viewing audience, not the total population.

ABC Television: Regional prime-time share
(Total ABC, free-to-air-audience, 6 pm – midnight)



Source: RegionalTAM. 2010 data is consolidated and includes ABC3.

and produce a greater diversity and greater volume of Australian stories. ABC Television currently has 136 hours of drama in development.

In 2009–10, ABC1 continued to offer programming for its established audiences with second series of popular Australian dramas *East of Everything* and *Bed of Roses* and the off-beat comedy *The Librarians*. More innovative content and young talent was cultivated with two series of the current affairs/sketch comedy series *Hungry Beast*, developed by Andrew Denton's production company, Zapruder's Other Films. Two new comedies came to the small screen: *Lowdown* and *John Safran's Race Relations*.

Documentary offerings included the landmark historical series *Kokoda* commemorating ANZAC Day, and the six-part astronomical series *Voyage to the Planets*, which was accompanied by an interactive companion website. ANZAC Day marches and ceremonies, including live coverage from Gallipoli and Villers-Bretonneux, reached large audiences across metropolitan and regional areas. ABC1 provided prime-time coverage of the Paralympic Games from Vancouver. The nation's grief over the devastating Black Saturday bushfires was commemorated with the screening of *Inside the Firestorm* on 22 February 2010, the National Day of Mourning declared on the one year anniversary of the fires.

Arts programming included a mix of television and online content, such as *Artscape*, *Art Nation*, *At the Movies* and *Jennifer Byrne's First Tuesday Book Club*.

Throughout the year, ABC1 broadcast the best of science (*Catalyst*), religion and ethics (*Compass*), Indigenous culture and history (*Message Stick*), lifestyle (*Poh's Kitchen*, *Can We Help?*, *Talking Heads* and *Collectors*) and entertainment (*The Gruen Transfer* and *Spicks and Specks*).

In 2009–10, ABC1's weekly metropolitan reach decreased, as sections of its audience migrated to ABC2 and ABC3. In 2009–10, ABC1's reach was



Poh Ling Yeow cooking with guest chef Ian Parmenter in the Margaret River for ABC televisions' Poh's Kitchen.

8.1 million (or 55.2% of the five-city population) compared to 8.4 million (or 57.9% of the metropolitan population) in 2008–09.¹² ABC1's day-time share decreased to 12.4% in 2009–10 from 15.4% in 2008–09 and prime-time share decreased to 15.1% from 16.4%.

ABC1's weekly regional reach in 2009–10 also decreased compared to its reach in 2008–09. In 2009–10, ABC1's reach was 3.7 million or 55.7% of the regional population compared to 4 million or 60.9% in 2008–09.¹³

ABC1's regional prime-time share decreased from 18.7% in 2008–09 to 17.1% in 2009–10. Day-time share decreased from 18.5% in 2008–09 to 14.8% in 2009–10.

Just over one-third of the top 20 ABC1 programs in metropolitan markets in 2009–10 were Australian. Australian programs achieving five-city audiences of more than 1 million included *Spicks and Specks*, *The Chaser's War on Everything*, *The Gruen Transfer*, *Australian Story*, *ABC News*, *The 7.30 Report* and *Four Corners*.¹⁴

Over half of the top 20 ABC1 programs for regional markets in 2009–10 were Australian. Australian programs included *Spicks and Specks*, *Australian Story*, *ABC News*, *Elders with Andrew Denton*, *The Chaser's War on Everything*, *Four Corners*, *The New Inventors* and *Collectors*.¹⁵

¹² OzTAM metropolitan data, 2009–10.

¹³ RegionalTAM data, 2009–10.

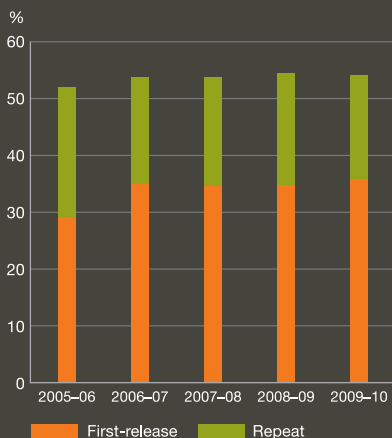
¹⁴ OzTAM metropolitan data, 2009–10.

¹⁵ RegionalTAM data, 2009–10.

More than half of Australian-made television content shown on ABC1 during the day-time was first-release.

The number of hours of first-release television broadcast reflects the ABC's investment in original, Australian content.

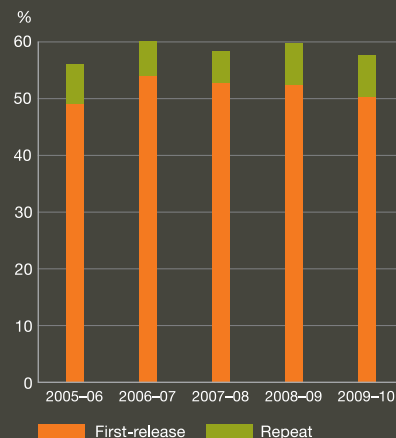
ABC1: Day-time, first-release and repeat content (Percentage of hours broadcast)



50.3% of all content broadcast on ABC1 during prime-time was Australian, first-release content.

The number of hours of first-release television broadcast reflects the ABC's investment in original, Australian content.

ABC1: Prime-time, first-release and repeat content (Percentage of hours broadcast)



Top ABC1 Programs (2009–10) by Peak Episode—Metropolitan

	Program	Audience	FTA Share %
1	Midsomer Murders	1 508 000	31.2
2	Spicks and Specks	1 508 000	31.6
3	Doc Martin	1 483 000	31.0
4	The Chaser's War on Everything	1 456 000	30.9
5	The Gruen Transfer	1 439 000	28.6
6	Australian Story	1 311 000	25.7
7	New Tricks	1 253 000	29.7
8	United States of Tara	1 235 000	32.7
9	George Gently	1 227 000	29.1
10	Stephen Fry in America	1 211 000	22.3
11	ABC News (Monday–Friday)	1 178 000	23.4
12	Yellowstone	1 172 000	22.3
13	7.30 Report	1 158 000	22.6
14	The 39 Steps	1 147 000	24.3
15	Doctor Who	1 137 000	19.7
16	Agatha Christie's Poirot	1 136 000	24.2
17	Agatha Christie's Miss Marple	1 119 000	22.0
18	Foyle's War	1 119 000	21.2
19	Four Corners	1 112 000	22.2
20	Grand Designs	1 091 000	21.2

Source: OzTAM data.

