

Content performance

Audience trends

Radio

Television

News

Online

International audiences

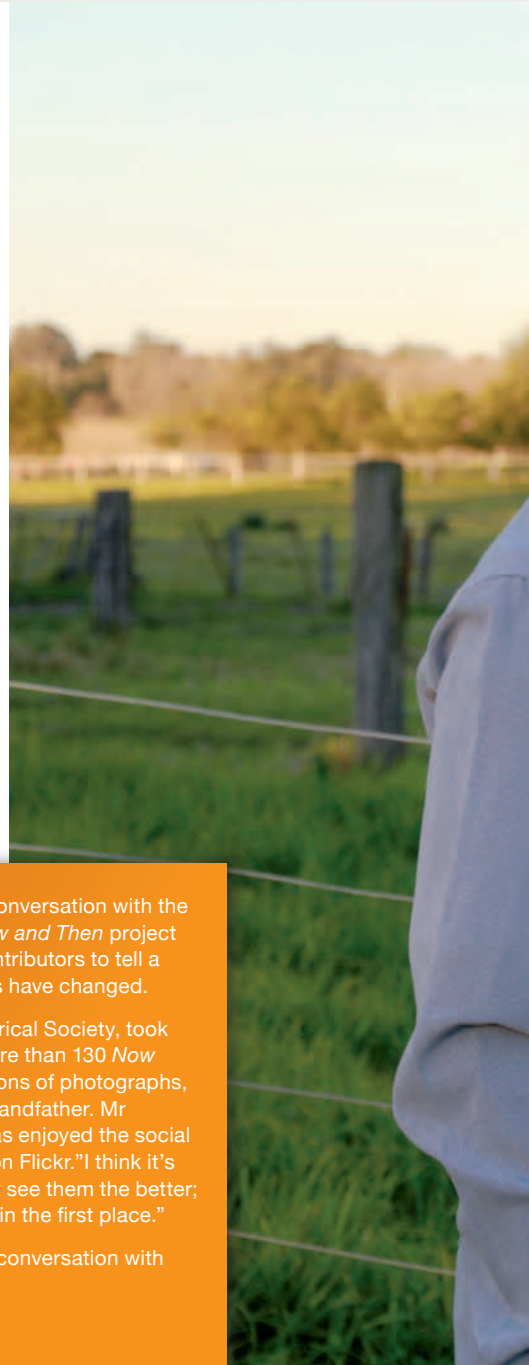
Consumer experiences

“ ”

PETE SMITH of Maitland joined the conversation with the ABC when he became part of the *Now and Then* project on ABC Open. The project invited contributors to tell a story of past moments and how times have changed.

Pete, a member of the Maitland Historical Society, took to the project with gusto, creating more than 130 *Now and Then* images from three generations of photographs, taken by himself, his father and his grandfather. Mr Smith, who is new to social media, has enjoyed the social aspects of sharing historical photos on Flickr. "I think it's good," he said, "the more people that see them the better; that's why granddad took the photos in the first place."

Find out more about how Pete's conversation with ABC Open started on page 30



The ABC is committed to providing challenging and engaging audience experiences. ABC content is available to Australians across radio, television, online and mobile platforms. Increasingly, audiences are accessing that content on demand.



Pete joined the conversation.

Pete Smith
Maitland, New South Wales
Photographed by Anthony Scully,
ABC Open producer Hunter

“ ”

Where the conversation started

ABC OPEN

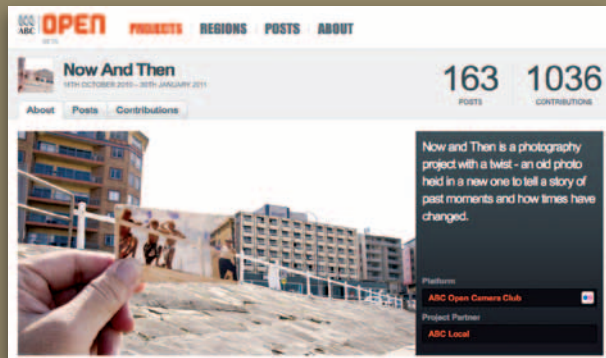


Looking south along Victoria Street, Maitland. The original photo was taken during the 1930 flood and is part of a collection owned by Pete's grandfather, Sydney Smith. It is being held by Sydney's great grand-daughter, Eloise.



Pete's conversation

Pete Smith of Maitland found the project was a great way to tell a story of past moments and how times have changed. Some of Pete's Now and Then images illustrate social, family and local history. In particular, he used Now and Then to document changes in the dairy industry in the Hunter. "Even though I've taken the photos... they're not really for me," he said. "They're for the next generation, and the generation after that; they're basically for the people in the future photographs."



Now and Then

Now and Then was a photography project exploring the evolving history of Australian places and people. The project was inspired by the Flickr group, "Looking Into the Past", and how a single image framed in a new one can ignite the imagination and open a door to the past.

“ ” Discover more about the Now and Then project at open.abc.net.au/projects/now-and-then

The ABC measures community perceptions and beliefs about the value of the Corporation's contribution to society through the annual Newspoll ABC Appreciation Survey.

AGAINST A BACKDROP of greater local and international competition, the ABC increased its combined national audience reach across television, radio and online to 74% in 2010–11 (from 73% in 2010 and 2009).¹ This result reflects the ABC's continued success in delivering programming and content to audiences through its television and radio channels and through a growing array of new and emerging technologies.

Community satisfaction

The annual *Newspoll ABC Appreciation Survey*² provides insights into community perceptions and beliefs about the value of the ABC's contribution to Australian society. The 2011 survey was conducted nationally, by telephone, among a random sample of 1 904 respondents aged 14 years and over. The *ABC Appreciation Survey* has been conducted using the same methodology since its inception in 1998, and the 2011 survey marks the twelfth year of the survey.

The respondents were asked about their views on the quality of ABC Television, ABC Radio and ABC Online. Consistent with previous surveys, a large majority (79%) believe the quality of programming on ABC television is "good", while significantly fewer (51%) believe this about commercial television. The notable changes in community sentiment are for commercial television where there has been a rise in people's positive perceptions. By demography, this rise has been driven by the 25 years and over audience. Some of this rise is likely to be driven by the proliferation of digital free-to-air channels in combination with the continuing increase in penetration of digital televisions, giving more Australians more viewing options.

¹ Newspoll, *ABC Awareness and Usage Survey*, June 2009, 2010 and 2011, in combination with ratings data, total 18 years and over population.

² Newspoll, *ABC Appreciation Survey*, June 2011, national random sample (n=1 904) conducted by telephone, people aged 14 years and over.

Overall for ABC Radio, 64% of Australians believe the quality of programming on ABC Radio is “good”. This result is down compared to last year. The decline in positive sentiment for ABC Radio has not been as a result of an increase in negative sentiment, but a rise in the number of people who stated they did not have an opinion or did not know.

For commercial radio, approximately half (55%) of the population believes it 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 far 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 ABC websites is “good”, including one in three who says the quality of ABC websites is “very good”. Among frequent ABC Online users, the results are even more positive, with 97% of those who use the site at least once a week saying the quality of content is “good”, and five in ten of this group saying the quality is “very good”.

The *ABC Appreciation Survey* 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, there were no significant shifts in sentiment overall. However, there were increases in the proportion of Australians who believe the ABC is doing a “very good” job being innovative, broadcasting programs of an educational nature, and having a good balance between programs of wide appeal and those that appeal to people with special interests. ■

Quality of programming

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

Radio



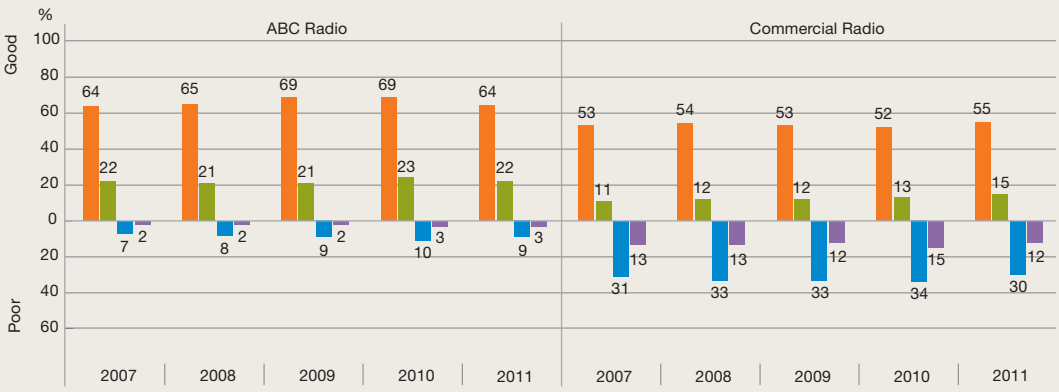
Six in ten
Australians believe
the quality of
programming on ABC
Radio is good.

Television



More
Australians
believe the quality
of ABC Television
programming is
good compared to
commercial
television.

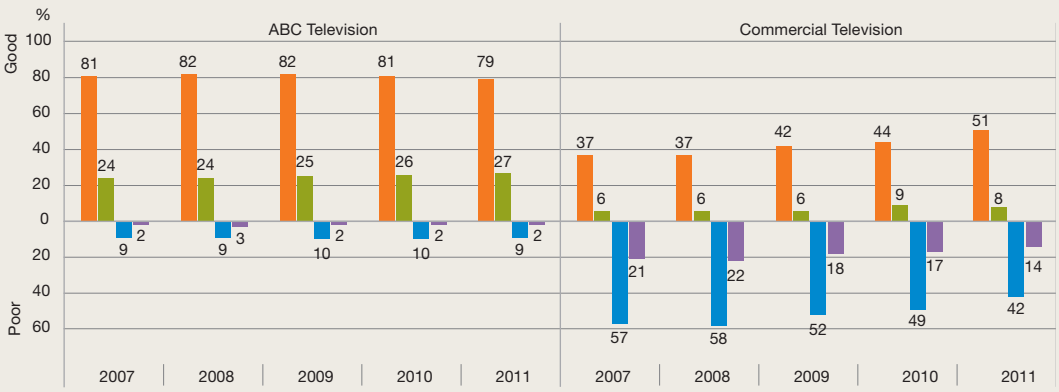
Radio: Quality of programming



Based on a total sample aged 14 years and over, national random sample. "Don't Know" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2011.