Top ABC1 Programs (2009–10) by Peak Episode—Regional

	Program	Audience	FTA Share %
1	New Tricks	665 000	36.0
2	Doc Martin	648 000	33.5
3	Midsomer Murders	647 000	38.8
4	Spicks and Specks	638 000	30.8
5	Yellowstone	636 000	27.9
6	Australian Story	624 000	28.7
7	Edinburgh Military Tattoo 2009	549 000	35.0
8	ABC News (Saturday)	543 000	28.4
9	George Gently	529 000	29.3
10	Elders with Andrew Denton	516 000	24.1
11	The Chaser's War on Everything	509 000	25.9
12	Hope Springs	502 000	28.9
13	Heart and Soul	498 000	29.7
14	The New Inventors	498 000	24.0
15	The 7.30 Report Summer Edition	495 000	29.9
16	Nature's Great Events	493 000	19.9
17	Four Corners	493 000	23.1
18	Collectors	492 000	27.5
19	ABC News (Sunday)	489 000	24.0
20	Spicks and Specks: A Very Specky Christmas	489 000	26.9

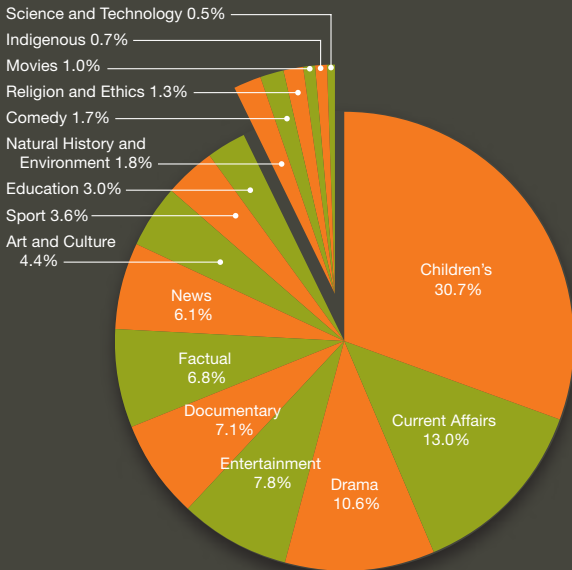
Source: RegionalTAM data.

ABC1 broadcast content across diverse genres.

Broadcasting content across a range of genres demonstrates that the ABC provided programs of both wide appeal and specialised interest.

ABC1: Genre mix

(Percentage of hours broadcast, 6 am – midnight, excluding interstitial material)

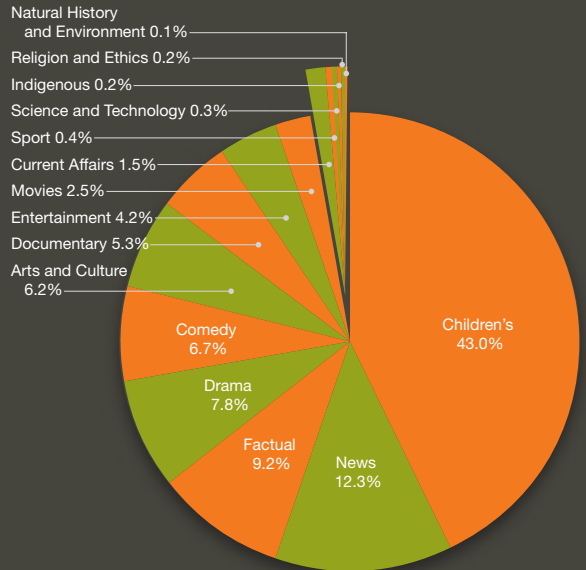


ABC2 broadcast 43% children's content.

A diverse genre mix demonstrates that the ABC provided programs of both wide-appeal and specialised interest. ABC2 broadcasts dedicated pre-school content, which is reflected in the genre mix.

ABC2: Genre mix

(Percentage of hours broadcast, excluding interstitial material)



Notes: Hours have been rounded to nearest whole number. The ABC2 transmission hours, schedule and content changed in this reporting period and should not be used as a comparison to previous years.

Hugh Sheridan on the
Play School set.

ABC2

ABC2 provides engaging and entertaining programming for pre-schoolers during the day through *ABC For Kids* and fun, innovative content focused on youth audiences, culture, comedy and entertainment in the evening.

A new logo and branding for pre-school content was developed under the *ABC For Kids on 2* banner. The hours of broadcast were expanded to nine hours per weekday and 12 hours on weekends. Connection with audiences was enhanced with programs such as *Giggle and Hoot* and The Wiggles-hosted blocks. The rebranding of *ABC For Kids on 2* created a complementary service to the new children's channel, ABC3, and identified discrete timeslots designated for children's content.

Popular Australian programs among pre-schoolers in 2010 on ABC2 included *Adventures of Bottle Top Bill and his Best Friend*, *Play School* and *Five Minutes More*.¹⁶

ABC2 commissioned its first-ever drama series, *I Rock*, aimed at a youth music audience. The channel also premiered the best of international programs such as the cult-hit American drama *Breaking Bad*. Australian arts programming continued to be a priority on ABC2 with screenings of *ABC2 Live presents Cosi Fan Tutte* and *ABC2 Live Presents Bliss*.

ABC2 also continued to support both Women's and Paralympic sports, broadcasting live coverage of the Women's Football Asian Cup, the Men's Wheelchair Basketball (the Rollers' World Challenge) and the Asia Oceania Men's Wheelchair Basketball Championships.



In 2009–10, ABC2's average weekly metropolitan reach more than doubled compared to 2008–09, increasing from 1.4 million or 9.6% of the metropolitan population to 2.8 million or 18.9%.¹⁷ Between 13 and 19 June 2010, ABC2 achieved its highest reach ever of 3.7 million, or 25.0% of the population.

ABC2 also experienced increases in its share of the free-to-air audience. Prime-time metropolitan share increased to 1.5% in 2009–10 (from 0.8% in 2008–09), and day-time share increased to 4.8% in 2009–10 (from 1.8% in 2008–09). In the pre-school age group (0–4), ABC2's free-to-air day-time share in the metropolitan markets in the first six months of 2010 was 31.7%.¹⁸

¹⁶ OzTAM metropolitan consolidated data, Jan–June 2010.

¹⁷ OzTAM metropolitan data, 2009–10.

¹⁸ OzTAM metropolitan consolidated data, Jan–June 2010.

ABC3

On 4 December 2009, the ABC launched ABC3, a new digital channel. Aimed at children between six and 15 years old, ABC3 provides distinctively Australian programming, including a mix of drama, comedy, adventure, reality, action, music, news and current affairs, games and documentaries. In December 2009, ABC3 broadcast 40% Australian content, increasing to 42% by the end of March 2010.

In the first half of 2010, ABC3 reached 1.5 million people or 10.1% of the metropolitan population on average each week.¹⁹ ABC3 was the leading channel during the day among children 5–12 years with a share of 21.2% in metropolitan areas in the first half of 2010.²⁰ ABC3's total share among during day-time was 3.1%.²¹

Popular Australian programs on ABC3 in 2010 included *Prank Patrol*, *Good Game: SP* and children's dramas *Dance Academy* and *Dead Gorgeous*.²² ABC3 programs were also available to stream from the ABC3 website or via ABC iView. Since January 2010, the ABC3 website reached an average of 228 000 Australians each month.²³

Amberley Lobo and Kayne Tremills, hosts of Studio 3. ABC3 hit the screens on 4 December 2009, and has already built a loyal following of young viewers.



Online

ABC Television Online offers many opportunities for audiences to further engage with their favourite television programs. On program websites, audiences can discover more information about programs, catch-up on episodes they missed via streaming or downloading and interact with content or chat with presenters, program makers or other audience members.

In 2009–10, ABC Television Online's monthly reach among Australians was 1.1 million.²⁴ The most visited program websites included *Gardening Australia*, *At the Movies* and *Good Game*.

On-demand

ABC iView is the most popular Australian “catch-up” television online service. ABC iView now offers the majority of programs screened on ABC1 and ABC2 as well as many *ABC for Kids* and ABC3 children's programs.

ABC iView has experienced significant growth compared to last year. It recorded 1.4 million monthly visits in 2009–10, compared with 337 000 monthly visits between August 2008 and June 2009. It continued to grow with 2.2 million visits recorded in June 2010. The most viewed programs in June 2010 were in a range of program genres including dramas such as *Doctor Who*, documentaries such as *Voyage to the Planets* and entertainment programs including *The Daily Show with Jon Stewart*, *Good Game* and *Spicks and Specks*.²⁵

¹⁹ OzTAM metropolitan data, 2009–10.

²⁰ OzTAM metropolitan consolidated data, Jan–June 2010.

²¹ OzTAM metropolitan consolidated data, Jan–June 2010.

²² OzTAM metropolitan consolidated data, Jan–June 2010.

²³ Nielsen Online, Jan–May 2010.

²⁴ Nielsen Online, *Australian Home and Work Panel*, 2009–10.

²⁵ Source: WebTrends OnDemand data, 2009–10.

The ABC continues to offer programs and program segments for download, especially popular for use on mobile devices. In 2009–10, close to 800 000 ABC vodcasts were downloaded each month compared to a monthly average of 655 000 in the first half of 2009 (January–June). A total of ten million ABC vodcasts were downloaded during the year.

Among the most frequently downloaded vodcasts in 2009–10 were *Good Game* (1.6 million), *Media Watch* (948 000), *triple j tv* (772 000) and Australia Network's *English Bites* (696 000).²⁶

Greater choice for Australian audiences

Additional free-to-air and subscription television channels have increased viewer choice and further intensified competition between networks for the attention of viewers.

In 2009–10, three new free-to-air digital television channels were launched including GO! in August 2009, 7TWO in November 2009 and ABC3 in December 2009. This increased the number of free-to-air television channels from eight to 11. Digital

Tracker surveys, commissioned by the Government's Digital Switchover Taskforce, showed that take-up of digital television continued to increase in Australia. An estimated 74% of Australian households had converted to digital television by the end of June 2010.²⁷ A further percentage had access to subscription television which equates to access to digital channels.

The ability to time-shift television viewing is also beginning to change audience habits. From 27 December 2009, ratings data services have been able to measure and report time-shift viewing. Results for the first six months of 2010 indicate that most television viewing during prime-time is live, making up 95% of total television viewing.²⁸ The greatest impact on the levels of time-shifted viewing in the future will be the rapid uptake of Personal Video Recorders (PVRs). By June 2010, it was estimated that 31.1% of homes in the five-city metropolitan market had at least one PVR device with a hard drive.²⁹ ■

²⁶ Source: WebTrends Analytics data, downloads of MP4 and WMV files, 2009–10.

²⁷ Australian Government, Department of Broadband, Communications and the Digital Economy, Digital Switchover Taskforce, Digital Tracker, Quarter 2, 2010.

²⁸ OzTAM metropolitan consolidated data, Jan–June 2010.

²⁹ Source: OzTAM Establishment Survey Quarter 2 (April–June) 2010.

The average monthly visits to ABC iView increased to 2.2 million.

ABC iView: Monthly visitors and visits



Source: WebTrends OnDemand

"Visitors" measures the number of unique browsers (not individual people) which have accessed ABC iView, identified by cookies. "Visits" measures the number of sessions on iView.

The ABC has the capacity to uncover, report and deliver local, national and international news, and has a well-established reputation for doing so.

News and current affairs on radio

News and current affairs on television

News Online

THE ABC PLAYS a critical role in providing a high-quality, reliable and unbiased news and current affairs service both within Australia and internationally. Significant growth in the popularity of News Online demonstrates the cross-platform demand for ABC news content. In 2009–10, the majority of Australians considered that ABC news programs do a “good job” of being balanced and even-handed.

The ABC continued to grow and develop a Continuous News Centre (CNC) at its Ultimo headquarters. The CNC is staffed by journalists skilled in production techniques and desktop editing. In 2010–11, this team will be crucial to the success of the ABC’s launch of a 24-hour news channel.

The ABC’s ongoing implementation of studio automation and desktop editing technologies have contributed to streamlined and efficient production of news content.

The expanded presence of ABC News across all platforms, and its network of international bureaux and cross-media journalists, has enabled the ABC to provide unrivalled coverage of significant events and breaking news in 2009–10.

News and current affairs on radio

The ABC provides a comprehensive news service on radio. In 2009–10, the reach of those services increased significantly. The morning *News*, broadcast at 7.45 am on Local Radio, had an average weekly reach of 1.1 million listeners in the five-city metropolitan market, a 3% increase on 2008–09.

Similarly, the *AM* program on Local Radio and Radio National reached an average of 1.5 million listeners each week in the five-city metropolitan market, up 5% on 2008–09.

News and current affairs on television

On 23 June 2010, the ABC broke the story of the Labor Government leadership spill. The following day, the ABC provided comprehensive coverage of the breaking story. *ABC News Breakfast* was broadcast simultaneously on ABC1 and ABC2, reaching a combined audience of 342 000 viewers. The *ABC News Special: Labor Leadership Challenge* was broadcast live on ABC1 throughout the morning on 24 June 2010, reaching 603 000 viewers.³⁰

ABC News Breakfast on ABC2 has significantly grown its audience since it began in November 2008. The five-city average weekly reach for 2009–10 was 199 000, representing a 42% growth on the November 2008 – June 2009 average weekly reach of 140 000.³¹

On ABC1, the five-city average for the 7pm *News* decreased compared to 2008–09 on both weeknights and Sunday evenings, but increased slightly on Saturday evenings. In 2009–10, weeknight editions of ABC News achieved an average audience of 979 000, down 7% on the previous year. Sunday editions of ABC News had an average audience of 875 000 (down by 11%), and Saturday editions had an average audience of 913 000 (up by 1%).

³⁰ OzTAM metropolitan Consolidated Data 2010. Reach based on a minimum of 5 minutes consecutive viewing.

³¹ OzTAM metropolitan Data 2009–10.



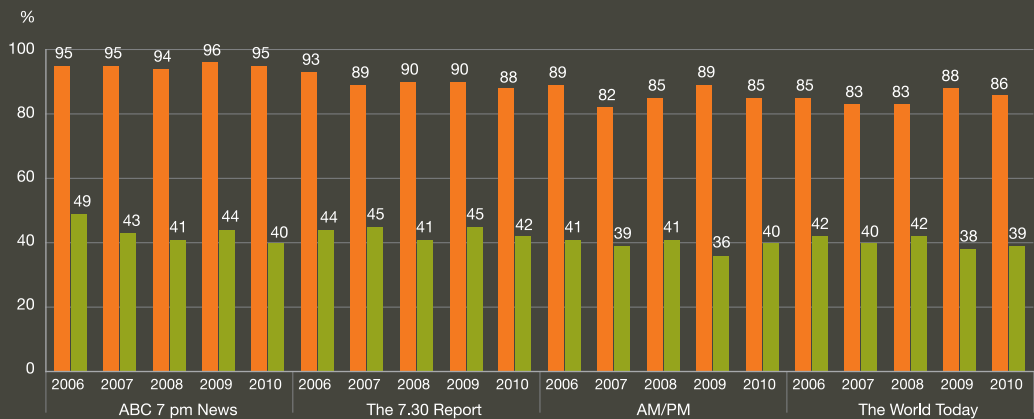
The ABC has correspondents based in **12** international bureaux.

95% of Australians believe the ABC 7pm News does a good job of being balanced and even-handed.

Independent research from Newspoll provides an overview of community attitudes and opinions about the ABC.