█ Total Good █ Total Poor
█ Very Good █ Very Poor

Television: Quality of programming



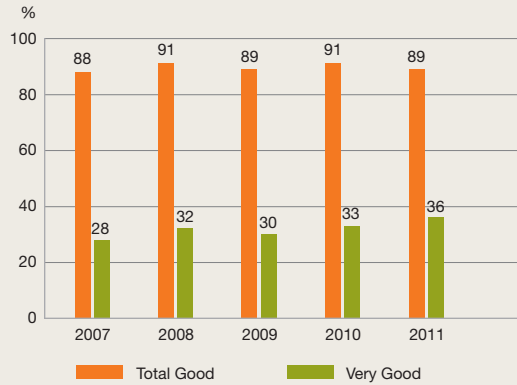
Based on a total sample aged 14 years and over, national random sample. "Don't know" responses are not displayed. Source: Newspoll, ABC Appreciation Survey 2011.

█ Total Good █ Total Poor
█ Very Good █ Very Poor

Online

89%
of ABC Online users believe the quality of content on abc.net.au is good.

ABC Online: Quality of content

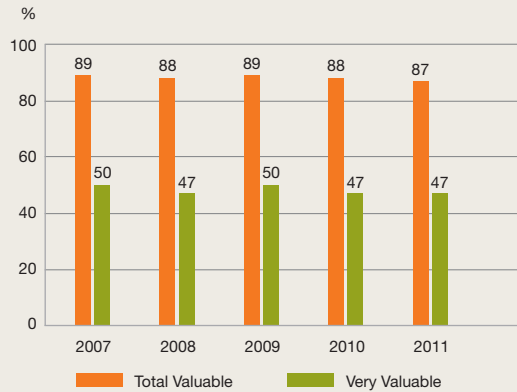


Based on those aged 14 years and over who ever visit the website, national random sample. Does not include "Don't Know" or "Poor" responses.
Source: Newspoll, ABC Appreciation Survey 2011.

Overall value

Nine out of ten Australians believe the ABC provides a valuable service to the community.

Overall value of the ABC



Based on a total sample aged 14 years and over, national random sample. "Don't Know" and "Not Valuable" responses are not displayed.
Source: Newspoll, ABC Appreciation Survey 2011.

Measures of community satisfaction

	2010–11	2009–10	2008–09	2007–08	2006–07	
Providing a quality service:						
% of people who believe the ABC provides quality programming	Television	79	81	82	82	81
	Radio	64	69	69	65	64
	Online (among ABC Online users)	89	91	89	91	88
<hr/>						
% of people who believe the ABC is balanced and even-handed when reporting news and current affairs	81	82	83	81	79	
<hr/>						
Providing a valuable service:						
% of people who value the ABC and its services to the community	87	88	89	88	89	
<hr/>						
Meeting the ABC's Charter obligations:						
% of people who regard the ABC to be distinctively Australian and contributing to Australia's national identity	83	84	86	84	84	
<hr/>						
% of people who believe the ABC reflects the cultural diversity of the Australian community	81	80	83	80	81	
<hr/>						
% of people who consider the ABC:						
• encourages and promotes Australian performing arts such as music and drama	79	78	83	82	80	
• provides programs of an educational nature	84	86	88	86	85	
• achieves a good balance between programs of wide appeal and specialised interest	83	85	86	83	85	
<hr/>						
% of people who perceive the ABC to be innovative	75	74	75	73	72	
<hr/>						
Providing an efficient service:						
% of people who believe the ABC is efficient and well managed	70	73	72	69	71	

Source: Newspoll, ABC Appreciation Survey 2011.

Radio

Local Radio

triple j

Radio National

ABC Classic FM

ABC NewsRadio

ABC Digital Radio

ABC Open

ABC Radio offers a diverse selection of programming across its national and local networks.

2010–11 WAS A SUCCESSFUL YEAR for ABC Radio in the five-city metropolitan markets. Average weekly reach increased 2% from 4.3 million people in 2009–10, to a record 4.4 million in 2010–11. Audience share remained relatively steady at 23.6% (23.9% in 2009–10).³ The majority of Australians consider that the quality of programming on ABC Radio is good.⁴

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 2010–11, ABC Local Radio's five-city metropolitan average weekly reach and share remained steady at 2.3 million and 11.3% respectively (2.3 million and 11.4% in 2009–10).⁵ Podcast downloads of Local Radio content increased 64%, up from 4.3 million in 2009–10 to 7 million in 2010–11. Among the most popular downloads was *Conversations* with Richard Fidler, with 2.7 million podcasts in 2010–11.⁶

On 27 August 2010, ABC Local Radio partnered with UNICEF to launch an appeal to raise money for flood victims in Pakistan. The campaign—which was supported by all ABC radio networks, ABC News 24, ABC television, Radio Australia and Australia Network—generated over \$3 million for UNICEF, and raised awareness about the work of other agencies including Oxfam, Red Cross, Save the Children, ActionAid and Caritas.

The 2010 Commonwealth Games from New Delhi were broadcast on ABC Local Radio and ABC Grandstand digital from 3–14 October 2010 from 1pm to approximately 1am each day, providing extensive commentary on all events and capturing the spirit and excitement of the Games.

³ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

⁴ Newspan, *ABC Appreciation Survey*, 2011.

⁵ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

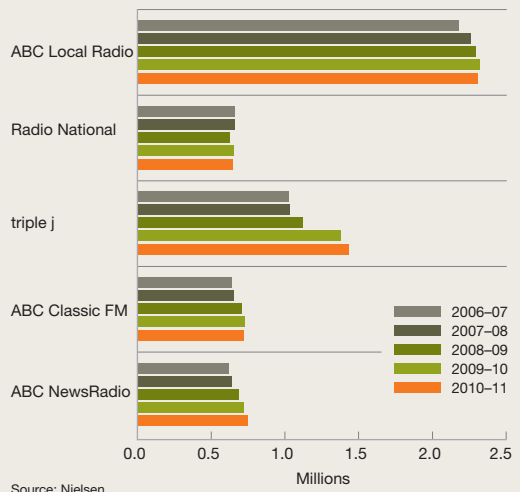
⁶ WebTrends.

Reach

“Reach” measures the total number of people who have listened to ABC Radio over a week.

ABC Radio’s average weekly reach increased to **4.4 million** people.

ABC Radio: Average weekly reach
(Five-city metropolitan market)



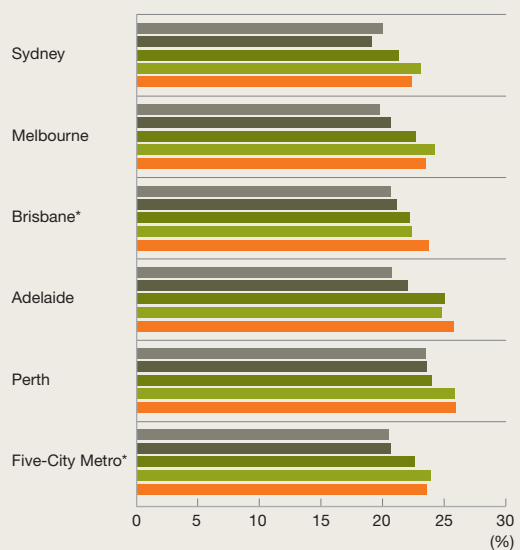
Source: Nielsen.
* Due to the severe floods in Queensland, Survey 1 was not conducted in Brisbane. Radio share for Brisbane in 2010-11 is based on Surveys 5-8 (2010) and Surveys 2-4 (2011). This impacts on the five-city metropolitan results for 2010-11.

Share

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

ABC Radio had a **23.6%** share of the five-city metropolitan market.

ABC Radio: Aggregate audience share
(Five-city metropolitan market)



Source: Nielsen.
* Due to the severe floods in Queensland, Survey 1 was not conducted in Brisbane. Radio share for Brisbane in 2010-11 is based on Surveys 5-8 (2010) and Surveys 2-4 (2011). This impacts on the five-city metropolitan results for 2010-11.

“ ”

Joining the conversation

TRIPLE J
UNEARTHED



On 2 April 2011, Art vs Science performed at triple j's One Night Stand concert in Tumby Bay, South Australia.

unearthed is triple j's award-winning initiative for discovering and sharing the best new Australian music. Established in 1995, unearthed has successfully established careers for thousands of musicians nationwide and internationally.

Art vs Science is a case in point. After winning the triple j unearthed competition in 2008, the band has not looked back. Their debut self-titled EP, Art vs Science, was a success and the band's first national tour in May 2009 was a sell-out. Art vs Science soon gained international recognition, with hit song "Parlez Vous Francais?" The band released their latest album, The Experiment, in February 2011.



ABC Rural, in conjunction with farm research body, the Kondinin Group, launched the Australian Farmer of the Year Award. The Award recognised professionalism, excellence and sustainability in Australian agriculture, and aims to highlight the important role that farmers play in Australia. Applications were received from around Australia, with 90 farmers nominated for the Award. In September 2010, Ross Woodhouse, a dairy farmer in South-West Western Australia was announced the inaugural winner.