Balance: News and current affairs programs

(Percentage who believe program does a good job of being balanced and even-handed)

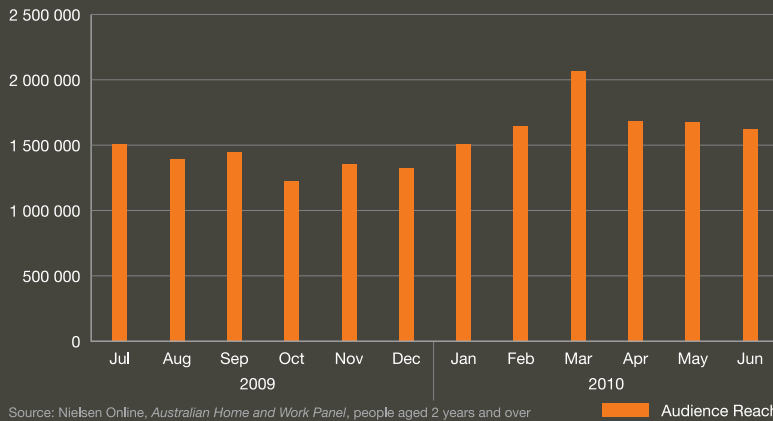


Based on those aged 14 years and over who ever watch/listen to the respective program. Does not include "Don't Know" or "Poor" responses. Source: Newspoll, ABC Appreciation Survey 2010.

■ Total Good Job
■ Very Good Job

ABC news and current affairs online reached an average **1.54 million** users a month.

ABC news and current affairs websites: Monthly reach

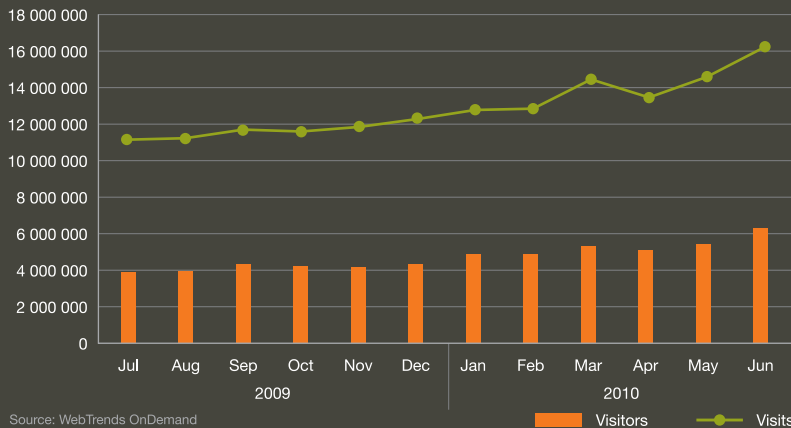


“Reach” measures the total number of people who have visited an ABC news or current affairs site over a specified timeframe.

Source: Nielsen Online, Australian Home and Work Panel, people aged 2 years and over

The number of visits and visitors to ABC news and current affairs websites both increased by **19%**.

ABC news and current affairs websites: Monthly visitors and visits



“Visitors” measures the number of unique browsers (not individual people) which have accessed ABC news and current affairs sites, identified by cookies. “Visits” measures the number of sessions on those sites.

Source: WebTrends OnDemand

The ABC broadcast a range of current affairs programs, providing in-depth analysis of the news of the day, including *The 7.30 Report*, *Lateline*, *Lateline Business*, *Stateline*, *Insiders*, *Four Corners* and *Foreign Correspondent*.

Audience levels for ABC current affairs programs were mixed, with some programs recording significant increases, while audiences for others declined. *Foreign Correspondent* continued to attract greater audiences in its new 8 pm time-slot. In 2009–10, the program's audience increased by 29% to an average of 671 000. *The 7.30 Report's* average audience decreased by 12% to 758 000. The average audience for *Insiders* increased by 5% to 209 000. Audiences for *Lateline* and *Lateline Business* declined in 2009–10, with the five-city average audience down 17% and 20% respectively on 2008–09 levels. Similarly, the average *Stateline* audience decreased by 13% to 614 000.³²

The loss of audience for some daily television news and current affairs programs was due in part to strong competing programming on commercial networks, and also reflected a generally softer performance by lead-in programming. The News Division is developing strategies to improve audience performance, including a new “look and feel” to coincide with the planned launch of ABC News 24 and some detailed qualitative market research to help refine news content.

In 2009–10, the ABC provided coverage of a number of significant issues and events around the world, including:

- on-the-ground reporting of the tsunami in Samoa that killed 150 people, the earthquake in West Sumatra that left 1 100 people dead and the devastating earthquake in Haiti;
- the Climate Change Conference in Copenhagen; and
- flood waters in Lake Eyre—coverage that culminated in the production of a one-hour documentary.

In April 2010, *The 7.30 Report's* Kerry O'Brien conducted an Australian-exclusive interview with President Barack Obama in Washington.

News Online

ABC News Online has significantly expanded, with a substantial increase in video news, a series of special reports compiled by a newly-established Investigative Unit and a series of collaborations with the Innovation Division, including most notably *The Drum*, a thought-provoking compendium of analysis, comment and opinion from inside and outside the ABC. *Australian Story* also worked with the Innovation Division to produce a television and online program about the survivors of the Black Saturday bushfires.

ABC news and current affairs websites reached an average of 1.5 million users each month in 2009–10.³³ There was an average of 4.3 million visitors each month to ABC news and current affairs websites, an increase of 19% from 2008–09. The number of visits to those sites also increased by 19% to 12.2 million a month.³⁴

The ABC continued to expand the presence of its news and current affairs services on social media networks, which provide opportunities for the ABC to engage with audiences and promote upcoming stories. ABC journalists also use Twitter accounts to break news and react to current events.

³² OzTAM metropolitan Data 2009–10.

³³ Nielsen Online, *Australian Home and Work Panel*, people aged 2 years and over, July 2009 – June 2010.

³⁴ Webtrends July 2009 – June 2010.

Annual production of news

In 2009–10, the ABC broadcast more than 19 000 hours of unduplicated news and current affairs programming on its domestic television and radio services, and internationally on Australia Network and Radio Australia.

These figures do not include material provided to ABC NewsRadio, live crosses to reporters in radio programs, and any rolling coverage. The figures also do not include seasonal variations, such as sport broadcasts that interrupt bulletin schedules. ■

Annual production of news

Radio news

Outlet	Hours
ABC Local Radio, ABC Radio National and ABC Classic FM	7 444
Regionals	3 449
<i>triple j</i>	267
Radio Australia	931
Total	12 091

Radio current affairs

Program	Hours
Early AM (ABC Local Radio)	43
AM (ABC Radio National)	87
AM (ABC Local Radio)	145
AM/PM special coverage	3
The World Today	205
PM (ABC Radio National)	185
PM (ABC Local Radio)	205
Saturday AM (ABC Local Radio and ABC Radio National)	44
Correspondents' Report	16
PM Finance Market Report	18
Summer Specials	6
Radio Australia:	
Connect Asia	217
Asia Pacific	108
Pacific Beat	671
Correspondents' Notebook	4
Asia Pacific Business	13
Pacific Review	21
Asia Review	21
Total	2 012

Television news and current affairs

Program	Hours
7 pm News (all States and Territories)	1 465
News Updates	161
Summer Late Edition News	6
Australian Story	17
News Breakfast (ABC2)	1095
Four Corners	30
Foreign Correspondent	21
Inside Business	22
Insiders	43
Landline	54
Lateline	135
Lateline Business	76
Offsiders	22
The 7.30 Report	107
Stateline	153
The Midday Report	240
Behind the News	15
BtN Daily	17
News on 3/BtN Extra	40
National Press Club	92
Order in the House	19
Parliamentary Question Time	141
Australia Network News	1 735
Asia Pacific Focus	17
Budget Specials	2
Total	5 725

The ABC delivers content and services to audiences on a huge range of platforms. abc.net.au is one of the cornerstones of the ABC's relationship with its audiences.

abc.net.au

Mobile platforms

Social media platforms

New projects

ABC ONLINE provides audiences with a range of ABC content and services, including program sites, the catch-up television service iView, live radio streaming, podcasts, news, opinion and analysis, blogs, ABC Kids, ABC Shop Online, as well as links to the ABC's presence on social media platforms. The overall growth and success of abc.net.au is the responsibility of the Innovation Division, in cooperation with the News, Television, Radio and Commercial Divisions.

abc.net.au

In 2009–10, the number of people using ABC Online increased significantly. ABC Online averaged 25 million visits each month, an increase of 21% from the previous year.³⁵ Audience satisfaction with ABC Online also increased, with 91% of people believing the quality of content is “good” compared to 89% in 2008–09.³⁶

In 2009–10, the ABC undertook a number of projects to increase traffic and frequency of visits to ABC Online.

In September 2009, the interactive *Black Saturday* website was launched and has received numerous industry awards and critical acclaim. The site provides a comprehensive overview of the February 2009 Black Saturday bushfires that devastated parts of Victoria. The unique site interweaves a selection of quality user-generated content, professional media coverage from the time and official records with a series of video portraits of people affected by the fires.

In December 2009, the opinion site *The Drum* was launched. The ABC also developed a content aggregation tool which allows online content from all of its output areas on a particular topic to be aggregated and presented in a single web portal. The first of these aggregation sites was ABC Environment, launched in December 2009. The tool was used to develop a number of new sites that will be deployed in 2010–11, including Religion/Ethics and Technology. Each site will be overseen by a specialised editor.

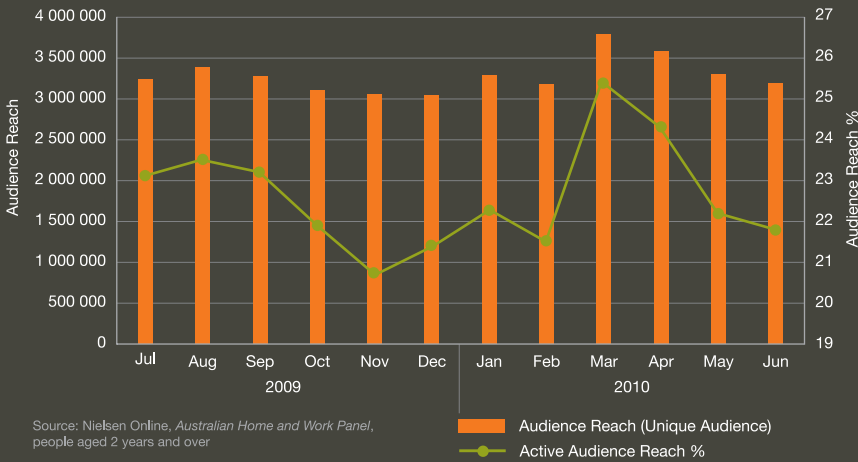
In April 2010, the ABC developed and launched *Bluebird*, a ground-breaking, online “alternate reality” drama which played out over six weeks. *Bluebird* explored the science of geo-engineering and relied on the audience to unlock clues hidden across websites, blogs and YouTube video clips to unravel a story. The project attracted many visitors, and engaged with a small, but highly engaged group of “players” who immersed themselves in the project, cracking codes and competing for the highest score.

³⁵ Webtrends July 2009 – June 2010.

³⁶ Newspoll, ABC Appreciation Survey, June 2009 and July 2010.

ABC Online reached an average **3.3 million** unique users per month.

ABC Online: Monthly audience reach



“Reach” measures the total number of people who have visited abc.net.au over a specified timeframe.

Each month, the ABC averaged **25 million** visits to abc.net.au.

ABC Online: Monthly visitors and visits



“Visitors” measures the number of unique browsers (not individual people) which have accessed ABC Online, identified by cookies. “Visits” measures the number of sessions on ABC Online.

Mobile platforms

In 2009–10, the ABC expanded its suite of mobile services that provide audiences with access to ABC content. The ABC delivers optimised content and services for a range of smartphones including iPhone, Android and Blackberry devices. The most popular mobile service was the ABC iPhone application. At 30 June 2010, the application had been downloaded 800 000 times, and the service had attracted 150 000 visits each week.

In June 2010, the ABC launched an application specifically for the iPad. Within the first two weeks there had been 30 000 downloads of the application, with users spending an average of 28 minutes per session each time they used the application.

2009–10 saw increasing demand for the ABC to make its content easily available to audiences at any time, or on any device they choose. While the ABC has been early to market with a number of successful mobile and web tablet services, growth in this area poses a number of challenges for the Corporation in terms of infrastructure and resources. ABC Innovation is exploring the most effective means of addressing these challenges.

Social media platforms

Over the last year, ABC activity on social media networks has been strong in terms of growth and reach, while at the same time improving in quality and value to the audience. At 30 June 2010, there were almost 300 000 followers of the 200 official ABC Twitter accounts, 260 000 fans of the 90 ABC Facebook accounts and a growing YouTube following of 17 500 subscribers.

The Corporation continues to monitor and respond to the growth in the use of social media platforms such as Facebook and Twitter. To date, it has experimented and been successful with social media accounts that represent personalities, programs, stations, networks, divisions, genres and campaigns. The ABC is working

to refine and articulate its social media objectives, and to understand both its resourcing needs and its ongoing commitment to engaging with audiences in social media spaces. Social media platforms offer the Corporation a tremendous opportunity to gain feedback, undertake research and build ongoing relationships with audiences.

New projects

ABC Innovation worked with other areas of the ABC, including ABC Archives, on a number of pilot projects around education. The ABC collaborated with Education Services Australia to digitise and publish two collections of ABC archival video clips related to national curriculum subjects (environmental issues and post-war Indonesia). A separate project involved working with the New South Wales Department of Education Centre for Learning Innovation and the Australian Curriculum, Assessment and Reporting Authority to identify and map current ABC Television, Radio and Online content to the national science curriculum. These partnerships with educators demonstrate a new and valuable model for collaboration between the education and media sectors.

In the year ahead, the ABC will be developing a disability website, with support from the Department of Families, Housing, Community Services and Indigenous Affairs. The site will feature news and views of those living with a disability. In parallel, the ABC will conduct an audit of ABC Online's accessibility standards and make recommendations and improvements in this area.

Critical to the success of ABC Online is the upgrade of the ABC's Web Content Management System, which commenced in September 2009. There was considerable progress during 2009–10 and the project is on target to migrate the first sites from the old system in late 2010. The upgrade will continue over the next two years and will include systems integration, content migration and staff training. ■

Australia Network and Radio Australia broadcast to the Asia-Pacific region, helping to build the ABC's reputation for delivering content which has credibility and integrity.

Australia Network

Radio Australia

International Projects

THE ABC BROADCASTS to the Asia-Pacific region through Australia Network and Radio Australia. In 2009–10, the ABC continued to grow audiences and build partnerships across the region, despite increasing competition from other government-funded international broadcasters.