Australians turned to ABC Local Online in record numbers in January 2011 (monthly reach of 853 000),⁷ demonstrating the importance of the ABC to communities during natural disasters.

triple j

triple j is the ABC's national youth network, targeted at 18–24 year olds. In 2010–11, triple j's five-city metropolitan average weekly reach among people aged 10 and over increased 4% from 1.38 million people in 2009–10 to a record 1.43 million. Audience share remained steady at 5.2% (5.3% in 2009–10).⁸ triple j is among the ABC's top podcast producers, with 9 million podcasts downloaded in 2010–11 (up 35% from 7 million in 2009–10). *New Music* programs continued to be among the most popular ABC podcast downloads.

⁷ Nielsen, *Australian Home and Work Panel*, people aged 2 and over, ABC custom report.

⁸ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

In November 2010, AusMusic month was celebrated through a dedicated triple j *unearthed* digital radio station, supporting Australian musicians and other creative talent. triple j *unearthed* will be launched in October 2011 as a full-time digital radio station devoted to 100% new Australian music from the www.triplejunearthed.com website. The station will be the only wholly Australian music radio station playing music solely from unsigned and undiscovered artists, including those from regional areas.

On 2 April 2011, triple j held its annual One Night Stand, this time in Tumby Bay on the Eastern coast of Eyre Peninsula, South Australia. An *unearthed* act from Eyre Peninsula opened the concert, which was broadcast live across Australia and filmed for future broadcast on *Live At The Wireless*. Online coverage included videos, blogs, photographs of all the action and live music.

triple j's 2010 Hottest 100 countdown was broadcast live across Australia on 26 January 2011. The poll was the largest since the countdown began, with 155 222 voters (18% more than last year) from 152 countries registering 1.26 million votes (6% more than last year). Australian music comprised 51% of the chart. The full countdown was broadcast over the weekend of 29–30 January 2011 and was available on-demand on the triple j website. There were 987 000 visits to the triple j Hottest 100 website during January 2011, a 36% increase from the previous year.

In June 2011, triple j launched the Hottest 100 Australian Albums of All Time. An initial list of albums was compiled by a group of more than 175 musicians, industry representatives and triple j presenters. From that list, 47 000 listeners cast a total of more than 420 000 votes to create the list of triple j's Hottest 100 Australian Albums of All Time. The on-air countdown and announcement of the top 20 will take place in early 2011–12.

Radio National

Radio National broadcasts across Australia and provides a unique forum for ideas and culture through information and analysis, and a range of specialist fields including science, religion and history.

Radio National's five-city metropolitan average weekly reach was 642 000 in 2010–11, down from 655 000 in 2009–10. Audience share remained steady at 2.5% (2.6% in 2009–10).⁹ Radio National is the ABC's leading podcast producer. Podcast downloads increased 29%, up from 18 million in 2009–10 to 22.8 million in 2010–11.¹⁰

Throughout October and November 2010, Radio National celebrated the 20th anniversary of the reunification of Germany with *Berlin Waves*. Programs invited listeners to journey to Berlin and explore the past, present and future of Germany through documentary, drama, poetry, features and fiction. *By Design* presented a forum on German design—*Form, Function or Fetish: Unpacking Contemporary Design*—at the RMIT, and Geraldine Doogue and the *Saturday Extra* team travelled to Melbourne for Berlin Dayz. A forum—*Germany, the Eurozone and the World Beyond*—examined the politics and economics of the nation pivotal to the success or failure of the “European project”.

Ian Reed Writers-in-Residency 2010 winners Michelle Lee and Jean Claude Kuner began their residencies with ABC Radio National, working on features and drama programs for the network, as well as conducting master classes in documentary production.

In February 2011, Arts Editor Tony MacGregor and senior documentary maker Gary Bryson travelled to Jakarta for the launch of the Radio National/BBC World Service co-production, *What Can I Say?*

⁹ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

¹⁰ WebTrends.

The four-part radio series, broadcast from 14 February 2011 on *360 Documentaries*, looked at issues surrounding freedom of expression in Indonesia, Cambodia, Thailand and Singapore. The launch took place at the Salihara Cultural Centre in South Jakarta and speakers included Paul Robilliard, Deputy Head of Mission for the Australian Embassy, and keynote speaker, Pak Bambang Harymurti, Managing Editor of Tempo News Magazine and Deputy President of the Indonesian Press Council.

A seminar on issues raised by the series was also held in Jakarta and attended by journalists, broadcasters, film-makers and bloggers, as well as media and human rights activists from the region. Both the seminar and the program launch were presented by Radio National in partnership with the Indonesian Association for Media Development and KBR68H, an independent radio news service. Financial support for the project was provided by the Department of Foreign Affairs and Trade through the Australia-Indonesia Institute and the Ford Foundation in Jakarta.

Radio National featured strongly at the Sydney Writers Festival in May 2011. *The Music Show* presenter Andrew Ford and *All in the Mind* presenter Natasha Mitchell broadcast live from the Festival's Sydney Dance Café on Saturday, and *Artworks* presenter Amanda Smith and special guest presenter Craig Reucassel on Sunday.

Radio National's Festival broadcast highlights included: Fatima Bhutto, member of Pakistan's political dynasty on the current state of her country; James Gleick in conversation with Robyn Williams; Isseldin Abuelaish, Palestinian doctor and author of *I Shall not Hate*; Howard Jacobson, 2010 Man Booker Prize winner; AC Grayling on his secular bible; young writing sensation Téa Obreht; Gail Dines, author of the controversial *Pornland: How Porn Has Hijacked Our Sexuality*; and David Hicks, in his first public event since the publication of his memoir.

ABC Classic FM

ABC Classic FM is Australia's national classical music network, with a strong focus on Australian performance and composition. ABC Classic FM's five-city metropolitan average weekly reach was 719 000 in 2010–11, down marginally from 729 000 in 2009–10. Audience share remained steady at 2.9% (2.8% in 2009–10).¹¹

On 12 October 2010, the day Dame Joan Sutherland's death was announced, ABC Classic FM broke from its regular schedule between 9 am and 5 pm to devote programming to her most memorable and loved performances, and to interview people who knew or worked with her. On 10 November 2010, the memorial service for Dame Joan was broadcast and streamed live on ABC Classic FM from the Sydney Opera House, and on 26 December 2010, ABC Classic FM also broadcast *A Tribute to the Life and Legacy of Dame Joan Sutherland*.

¹¹ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

Reach

"Reach" measures the total number of people who have visited an ABC radio website over a month.

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

In November 2010, ABC Classic FM celebrated AusMusic month with the broadcast premieres of six new Australian operas, including the historic broadcast of *Pecan Summer*, billed as the first Indigenous opera, composed and directed by Deborah Cheetham.

From 28 April to 1 May 2011, in partnership with Musica Viva, the Sydney Conservatorium of Music and the Australian Youth Orchestra, ABC Classic FM presented some of the world's premier chamber musicians and Australia's finest local artists live from the 2011 Musica Viva festival. The digital radio station ABC Extra was rebranded ABC Musica Viva for the duration of the festival.

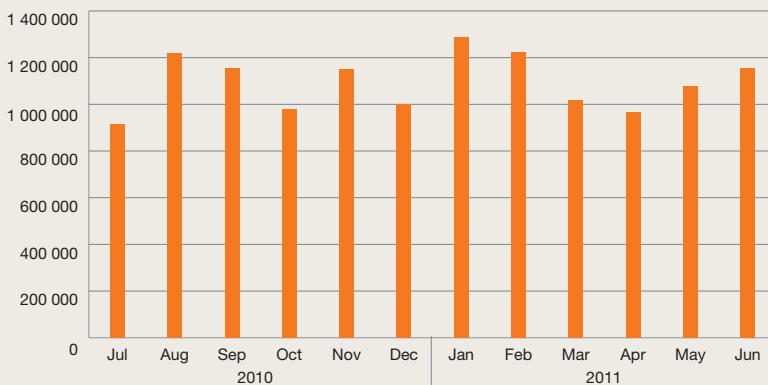
ABC NewsRadio

ABC NewsRadio is Australia's only national, continuous news radio network, delivering factual, independent coverage of news. ABC NewsRadio's five-city metropolitan average weekly reach increased 4% from 721 000 people in 2009–10 to a record 751 000 in 2010–11. Audience share remained steady at 1.8%.¹²

On 26 March 2011, ABC NewsRadio and 702 ABC Sydney broadcast live from the ABC's tally-room, set up in the foyer of the ABC Ultimo Centre, to provide joint coverage of the NSW State election to national and State audiences. The co-production model was first used in the Victorian Election in November 2010 and used NewsRadio's rolling format to keep audiences up-to-date with unfolding election results. 702's Deb Cameron and NewsRadio's Glenn Bartholomew were joined on-air throughout the evening by various political commentators and ABC News journalists from across the State.

¹² Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

ABC Radio websites: Monthly audience reach



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

Audience Reach

2010–11 saw several collaborative projects between ABC NewsRadio and Radio Australia. From 11 April 2011, a new *Evening* program commenced on weekdays on ABC NewsRadio from 7 pm to 10 pm. The program is hosted by Radio Australia's Tracee Hutchison from Melbourne, and is simulcast in drive-time on Radio Australia's English service. In 2010–11, Radio Australia also commenced simulcasting ABC NewsRadio between 1 pm and 3 pm weekdays.

Collaborations between ABC NewsRadio and Radio Australia contribute to improved news coverage across both services, and enable a greater focus of Asia-Pacific stories on ABC NewsRadio.

ABC Digital Radio

The flexibility provided by the digital radio platform enabled the most comprehensive ever ABC multiplatform coverage of sport during 2010–11.

ABC Grandstand Digital provided wide-ranging sports coverage. ABC Extra—the ABC's part-time special events digital service—was frequently rebranded as ABC Grandstand 2 to broadcast additional coverage of live sports which couldn't be accommodated on ABC Local Radio or ABC Grandstand Digital.

For instance, as ABC 774 Melbourne's analog and digital streams covered the Australian Open Tennis for local audiences at different times, ABC Grandstand 2 provided the only national radio coverage of this major Grand Slam tournament to digital radio audiences around Australia. At the same time, ABC Grandstand Digital carried domestic and international cricket and other sports.

ABC Grandstand 2 also provided comprehensive coverage from the sub-continent of the 2011 Cricket World Cup until the final in early April 2011, and a range of national and State sporting events, including AFL pre-season, SANFL and WAFL matches, A-League Soccer, Super Rugby, Rugby League, Netball and WNBL, along with the historic Stawell Gift athletics carnival.

In January 2011, ABC Extra played a key role in extending local coverage of emergencies. As ABC Queensland Floods and ABC Queensland Cyclone, it carried local emergency coverage to digital radio audiences across Australia. It was also used to provide relays of international disaster coverage, such as the New Zealand and Japan earthquake crises.

In addition to the above, over the past year, ABC Extra has also been rebranded as ABC NAIDOC, triplejuneearthed, ABC Classic Season, ABC NZ Earthquake, ABC ANZAC Day, ABC Musica Viva and ABC 9-11 Decade.

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 initiative was announced in 2009–10, and the ABC Open website—www.open.abc.net.au—was launched on 16 September 2010.

By 30 June 2011, 34 of a total of 50 ABC Open producers had been recruited. They are located in regional centres across Australia. The producers have conducted more than 650 workshops across the country, teaching digital media skills to over 1 800 members of their local communities.

As of June 2011, ABC Open had conducted four national multimedia projects, attracting over 2 700 contributions from community groups, organisations and individuals around Australia. In addition, seven regional multimedia projects or collaborations were completed, involving over 60 contributions.

Contributions to ABC Open projects have been featured on the ABC Open website, ABC Local Online, ABC Local Radio, Radio National, triple j, ABC television and ABC News 24. Each ABC Open region has held local screenings and events showcasing contributions to the projects and celebrating the work of community contributors.



Where the conversation started

ABC OPEN



Highlights from the year include:

- **Now and Then**—a national photography project which captures an old photo held within a new one, to tell a story of past moments and how times have changed. “” See page 30.
- **One-on-One: Goulburn Valley Refugees**—a regional project involving ten personal tales of refugees who have settled in the Goulburn Valley, told through audio and photos. The works were produced by local photographers and writers and curated by ABC Open. “” See page 82.
- **One-on-One: Change**—a national project involving a series of first-person stories told through black and white photos and audio. “” See page 132.



2



WxSW

WxSW (*West by South West*) is a collaboration between ABC Open and triple j. The project involved six selected unearthed artists from the Ballarat and South West districts in Victoria teaming up with local filmmakers to produce video clips. The clips were screened on Rage in May 2011.

In a series of local workshops, two ABC Open regions worked together to help filmmakers create high quality music video clips without massive budgets.

“” Discover more about the WxSW project at open.abc.net.au/projects/wxsw.

Heather Thomas is the musician behind Ballarat band Viv Denham. Heather and guitarist Brendan White produced a music video for Viv Denham's triple j unearthed song "481".



Heather's conversation

Heather Thomas of Ballarat was one of the lucky six to have her work shown on Rage. Before her involvement in WxSW, Heather was a solo artist, making music in her bedroom. Now she has formed a band—Viv Denham—and is performing for audiences. She found the project encouraging. "I've been receiving loads of positive feedback and I'm really looking forward to playing more live shows and getting my music out there for people to enjoy".

Television

ABC1

ABC2

ABC3

Online audiences

ABC iview

Social media

The ABC delivers four commercial-free, free-to-air digital television channels.

IN 2010–11, the Australian television market continued to evolve and fragment, with the growth in the number of digital free-to-air channels, the expansion of personal video recorders (PVRs) and time-shifted viewing, as well as increases in the volume of online catch-up viewing.

During 2010–11, four new free-to-air digital channels were launched—7Mate, Gem, Eleven and ABC News 24—bringing the total number of free-to-air channels in Australia to fifteen. Access to digital television continued to increase, with 90% of metropolitan households capable of receiving digital television (from 75% of metropolitan households in June 2010).¹³

The percentage of homes in the five-city metropolitan market with at least one PVR device (with a hard drive) increased to 42% in June 2011 (from 30% in June 2010).¹⁴ Live viewing continues to be the dominant form of viewing in 2010–11, with time-shifted viewing comprising only 6% of total viewing.¹⁵ Regional audiences have reflected similar trends to the metropolitan markets, with digital penetration rates increasing in regional areas. Across the regional aggregate markets, 94% of households are capable of accessing digital television. By May 2011, the digital switchover in regional Victoria was complete, with 100% of households capable of accessing digital television.¹⁶

In 2010–11, ABC television viewing levels reflected the general trend that is apparent across other free-to-air networks. ABC digital channels continued to grow their share and have generated incremental reach across the total ABC television platform. The ABC's primary channel, ABC1, experienced a decrease in both reach and share as a result of the increased competition from digital free-to-air channels.

¹³ OzTAM metropolitan panels, 12 June 2010 and 11 June 2011.

¹⁴ OzTAM metropolitan panels, 12 June 2010 and 11 June 2011.

¹⁵ OzTAM metropolitan consolidated data, 2010–11.

¹⁶ Regional TAM Panel Incidence, period 7, 2011.

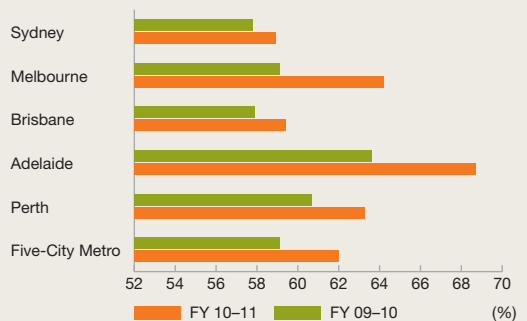
Reach

“Reach” measures the total number of people who have watched ABC television over a week. It is expressed below as a percentage of the total population.

Metropolitan

ABC Television’s average weekly reach was **9.4 million** people, or 62% of the five-city metropolitan market.

ABC Television: Average weekly metropolitan reach
(Total ABC, 24-hour, 5 minute consecutive viewing)

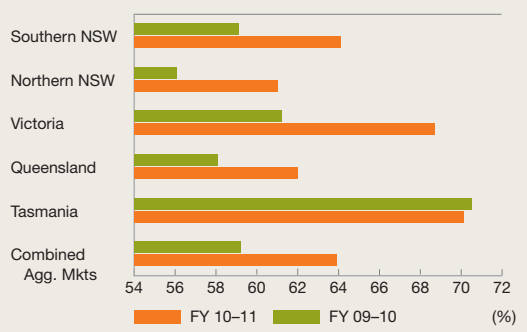


Source: OzTAM metropolitan consolidated data. 2011 data includes ABC News 24.

Regional

ABC Television’s average weekly reach was **4.4 million** people, or 64% of the regional market.

ABC Television: Average weekly regional reach
(Total ABC, 24 hour, 5 minute consecutive viewing)



Source: Regional TAM consolidated data. 2011 data includes ABC News 24.

Day-time share

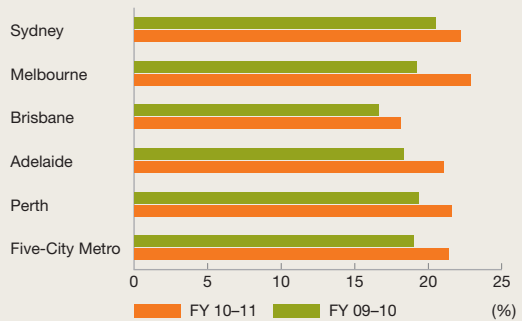
“Day-time share” measures the percentage of the audience who have watched ABC television between 6 am and 6 pm. It is reported as a percentage of the actual viewing audience, not the total population.

Metropolitan

ABC Television had a **21.4%** day-time share of the free-to-air, five-city metropolitan market.

ABC Television: Metropolitan day-time share

(Total ABC, free-to-air-audience, 6 am – 6 pm)



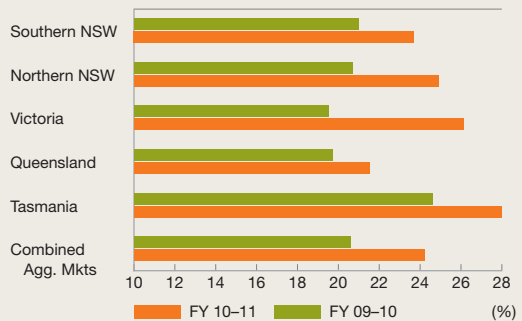
Source: OzTAM metropolitan consolidated data. 2011 data includes ABC News 24.

Regional

ABC Television had a **24.2%** day-time share of the free-to-air regional market.

ABC Television: Regional day-time share

(Total ABC, free-to-air-audience, 6 am – 6 pm)



Source: Regional TAM consolidated data. 2011 data includes ABC News 24.

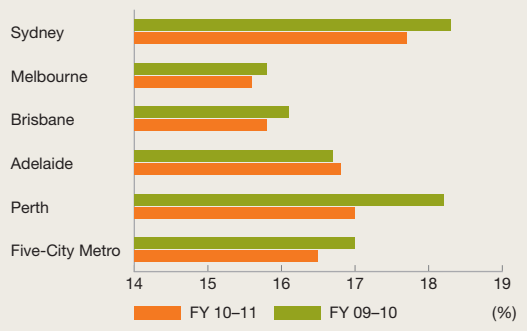
Prime-time share

“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.

Metropolitan

ABC Television had a **16.5%** prime-time share of the free-to-air, five-city metropolitan market.