The Asia-Pacific News Centre (APNC) provides Australia Network and Radio Australia with news and analysis tailored for audiences in the region. The past year was the APNC's first full year of operation. Managed by ABC News, the APNC builds on the Corporation's long-standing Asia-Pacific expertise, with some 60 editorial staff, including reporters in the field.

Australia Network

Australia Network is Australia's international television and online service. It is currently available in an estimated 34 million homes in 44 countries across Asia, the Pacific and the Indian subcontinent. The television service supports Australian public diplomacy by providing trusted and impartial news and information, as well as showcasing the best of Australian culture, talent and innovation to an Asia-Pacific audience. It strives to accurately portray the nation as a democratic, culturally-diverse, environmentally-sensitive, successful trading nation.

Australia Network distinguishes itself among international television competitors as a multi-genre provider that offers the best of Australian children's educational content, English-language learning, lifestyle, drama, documentary and news and current affairs. The programming strategy in the past year was aimed at improving its relevance to the target audience of Asia-Pacific "internationalists", by increasing output of Australian-made, accessible programming which presents an attractive window on Australian life, culture and business.

Commissioned programming in 2009–10 included:

- *Pacific Pulse*, a weekly magazine-style program reflecting contemporary life across the Pacific with a fresh, optimistic perspective that recognises the strengths, hopes, achievements and aspirations of the people in the Pacific. The program is presented from the region by Pacific islanders Tania Nugent and Clement Paligaru. *Pacific Pulse* stories were rebroadcast across the Pacific on local stations and used extensively as interstitials in the Australia Network schedule. *Pacific Pulse* will be rebroadcast in China by the Shanghai Media Group in 2010–11.
- *My Australia* provides a look at Australia through the eyes of young people from the Asia-Pacific region. The program enlisted international visitors, including students, as active participants in a diverse range of activities in order to learn more



about Australia, meet more Australians and engage in social and cultural life. In each episode, the show followed three international visitors as they explored Australian life.

English-language learning programs were a key part of the 2009–10 programming schedule and were greatly appreciated by aspirational audiences in the region. They were supported by a suite of online offerings, including companion websites for popular programs such as *Nexus*, *Study English*, *Living English* and *English Bites*. These online resources were extremely popular—including in countries such as China and Iran, where Australia Network is not currently broadcast—and accounted for about 38% of all internet traffic to Australia Network. In the 12 months to April 2010, Australia Network experienced a 395% increase in vodcast downloads.

Working closely with the APNC, Australia Network and Radio Australia provided multi-platform and multilingual rolling coverage of the devastating

Pacific tsunami and Sumatra earthquake at the end of September 2009, including reports from eyewitnesses and ABC correspondents on the scene. There was also detailed coverage of Australia’s aid response.

Audience research in Asia is limited to the Synovate PAX Cable and Satellite Survey. For the period ending March 2010, viewership of Australia Network had grown 9% on the previous year in an increasingly fragmented market. Increases were recorded in Jakarta, Singapore and Bangkok, with modest increases in Taipei and Hong Kong. Based on these results, Australia Network reached over 1.2 million viewers per month, excluding India. Taking account of the audience measured in India by TAM India’s people meter service, the monthly viewing base exceeded two million.

The current Australia Network contract between the ABC and the Department of Foreign Affairs and Trade expires in August 2011. In June 2010, the Minister

for Foreign Affairs and Trade invited submissions from interested media industry parties regarding the future direction of Australia Network. The ABC expects an indication of the Government's intentions in October 2010.

Radio Australia

In 2009, Radio Australia celebrated 70 years of international broadcasting. From a simple shortwave radio service in 1939, Radio Australia has evolved into a multi-platform service providing content in eight languages: English, Indonesian, Mandarin, Tok Pisin (Pidgin), Vietnamese, Khmer, French and Burmese.

The Burmese language service was launched in October 2009 and was the first new language service started by Radio Australia in more than 17 years. The addition of the service was prompted by the devastation and aftermath of Cyclone Nargis, the continued home detention of opposition leader Aung San Suu Kyi and the scheduling of national elections in 2010. The service includes daily news and information, and is complemented by a Burmese-language website.

Radio Australia's broadcast footprint covers the Asia-Pacific region, and includes a network of dedicated 24-hour FM transmitters, rebroadcasts on nearly 100 local radio stations, shortwave with a focus on the less developed parts of the region and satellite distribution across the footprint. Full transmission and distribution details are provided in Appendix 23 (page 223). Radio Australia offers a multilingual website, a wide variety of podcasts and blogs, a growing presence on social media services and news distributed to mobile phones. In 2009–10, the Radio Australia website received an average of 764 000 page views per month. This is consistent with performance in 2008–09, which is a positive result in a market which is becoming increasingly competitive.

Radio Australia's popular bilingual English lessons include instruction and background information in

regional languages: Chinese, Vietnamese, Indonesian and Khmer. They are available on-air, online as both audio and text and as downloadable podcasts. In 2009–10, 3.8 million podcasts of Radio Australia content were downloaded—the majority being English-language lessons—ranking them among the ABC's most popular podcasts.

Radio Australia continued to have a significant impact in the Pacific Islands, particularly through programs tailored for Island audiences including *Pacific News* bulletins, the *Pacific Beat* current affairs program and the *In the Loop* talk and music show. In December 2009, Radio Australia had an average weekly audience reach of 32.2% in the main urban centres of Papua New Guinea, the Solomon Islands, Vanuatu, Fiji and Samoa.³⁷

Radio Australia's largest cross-platform activity continues to be in Pacific through the *Pacific Break* music competition, searching for the best unsigned original musicians that the Pacific has to offer. Now in its third year, *Pacific Break* also included television coverage by Australia Network and online participation. *Pacific Break's* 2009 winner was a Papua New Guinea musician whose prize was travel to Vanuatu to perform live at the Fest Napuan Pacific Music Festival. *Pacific Break* was awarded "Most Creative Marketing Strategy" by the Association of International Broadcasters in their annual awards in London in November 2009.

For the first time, Radio Australia also had a presence at FIFO (Festival International du Film Oceanien), the annual Pacific film festival hosted in French Polynesia in January 2010. This event presented the French Radio Australia service with the opportunity to cooperate with France's overseas broadcasting services, and led to the ABC being invited to play a bigger role in next year's FIFO.

The Khmer service celebrated Cambodian New Year in April this year with live broadcasts over two

³⁷ Source: Tebbutt Research, December 2009.

days in the city of Siem Reap, near ancient Angkor Wat. The broadcasts were followed up with visits to surrounding high schools and universities to promote Radio Australia's English lessons. Radio Australia broadcasts 24-hours a day in English via FM transmitters in the major centres of Phnom Penh, Siem Reap and Sihanoukville, and the daily Khmer program is available through a network of 10 local radio stations.

On 31 May 2010, Michael McCluskey was appointed as the new Chief Executive of Radio Australia. Dr McCluskey was previously the State Director of New South Wales and recently completed his PhD on the impact of international media in Bhutan. The outgoing Chief Executive, Hanh Tran continues with the network in a senior editorial role.

International Projects

The ABC, through its International Projects unit, works to support the development in the Asia-Pacific region of robust media institutions that operate in the public interest. It is funded externally on a project basis, with some 25 staff (including locally-engaged staff). Staff are located in Cambodia, Papua New Guinea, the Solomon Islands, and Vanuatu, and there is a support team in Australia.

International Projects offers assistance in the form of strategic advice, training and mentoring, technical support and secondments. The core goal of these activities is to increase demand for good governance and support communications for development in partner countries. This goal aligns with the strategic direction of the Australian Agency for International Development (AusAID), the principal source of funding for International Projects.