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

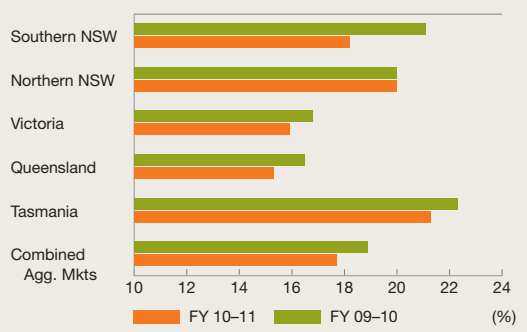


Source: OzTAM metropolitan consolidated data. 2011 data includes ABC News 24.

Regional

ABC Television had a **17.7%** prime-time share of the free-to-air regional market.

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



Source: Regional TAM consolidated data. 2011 data includes ABC News 24.

In 2010–11, the total ABC metropolitan average weekly reach was 9.4 million people, or 62% of the five-city metropolitan population. This is an increase from 2009–10 reach, which was 8.7 million people or 59% of the five-city metropolitan population.¹⁷

In 2010–11, the ABC's total share of the free-to-air metropolitan audience during day-time increased to 21.4% (from 19% in 2010–11). Share during prime-time was 16.5% (a decrease from 17% in 2009–10).¹⁸

In the aggregated regional markets and Tasmania, total ABC regional average weekly reach in 2010–11 was 4.4 million people, or 63.9% of the regional population. This represents an increase from 4 million people, or 59.2% of the regional population, in 2009–10.¹⁹

Total regional share during day-time increased to 24.2% in 2010–11, up from 20.6% in 2009–10. Regional share during prime-time decreased from 18.9% in 2009–10 to 17.7% in 2010–11.²⁰

ABC1

ABC1's average weekly metropolitan reach in 2010–11 was 8 million people, or 52.7% of the five-city metropolitan population (compared to 8.1 million people, or 55.2% of the five-city metropolitan population in 2009–10).²¹

The primary channel experienced a decrease in metropolitan prime-time free-to-air share, down to 13.4% in 2010–11 from 15.1% in 2009–10. ABC1's metropolitan day-time share also experienced a decline during 2010–11, delivering a share of 8.1% (compared to 12.4% in 2009–10).²²

ABC1's average weekly regional reach in 2010–11 was 3.7 million people, or 54.1% of the regional population (3.73 million people or 55.7% of the regional population in 2009–10).²³

In 2010–11, ABC1 experienced a decline in regional free-to-air audience share in both prime-time (13.9%, down from 17.1% in 2009–10) and day-time (9.4%, down from 14.8% in 2009–10).²⁴

The increased investment in Australian drama in the 2009–12 triennial funding round made way for a number of premier series and features. The popular miniseries *Paper Giants: the Birth of Cleo* achieved an average metropolitan audience of 1.4 million, or 24.1% total television share across both episodes. *Paper Giants* was repeated on ABC2, achieving a five-city average of 204 000.²⁵ *Paper Giants* recorded over 100 000 plays via iView.²⁶

2010–11 also saw the production of award-winning series *Rake* and the telemovie *Sisters of War*. The first ever Indigenous drama, *Redfern Now*, went into development and is planned to go to pre-production later in 2011.

17 OzTAM metropolitan consolidated data 2009–10, 2010–11. Total ABC includes ABC1, ABC2, ABC3 and ABC News 24 from August 2010.

18 OzTAM metropolitan consolidated data, 2009–10, 2010–11.

19 Regional TAM consolidated data, 2009–10 and 2010–11.

20 Regional TAM consolidated data, 2009–10 and 2010–11.

21 OzTAM metropolitan consolidated data, 2009–10 and 2010–11.

22 OzTAM metropolitan consolidated data, 2009–10 and 2010–11.

23 Regional TAM consolidated data, 2009–10 and 2010–11.

24 Regional TAM consolidated data, 2009–10 and 2010–11.

25 OzTAM metropolitan consolidated data, 2011.

26 WebTrends 2010–11.

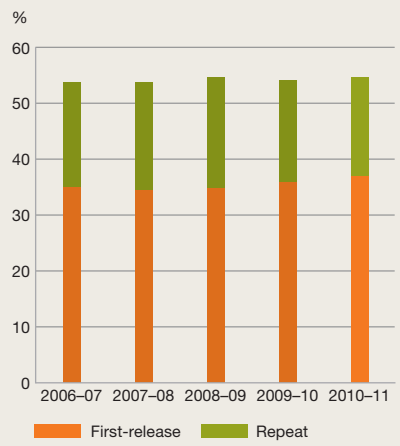
First-release and repeat content

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

6 am to midnight

More than half of Australian-made television content shown on ABC1 from 6am to midnight was first-release.

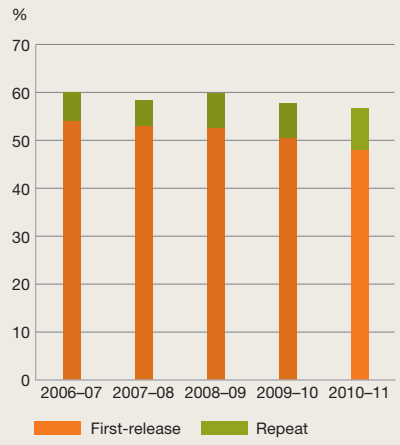
ABC1, First-release and repeat content
(Percentage of hours broadcast, 6 am-midnight)



6 pm to midnight

47.8% of Australian-made television content broadcast on ABC1 during prime-time was first-release.

ABC1, first-release and repeat content
(Percentage of hours broadcast, 6 pm-midnight)

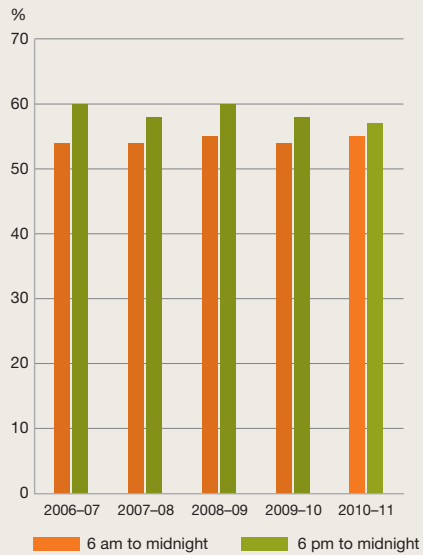


Australian content

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

55%
of content
broadcast on
ABC1 was
Australian-
made.

ABC1: Australian content
(Percentage of hours broadcast)

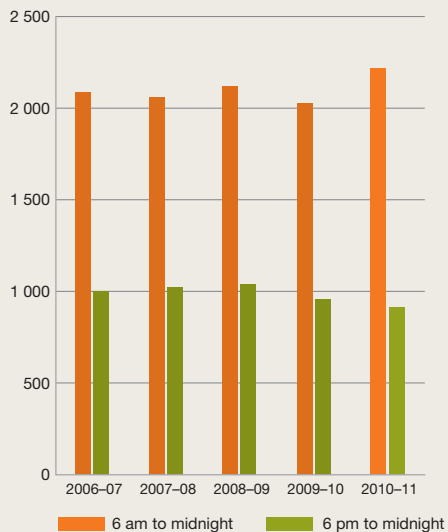


ABC-commissioned content

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

ABC1
broadcast
2 222 hours
of first-release
television content,
commissioned by
the ABC.

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).

News and current affairs remains the foundation of ABC1's relationship of trust and credibility with audiences (see pages 58–62). Highlight events included the *Federal Election 2010* and *The Royal Wedding of Prince William and Catherine Middleton*. The ABC's election coverage was supported by *Gruen Nation* and The Chasers' satirical *Yes We Canberra!*

Gruen Nation was ABC1's highest rating program in 2010–11, with a five-city metropolitan series average of 1.6 million viewers. *Gruen Nation* was repeated on ABC2, achieving a five-city average of 221 000 viewers.²⁷ The series recorded 106 000 plays via ABC iView.²⁸

ABC1's entertainment programs *Spicks and Specks* and *The Gruen Transfer* enjoyed continued success. 2011 also saw the first series of *Adam Hills in Gordon St Tonight*. Adding to ABC1's comedy line-up was Chris Lilley's *Angry Boys* and the dark comedy *Laid*. *Angry Boys* premiered with an audience of 1.6 million and delivered a five-city average audience of 1.08 million in 2010–11. *Angry Boys* was repeated on ABC2 and achieved a five-city average audience of 110 000 viewers.²⁹ *Angry Boys* recorded the highest number of plays of any program via the ABC iView site, with over one million plays during 2010–11.³⁰

ABC's commitment to the arts was encouraged by the returning series *Artscape*, *Art Nation*, *At the Movies*, *First Tuesday Book Club*, *Jennifer Byrne Presents* and *Art + Soul*. Other special features promoting the arts included *Opera Australia's Golden Jubilee*, the State Memorial Service for Dame Joan Sutherland, and *Stephen Fry Live at the Sydney Opera House*.

Documentary features included *The Making of Modern Australia*, *Jandamarra's War*, *Making Australia Happy*, and *Life at 5*. A number of factual series continued during 2010–11, including *Q&A*, *Compass*, *Catalyst*, *Gardening Australia*, *Collectors*, *Poh's Kitchen*, *Family Confidential* and the Indigenous series *Message Stick*.

Australia Day programming included coverage of a live family concert, *Australia Celebrates*. Sport coverage included state-based AFL and rugby, international and domestic lawn bowls competitions, the Tiwi Islands AFL Grand Final, and women's sport was supported with the broadcast of the Women's Australian Open Golf, Women's International Football and the W-League.

More than half of ABC1's top 20 programs in 2010–11 in both metropolitan and regional markets were Australian productions.

27 OzTAM metropolitan consolidated data, 2010.

28 WebTrends 2010–11.

29 OzTAM metropolitan consolidated data, 2011.

30 WebTrends 2010–11.

Top ABC1 Programs* (2010–11) by peak episode—Metropolitan

	Program	Average Audience	FTA Share %
1	Gruen Nation	1 680 000	32.6
2	Angry Boys	1 649 000	28.5
3	Spicks and Specks	1 582 000	29.2
4	Yes We Canberra!	1 580 000	40.7
5	Doc Martin	1 563 000	35.5
6	The Gruen Transfer	1 547 000	29.8
7	Midsomer Murders	1 540 000	28.6
8	Paper Giants: the Birth of Cleo Part 2	1 487 000	30.8
9	Paper Giants: the Birth of Cleo Part 1	1 359 000	28.3
10	New Tricks	1 350 000	33.2
11	ABC News	1 256 000	26.8
12	Spicks and Specks Comedy Special	1 195 000	21.1
13	Greatest Cities of the World with Griff Rhys Jones	1 151 000	21.1
14	The Real King's Speech	1 133 000	22.3
15	The Royal Wedding	1 117 000	19.6
16	Poirot: The Murder of Roger Ackroyd	1 113 000	23.7
17	Australian Story	1 110 000	21.6
18	The Bill	1 084 000	24.8
19	Doctor Who	1 082 000	18.0
20	The 7.30 Report	1 073 000	19.8

Source: OzTAM metropolitan consolidated data 2010–11

Top ABC1 Programs* (2010–11) by peak episode—Regional

	Program	Average Audience	FTA Share %
1	Doc Martin	683 000	36.8
2	Midsomer Murders	625 000	29.2
3	New Tricks	610 000	29.7
4	Return To Lake Eyre: The Deluge	545 000	22.9
5	Spicks and Specks	539 000	25.0
6	ABC News	533 000	27.9
7	The Gruen Transfer	520 000	25.9
8	Angry Boys	510 000	21.8
9	Paper Giants: The Birth of Cleo Part 2	494 000	23.8
10	Australian Story	487 000	17.9
11	Gruen Nation	475 000	23.1
12	Life	467 000	19.2
13	Spicks and Specks Comedy Special	466 000	18.8
14	Family Confidential	464,000	19.2
15	Paper Giants: The Birth of Cleo Part 1	463,000	22.4
16	David Attenborough's First Life	461 000	19.2
17	The Bill	457 000	23.0
18	Poirot: Evil Under the Sun	455 000	24.0
19	The 7.30 Report	453 000	19.1
20	7.30	449 000	18.5

Source: Regional TAM consolidated data 2010–11.

* Note: Highlighted programs are Australian content.

Genre mix

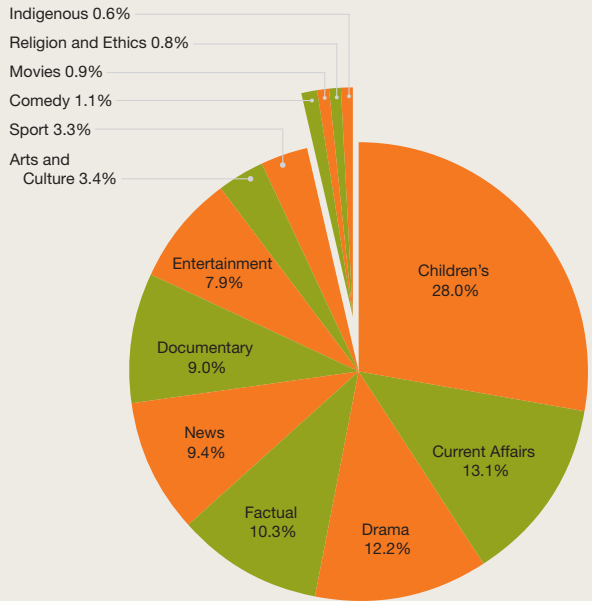
Broadcasting content across a range of genres demonstrates that the ABC provided programs of both wide appeal and specialised interest.*

ABC1

ABC1 broadcasts content across **13 diverse genres.**

ABC1: Genre Mix 2010–11

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

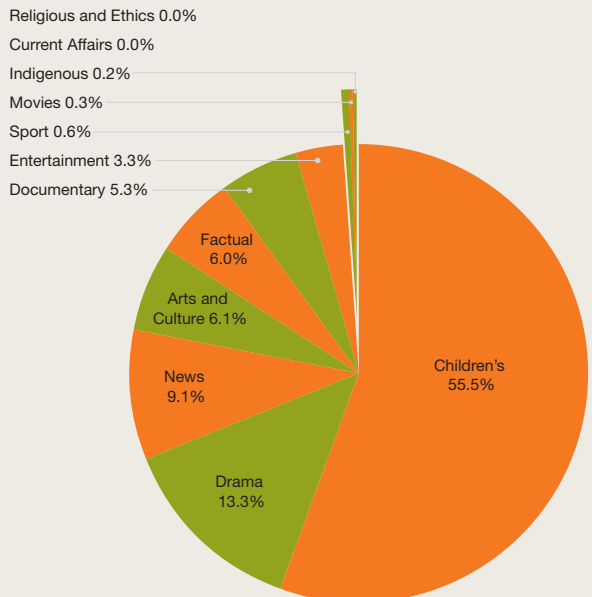


ABC2

55.5% of broadcast hours on ABC2 are dedicated children's content.

ABC2: Genre Mix 2010–11

(Percentage of hours broadcast, excluding interstitial material)



* **Note:** Hours have been rounded to the nearest whole number. In 2011, the following changes were made to genre reporting: *Drama* includes Australian Narrative Comedy, *Factual* includes Education and Science and Technology, and *Documentary* includes Natural History.



Joining the conversation

ABC2



Giggle and Hoot has quickly become a favourite for Australian children and parents, with engaging and entertaining content on-air and online. Around the country there are meet and greet opportunities for young fans.

In 2010–11, Hoot's Lullaby was the best-selling ABC book. The range of books, DVDs and merchandise available from ABC Shops extends the life of ABC content. Reviews of the book were posted on ABC Shop Online:

★★★★★

"I bought this book for my daughter when she was 10 month old and she still loves it so much. She sleeps with it, not wanting to let go until she is asleep. I am sure there are other little ones out there doing the same." — Akka

★★★★★

"I ordered this book yesterday for my daughter's 1st birthday next week, and it arrived this morning, already wrapped!!! I have yet to see the book, but I'm sure it will be of the same quality that the Hoot plush toy is, which is amazing!! I can't wait to give it to my daughter!!" — Jane

★★★★★

"This book is awesome. My 1 year old loved it. It's little enough for her to hold." — Kim

ABC2

In May 2011, ABC2 moved to a dedicated "ABC 4 Kids" daytime schedule for pre-schoolers, coinciding with the move of ABC News Breakfast to ABC1. ABC2 continued to deliver a range of contemporary entertainment and factual programming in its prime-time schedule.

In 2010–11, ABC2 continued to be the highest ranking channel for children aged 0–4 years. Amongst children in that age group, ABC2 increased its share of the metropolitan free-to-air day-time audience to 41.7%, a significant increase from 23.4% in 2009–10. Popular Australian programs on ABC2 in 2010–11 included *Giggle and Hoot*, *Play School* and *Bananas in Pyjamas*.³¹

In 2010–11, ABC2 increased both metropolitan and regional reach. ABC2's metropolitan average weekly reach increased to 3.8 million people, or 25% of the five-city metropolitan population (from 2.8 million

³¹ OzTAM metropolitan consolidated data, 2009–10 and 2010–11.



Every evening at 6 pm it is the "Good Night Hour", as Jimmy Giggle and his friends prepare for bed. Hoot the Owl stands by for the very important job of Night Watch.

people or 18.9% in 2009–10).³² ABC2 achieved its highest weekly metropolitan reach on record in May 2011 with 4.47 million viewers. ABC2 had a regional average weekly reach of 1.7 million people, or 25% of the regional population, up from 1.2 million people, or 17.7% of the regional population, in 2010.³³

Free-to-air share of metropolitan markets during day-time increased to 7.9% (from 4.8% in 2009–10), and in prime-time to 1.9% (from 1.5% in 2009–10).³⁴ Similarly, ABC2's audience share increased in regional markets. Regional day-time free-to-air share increased to 7.4% (from 4.9% in 2010), and prime-time share increased to 1.9% (from 1.5% in 2010).³⁵

ABC2 continued to build on the success of productions such as *Good Game* and the multi award-winning satirical comedy *Review with Myles Barlow*. In 2010, ABC2 aired its first commissioned documentary series, *The Trail of Genghis Khan*. In 2011, ABC2 launched new Australian programs, including *The Marngrook Footy Show* and *The Warehouse Comedy Festival*.

ABC2 Live Presents promoted and encouraged the arts, with presentations of the Bell Shakespeare Company's *King Lear*, *Tim Minchin vs The Sydney Symphony Orchestra* and *Eddie Perfect and Songs from the Middle*. ABC2 also featured various live music performances including *triple j's One Night Stand* and The Whitlams' collaboration with the Sydney Symphony Orchestra.

ABC2 continued to support the broadcast of both the Paralympic Swimming World Championships in August 2010 and Paralympic Athletics World Championships in January 2011.

Some of ABC2's highlight acquired titles are also proving to be consistently popular with audiences, including *The Graham Norton Show* (United Kingdom), *The Tudors* (Canada/Ireland) and *Breaking Bad* (United States of America).

ABC3

In 2010–11, ABC3 consolidated its position as the top-ranked destination for Australian children between five and 12 years old. ABC3 achieved a share of the free-to-air metropolitan day-time market of 25.5% among children 5–12 years (21.2% in 2010), and 8.4% of the 6 pm–9 pm market for that age group (5.8% in 2010).³⁶

ABC3 successfully launched a range of landmark programs, including the historical drama *My Place*, based on the children's book of the same name.