In 2009–10, International Projects continued major programs with Papua New Guinea's National Broadcasting Corporation, the Vanuatu Broadcasting and Television Corporation, media organisations in the Solomon Islands and Cambodia's state broadcaster, Radio National Kampuchea. The

Australia Network's Pacific Pulse Presenter, Tania Nugent, interviewing George Sari, a self-taught artist and community leader from Okiufa Village in Goroka, Papua New Guinea.



Cambodia project, which included the introduction of talkback radio, has been extended until 2011, having attracted funding from the World Bank as well as from AusAID.

International Projects also managed a number of smaller projects, including a program of support to broadcasters across 14 Pacific countries. The unit also commenced a program of support for Vietnam Television which began in 2009 and will be completed in late 2010.

Building international relationships

During 2009–10, the ABC benefited from the exchange of ideas by welcoming to Australia delegations from Indonesia, China, Thailand, Vietnam, Cambodia, Papua New Guinea, French Polynesia, New Caledonia and the Cook Islands

The ABC maintains relationships with international broadcasting associations, including: Asia-Pacific Broadcasting Union (ABU), Asia-Pacific Institute for Broadcasting Development (AIBD), Pacific Islands News Association (PINA), Commonwealth Broadcasting Association (CBA) and the European Broadcasting Union (EBU). ■

ABC Commercial provides a revenue stream through its commercial activities which assist the ABC in fulfilling its Charter obligations as a national public broadcaster.

ABC Digital

ABC Music

ABC Publishing

ABC Sales and Distribution

ABC Retail

ABC COMMERCIAL is responsible for the management of a range of media businesses which create, license and market products and services related to the Corporation's programming and Charter activities, including exploring the potential afforded by digital technology.

In 2009–10, ABC Commercial achieved a net profit of \$13.8 million, a decrease of \$5 million from 2008–09. This reflects the impact of the economic downturn, a weakening in the DVD market worldwide and investment in ABC Digital and ABC Retail, including ABC Shops and the ABC Shop Online.

The Division's Digital, Music and Publishing businesses performed well, reporting good growth in net profits. These positive outcomes were achieved against the backdrop of a difficult period for commercial entities worldwide.

During the year, ABC Commercial focused on its business strategy: extending the revenue potential for ABC content and exploring new revenue-generating opportunities through the implementation of new commercial digital business initiatives, including mobile technologies, video-on-demand and console games; expanding ABC Retail's footprint across Australia; and developing and expanding the ABC Shop Online.

Responding to research which identified the close connection between ABC audiences and ABC Retail customers, ABC Commercial aligned offerings across its distribution channels with promotional activities which complemented ABC programming, including ABC News, ABC Radio and ABC Television.

ABC Commercial also continued its investment in innovative Australian productions and Australian talent through the execution of a number of key agreements, including those associated with *Hungry Beast*, *Beached Az* and the *Bananas in Pyjamas 3D* animated series.

ABC Commercial contributed **\$13.8 million** to ABC net revenue.

A proportion of the ABC's funding comes from its commercial activities.

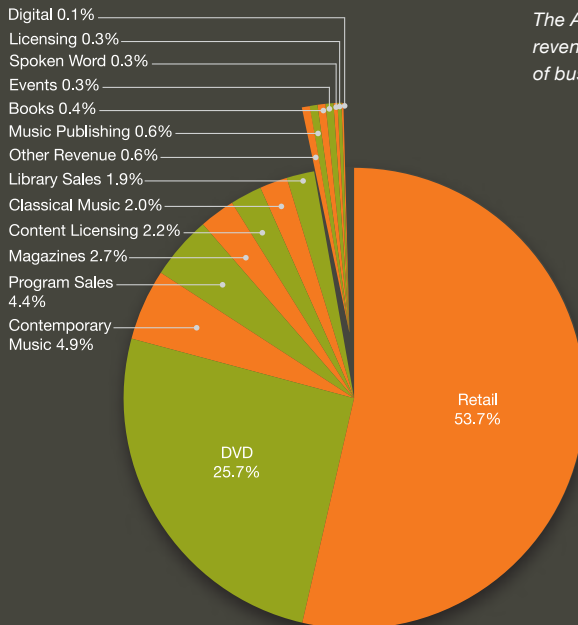
ABC Commercial: Contribution to ABC net revenue



a. Includes Program Sales, Business Development Unit, Non-Theatrics and Stock Footage.
 b. Includes new departments within the then ABC Enterprises Division—Content Sales and Resource Hire.
 c. Excludes Screenrights.
 d. Excludes ABC Resource Hire and includes interest.
 e. Includes interest and investment in ABC Retail development.

More than half of ABC Commercial's revenue came from its retail business.

ABC Commercial: Gross revenue by activity



The ABC generates revenue from a wide range of business activities.

ABC Digital

2009–10 saw ABC Commercial's digital businesses deliver increased revenue growth for the year through the development and execution of a number of new business models and commercial deals. These digital initiatives are extending the ABC experience and allowing even more Australian audiences to engage with ABC content where and when they want it.

ABC Digital successfully delivered its first console game, *SingStar: The Wiggles*, which was developed for PlayStation through the ABC's key partnership with The Wiggles.

Another first for the ABC was the launch of an on-demand store, a unique offering of the ABC Shop Online. The Wiggles On Demand Store is an online "one stop shop" for The Wiggles' entire video and music catalogue.

Other commercial digital initiatives included the development and launch of new applications and games, *ABC for Kids* and *Beached Az* for the iPhone, iPad and iPod Touch. In addition, over 350 hours of comedy, entertainment, children's and factual content was launched on iTunes.

During the year, ABC Commercial grew its revenue through the expansion of its presence on YouTube. It uploaded 9 255 short clips of ABC content, such as *Enough Rope* and *Beached Az*, to YouTube, generating 12.9 million views across all ABC channels, including youtube.com/user/EntertainmentOnABC and youtube.com/user/ComedyOnABC.

ABC Commercial in conjunction with its commercial partner, Pascal Press, further developed *ABC Reading Eggs*. This subscription-based educational website is aimed at helping young children learn to read. The website is supported by associated printed material, books and merchandise available through ABC Shops, ABC Shop Online and other retail outlets. *ABC Reading Eggs* was a finalist in the 2009

Australian Interactive Industry Association Awards for best learning and education website.

Digital Content Licensing delivered growth in profits through a range of new and distinctive business models. Its licensing income stream was further developed through a deal with Omnilab, where ABC news headlines appear on digital information screens throughout the Sydney International Airport. Under a new agreement, Fairfax purchased the rights to stream a range of back-catalogue programming such as *Enough Rope*, *Foreign Correspondent* and *Catalyst*.

New commercial licensing deals were also executed for video-on-demand platforms, TiVo (including *The Gruen Transfer*, *Race Relations* and *Kylie Kwong's Heart and Soul*) and Fetch TV (including *ABC News* and children's content such as *The Wiggles*, *Bananas in Pyjamas* and *Justine Clark*).

In addition, six new ABC mobile channels were launched on Optus Mobile TV: *Rage*, *ABC for Kids*, *ABC Comedy*, *ABC Entertainment*, *ABC Comedy Kitchen* and *Aardman Animations*.

ABC Music

ABC Music performed well during the year, delivering growth against a worldwide downturn across the sector. ABC Music experienced an increase in market share through the success of its labels, including ABC Classics and ABC for Kids, both of which are the top selling labels in their genre in Australia (as measured by wholesale sales of both physical and download products) and ABC Contemporary.