ABC3's share of the free-to-air metropolitan day-time audience for all ages was 3.6% (up from 3.2% in 2010). ABC3's share during the 6 pm–9 pm timeslot increased to 0.9% (from 0.7% in 2010).³⁷ Regional share also increased in 2010–11, with a free-to-air day-time audience share of 4.6% (up from 3.6% in 2010); and a share of the 6 pm–9 pm timeslot of 1.5% (up from 1.1% in 2010).³⁸

In metropolitan markets, ABC3's average weekly reach was 1.9 million people, or 12.3% of the five-city metropolitan population. This is an increase from 1.4 million people, or 9.7% of the five-city metropolitan population in 2010.³⁹

In regional markets, ABC3 increased its average weekly reach to 1.02 million people, or 14.9% of the regional population. This is an increase from 682 000 people, or 10% of the regional population in 2010.⁴⁰

³² OzTAM metropolitan consolidated data, 2009–10 and 2010–11.

³³ Regional TAM consolidated data, January–June 2010 and 2010–11.

³⁴ OzTAM metropolitan consolidated data, 2009–10 and 2010–11.

³⁵ Regional TAM consolidated data, January–June 2010 and 2010–11.

³⁶ OzTAM metropolitan consolidated data, January–June 2010 and 2010–11.

³⁷ OzTAM metropolitan consolidated data, January–June 2010 and 2010–11.

³⁸ Regional TAM consolidated data, January–June 2010 and 2010–11.

³⁹ OzTAM metropolitan consolidated data, January–June 2010 and 2010–11.

⁴⁰ Regional TAM consolidated data, January–June 2010 and 2010–11.

Online audiences

In 2010–11, traffic to ABC Television Online increased, highlighting the cross-platform demand for ABC entertainment. ABC Television Online reached an average of 1.2 million users each month in 2010–11, up from 1.1 million in 2009–10.⁴¹ There was an average of 1.6 million visitors to ABC Television Online, an increase of 17% from 2009–10. The number of visits to those sites also increased by 19% to 2.5 million visits each month.⁴²

The most visited program websites in 2010–11 included long-run programs (such as *Gardening Australia*, *At The Movies*, *Good Game* and *Q&A*) as well as short-run series (such as *Angry Boys*). The streaming of episodes via ABC Television program websites has provided an alternative to ABC iView, particularly for high profile, short-run series. *Angry Boys* recorded over 870 000 episode plays via the program website in addition to its popularity on iView.

ABC Television Online upgraded its gateway in 2010–11 to better integrate ABC's suite of channels. New features of the site include an enhanced electronic television guide and a catch-up space, *Watch Now*.

In September 2010, the ABC relaunched its ABC 4 Kids website, providing child-friendly, online access to ABC pre-school content. Since its relaunch, the ABC 4 Kids site has recorded a monthly average of 354 000 visitors, up 16% compared to the equivalent period in 2009–10.⁴³ The website also experienced a significant increase in visits, up 45% from 2009–10.

ABC3's online success continued during 2010–11, with an average of 603 000 visitors each month, an increase of 42% since the channel's launch. The number of visits to the site also increased by over 50% to 1.1 million each month.⁴⁴ ABC3's social interaction feature has grown, with Club 3 membership increasing to close to 100 000 children as of June 2011.

Top ABC3 program sites include *Prank Patrol*, *Good Game: SP* and *Escape from Scorpion Island*.

Visitors and visits

"Visitors" measures the number of unique browsers (not individual people) which have accessed ABC iView.

"Visits" measures the number of sessions on iView.

The average monthly visits to ABC iView increased to **2.4 million**.

⁴¹ Nielsen Online, *Australian Home and Work Panel*, 2010–11.

⁴² WebTrends, 2009–10 and 2010–11.

⁴³ WebTrends, 2009–10 (September–June), 2010–11 (September–June).

⁴⁴ WebTrends, 2009–10 (December–June), 2010–11.

ABC iView

ABC iView is Australia's most comprehensive catch-up service. In 2010–11, ABC's internet television service iView reached more Australians than ever before. It recorded 740 000 monthly visitors in 2010–11, an increase of 84% from 403 000 in 2009–10. In May 2011, iView experienced a record of over one million visitors and 3.3 million visits to the service.⁴⁵

ABC iView has moved beyond the personal computer, and is now available on leading internet connected television, set-top boxes and the Apple iPad, giving audiences more choice than ever in when, where and how they consume ABC television content. The most viewed programs in 2010–11 included: dramas *Rake*, *Doctor Who* and *United States of Tara*; current affairs programs *Four Corners* and *Australian Story*; children's programs *Peppa Pig* and *Octonauts*; and entertainment programs including *The Daily Show with Jon Stewart*, *The Colbert Report*, *Good Game* and *Yes We Canberra!* The Australian comedy *Angry Boys* was the most viewed program on iView to date, recording over one million plays in 2010–11.⁴⁶

Social media

2011 has seen a surge in social networking around television programs, allowing the ABC to develop active communities and engage in new conversations with audiences.

Programs such as *Q&A*, *Spicks and Specks* and *Angry Boys* saw audiences sign up in record numbers to join the conversation on social media platforms such as Facebook and Twitter. Social media is now a key part of the ABC's strategy for promoting new television programs as well as allowing audiences to share popular ABC content online.

Mobile applications for programs such as *Poh's Kitchen* and *At The Movies* were launched, enabling access to recipes and movie information respectively, customised for viewing "on the run". ■

⁴⁵ Webtrends, 2009–10, 2010–11.
⁴⁶ Webtrends, 2010–11.

ABC iView: Monthly visitors and visits



Source: WebTrends.

News and current affairs on radio

News and current affairs on television

News and current affairs online

International news coverage

The ABC provides the most watched news and current affairs service in Australia.

IN 2010–11, AUSTRALIAN AUDIENCES continued to source news from an increasing number of platforms and places. The demand for reliable, independent and accurate journalism has never been greater, and as a public broadcaster with a strong focus on editorial independence and high standards, the ABC is uniquely placed to meet that demand.

2011 saw the release of the revised *ABC Editorial Policies*, combined with a focus on training and development in the area of editorial quality and continuous self-improvement. Maintaining and enhancing commitment to quality news gathering and presentation has been, and will continue to be, a key focus for the ABC.

The ABC's federal election night coverage attracted record audiences, with broad coverage across radio, television and online. More than ten million views were recorded on the News Online web pages, radio coverage was extensive, and television coverage on ABC1 and ABC News 24 were the highest rating of all other networks on the night.

News and current affairs on radio

The morning *News*, broadcast Monday to Sunday at 7.45 am on Local Radio, had an average weekly reach of 1.1 million listeners in the five-city metropolitan market, the same as in 2009–10.⁴⁷

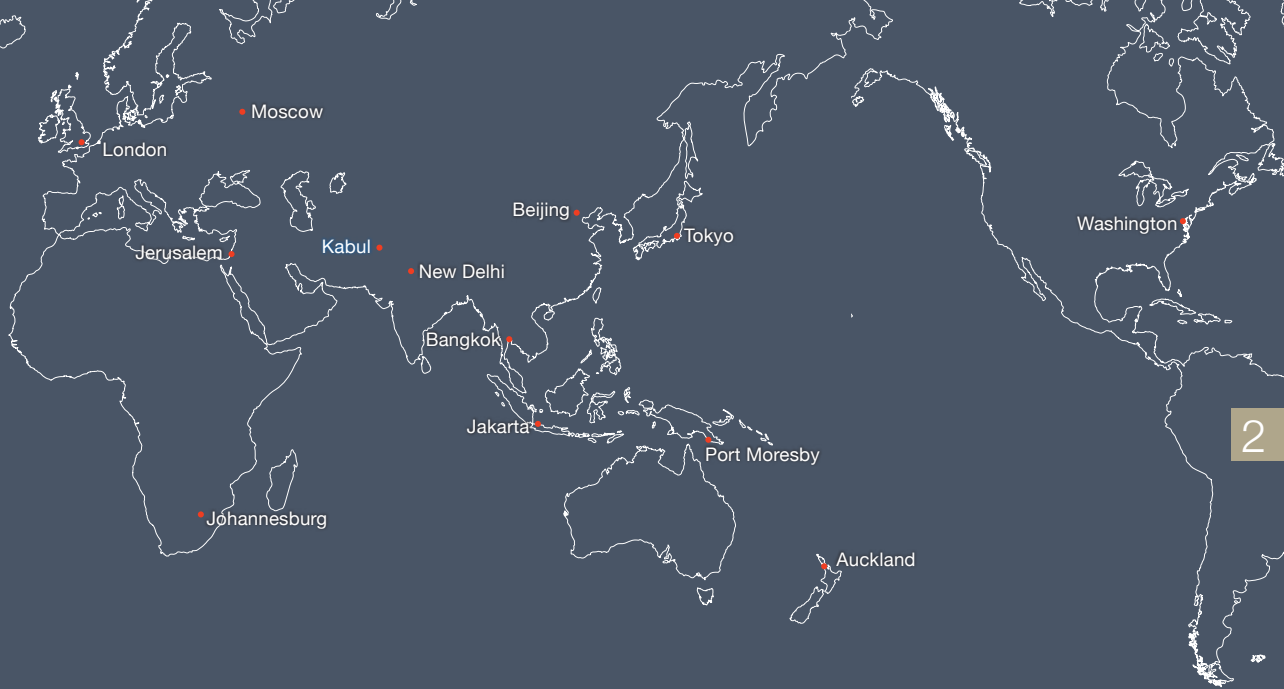
Similarly, the *AM* program, broadcast on Local Radio and Radio National, reached an average 1.5 million listeners each week in the five-city metropolitan market, the same as in 2009–10.⁴⁸

News and current affairs on television

On 22 July 2010, the ABC launched ABC News 24, a dedicated, free-to-air news channel, providing a mix of regular, up-to-date news bulletins, new and existing current affairs and studio-based programs, and regular live, rolling coverage of breaking news.