ABC Music continued to produce products which were popular with the ABC customer/audience. The bestselling release for ABC Music was *triple j's Hottest 100 of all Time*, which surpassed platinum and sold more than 135 000 units. *Baby It's Cold Outside* achieved gold record status, selling over 35 000 units.

ABC Music continued its association with the independent film industry in Australia during the year with its release of the sound track to *Balibo*. Music for this critically acclaimed film was recognised at the 2009 ARIAs, winning Best Sound Track, and at the 2009 Australian Guild Composers Awards for Best Score and Best Song.

David Hobson, a long-time ABC Classics recording artist, recorded the *Enchanted Way* with ABC Classics. The album has performed well, with over 20 000 units sold in less than three months and achieving number one status on the ARIA Australian Top 20 Classical Albums Chart.

ABC Publishing

2009–10 was a successful year for ABC Publishing businesses in a difficult market.

Delicious magazine continued to perform strongly throughout the period. The Audit Bureau of Circulation magazine report for June–December 2009 found that *Delicious* magazine recorded 132 000 sales per issue, a 1% increase year on year—in contrast to a 1% decline across the total food category over the same period. This secured *Delicious* magazine its fifth consecutive year-on-year sales increase. *Delicious* maintained its presence internationally with magazines published in the United Kingdom and in the Netherlands, collectively selling just under 2 million copies during the year.

Gardening Australia magazine had sales of 88 606 per issue, an 8% decline on the same period in the previous year, but it retained its spot as the leader in the gardening category with 43% of the market share.

Niche magazine title *Organic Gardener* maintained its sales momentum, with a 14% increase in sales for the June–December 2009 period, compared to the same period the previous year, and with a 60% increase in subscriptions.



Four-year-old Annika is learning to read while having fun with ABC Reading Eggs.

During 2009–10, the first full year under which ABC Books has been under the operational control of HarperCollins (editorial control remains with the ABC), 25 new authors were signed to ABC Books, and 43 new releases stemmed directly from ABC programming. Bestselling 2009–10 releases for ABC Books included: *Slow Cooker* by Sally Wise, *Delicious: Quick Smart Cook* by Valli Little, *Stainless* by Shannon Lush and Trent Hayes and *A Pressure Cooker Saved My Life* by Juanita Phillips, and children's titles *Hairy Maclary Shoo* by Lynley Dodd, *Sing! 2010 songbook* and *The ABC Books of Cars, Trains, Boats and Planes* by Helen Martin, Judith Simpson and Cheryl Orsini.

ABC Sales and Distribution

Following record sales in 2008–09 from titles such as *Summer Heights High* and *We Can Be Heroes*, ABC DVD suffered from the global downturn in the DVD market in 2009–10, as well as a decline as a result of the wider economic downturn. However, the end of the period saw a lift in DVD sales driven by new releases.

In 2009–10, more than 250 ABC DVD titles were released, including two Blu-ray titles. Titles included *Clarke and Dawe*, *Lake Eyre* and *Spicks and Specks: Up to Our Eras*. ABC DVD continued to lead the children's DVD market with releases including *The Wiggles: Hot Poppin' Popcorn* and *The Wot Wots: Sneak a Peak*. More than 220 titles, including eight Blu-ray titles, were released under the BBC label in 2009–10.

ABC Licensing continued to broaden the Division's product offerings through the acquisition of a number of new brands to represent for merchandise sales, including *Shaun The Sheep*, *Prank Patrol*, *Beached Az* and *Dance Academy*. Key products released during the year include *Bananas in Pyjamas* Beanie and Plush, a *Spicks and Specks* Interactive Game and a *Shaun the Sheep* Plush.

During 2009–10, ABC program sales worldwide was also impacted by the global financial crisis, with client media and broadcast companies reducing acquisitions. More than 20 hours of first-release, ABC-owned programming was represented along with 75 hours of first-release, third-party programming and 1 800 hours of catalogue titles to more than 130 countries worldwide. Sales to networks included *The WotWots* to Warner Home Video UK, *Enough Rope* to Foxtel Australia and *Poh's Kitchen* to Discovery Asia. These titles contributed significantly to sales across Australia, Finland, Poland, Portugal, the Middle East, South Africa and 40 countries in Asia, including Singapore, Philippines, Thailand and Malaysia. The ABC made format sales to BNN, the Dutch Public Broadcaster, for a second series of *The Chaser's War on Everything* and to the Danish public broadcaster DR TV for a pilot of *The Gruen Transfer*.

Library Sales provides access to the ABC's archive collection of footage, radio and still images. This year, Library Sales benefited from an increased demand for news content for use in popular crime series.

Non-Theatric Sales had a successful year due to the increased supply of digital material and the securing of some large volume sales.

During this period, ABC Events staged numerous events enjoyed by Australians young and old. Proving popular with young families was the brand new *Play School*, which commenced its national tour to an increased audience from the prior year. New characters joined ABC for Kids events, including the *WotWots*, with a twenty minute live show and meet and greet activity, whilst Spot celebrated his 30th birthday with a popular meet and greet tour of ABC Shops along the eastern seaboard. The ABC Gardening Australia Expo was refreshed with two brand new stages, including the Organic Circle stage and The Potting Shed Stage. Audiences across the nation laughed along to comedians Dylan Moran and Bill Bailey, television personalities from ABC's

Black Books, with shows added to the original tour schedules for both events. Music fans were treated to jazz performed at a concert based on the popular ABC Music CD *Baby It's Cold Outside* and with *Play School* stars Jay Laga'ia and Justine Clarke in *Play School Big Jazz Adventure*, both of which were sell-out performances at the 2010 Melbourne Jazz Festival.

ABC Retail

ABC Retail comprises ABC Shops, ABC Shop Online and ABC Centres. At the end of the financial year, ABC Retail operated 159 outlets throughout Australia—45 ABC Shops and 114 ABC Centres.

During the year, ABC Commercial continued to invest in ABC Retail's strategic expansion with the objective of extending the ABC footprint across Australia, including in regional centres. Following the success of its new concept store at Bondi Junction—a new look and direction for ABC Shops offering customers a much closer link between the retail environment and the on-air content of the ABC—the new shop concept was rolled out to all new ABC Shops and a further five existing shops, which coincided with lease renewals. The new concept shops consistently traded ahead of traditional look shops. The new concept will continue to be implemented across all shops nationally.

The ABC Shop Online, a key plank in ABC Commercial's digital strategy, performed well during the year. Through investment, it underwent further developments and enhancements as well as an expansion of its product range resulting in sustained year-on-year growth.

The ABC Shop Online received regional recognition by the Online Retail Industry at its 2010 Australasian Awards, winning Best Online Retailer in Australasia and Best Multi-Channel Retailer in Australasia.

During the year, the links between ABC Commercial products, ABC Retail and ABC programming were strengthened through 206 local promotions across ABC Shops and Centres nationally. The most successful of these were the appearances of ABC3 hosts of *Prank Patrol* and *Dance Academy* personalities which attracted up to 1 500 fans per event. Wireless EFTPOS technology was employed during these periods to ensure timely customer service, leading to increased sales of program-related products.

To augment its knowledge of ABC customer/ audience preferences, ABC Commercial invested in new customer relationship management software. A new VIP customer program, underpinned by tailored ABC Retail experiences and offers, was successfully trialled during this period and will be launched in 2010–11. ■