⁴⁷ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.

⁴⁸ Nielsen radio surveys, five-city metropolitan, 2010–11 and 2009–10.



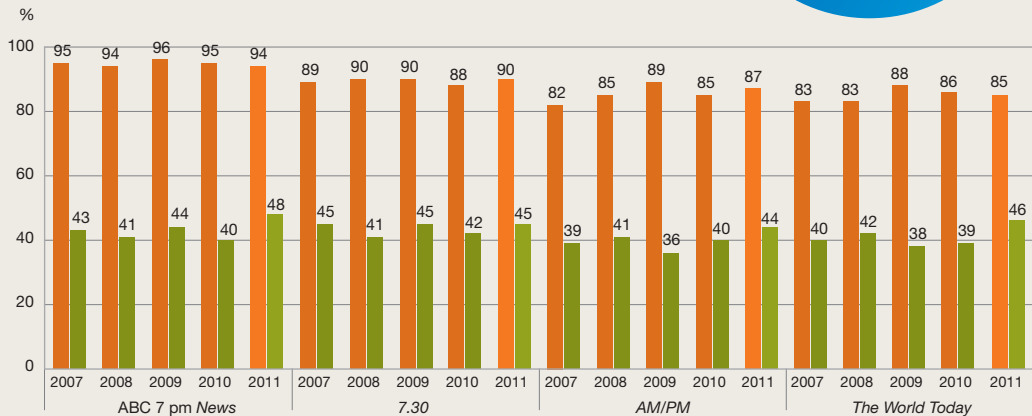
2

The ABC has correspondents based in **13** international bureaux.

94% of
Australians believe
the ABC 7pm News
does a good job of
being balanced and
even-handed.

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 the respective program.
Source: Newspoll ABC Appreciation Survey 2011.

Orange bar: Total Good Job
Green bar: Very Good Job

ABC News 24 represents a significant change in the ABC's provision of news to the Australian public.

ABC News 24 provided extended and continuous coverage of major news events, including the 2010 federal election, the Christchurch earthquake, Cyclone Yasi, and the tumultuous events in Egypt, Libya and elsewhere in the Middle East.

In 2011, ABC News 24 reached an average of 2 million viewers per week (13% of the five-city metropolitan population).⁴⁹ It is the most watched news channel in Australia. During coverage of the Queensland Floods (9–15 January 2011), average weekly reach peaked at 3 million viewers (20% of the five-city metropolitan population).⁵⁰ In March 2011, ABC News 24 provided live, rolling coverage of the Tsunami which devastated Japan. Average weekly reach peaked at 2.9 million viewers (19% of the five-city metropolitan population).⁵¹

On ABC2, *ABC News Breakfast* continued to grow its average weekly reach to 222 000 in 2010–11⁵² (from 199 000 in 2009–10).⁵³ In May 2011, *ABC News Breakfast* made a successful transition to ABC1, where it reaches an average of 407 000 viewers every week, 83% more than when it was broadcast on ABC2.⁵⁴

On ABC1, the 7 pm weekday *News* maintained its audience. The average consolidated audience over the latest 12 month period was 976 000.⁵⁵ On Saturdays, the evening *News* broadcast recorded a slight increase in performance, with the average audience rising by 1% to 921 000 (from 913 000 in 2009–10).⁵⁶ Viewing of the Sunday edition was down by 4% to 837 000.

49 OzTAM metropolitan consolidated data 2011. Reach is based on a minimum of 5 minutes consecutive viewing. Weeks 1–26, 2011.

50 OzTAM metropolitan consolidated data, week 3, 2011.

51 OzTAM metropolitan consolidated data, week 11, 2011.

52 OzTAM metropolitan consolidated data, week 27, 2010 – week 18, 2011.

53 OzTAM metropolitan consolidated data, week 27, 2009 – week 26, 2010.

54 OzTAM metropolitan consolidated data, weeks 19–26, 2011.

55 OzTAM metropolitan consolidated data, week 27, 2010 – week 26, 2011.

56 OzTAM metropolitan consolidated data, week 27, 2009 – week 26, 2010.

Reach

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

ABC news and current affairs online reached an average **1.84 million** users each month.

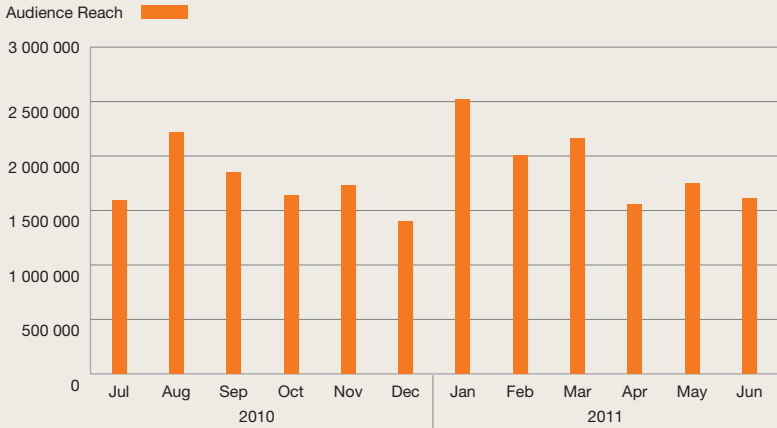
Visitors and visits

“Visitors” measures the number of unique browsers (not individual people) which have accessed ABC news and current affairs websites.

“Visits” measures the number of sessions on those sites.

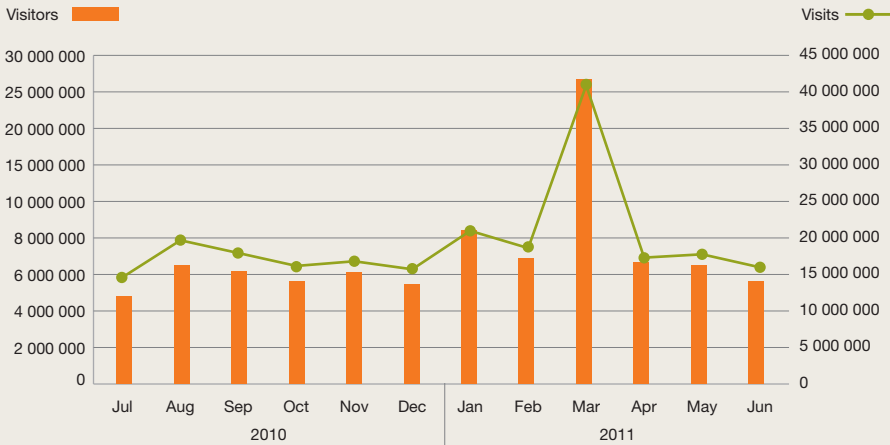
Each month, ABC news and current affairs websites averaged **7.9 million** visitors and **19.4 million** visits.

ABC news and current affairs websites: Monthly reach



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

ABC news and current affairs websites: Monthly visitors and visits



Source: WebTrends.

The 7.30 Report and its Friday evening sister program *Stateline* came to an end in March 2011 with the departure of long-standing host Kerry O'Brien. The show re-launched on 7 March 2011 as *7.30*, with new hosts Leigh Sales and Chris Uhlmann. The new format expanded to include a localised Friday evening edition in place of *Stateline*.

Between 7 March and 30 June 2011, the average five-city metropolitan audience for the national edition of *7.30* (Monday–Thursday) on ABC1 was 662 000 (compared to 785 000 for its predecessor *The 7.30 Report* for the same period in the previous year).

Four Corners attracted an average five-city metropolitan audience of 726 000, down 11% from 2009–10. A notable *Four Corners* episode from 2010–11 was “A Bloody Business” which aired on 30 May 2011. The story generated considerable interest and resulted in the Government suspending live cattle exports to Indonesia. The *Four Corners* website attracted 149 000 visits during the week of broadcast, significantly higher than the previous four-week average of 22 000 visits.⁵⁷ Kerry O'Brien joined *Four Corners* as the program's host at the beginning of 2011.

ABC1's *Foreign Correspondent* averaged 595 000 metropolitan viewers which was a decline of 11% compared to the previous financial year. The largest audience was generated by “Standing On The Sky”, which aired on 6 July 2010, with an average of 834 000 people watching the program about the work of physiotherapist Alberto Cairo and the Red Cross Orthopaedic clinic in Kabul.

Viewership of *Insiders* by the five-city metropolitan audience increased 5% to 220 000 (from 209 000 in 2009–10). *Lateline* experienced a 3% increase in average audience (to 237 000), however *Lateline Business* saw its viewing fall by 10% (to 113 000).

The documentary series *Australian Story* remained popular despite a 7% drop in average audience to 874 000. In 2010–11, the program achieved five-city metropolitan audiences of more than one million people on six occasions.

News and current affairs online

In 2010–11, ABC news and current affairs websites reached an average 1.8 million users each month (up 19% from 2009–10).⁵⁸ The sites attracted an average of 7.9 million domestic and international visitors each month, a 69% increase from 2009–10. The number of visits also increased, up 51% to an average 19.4 million a month.⁵⁹

2010–11 saw the increasing use of online special reports to provide integrated cross platform coverage of significant social issues. For instance, “Beating the Odds” was an interactive investigative project undertaken by ABC News Online, featuring the plight of at-risk children in Western Sydney. The text, video and audio contributed to a compelling, award-winning multimedia feature which spanned a range of ABC platforms.

International news coverage

In 2010–11, the ABC undertook a significant review of its international operations, with a series of recommended changes to staffing, resourcing and remuneration designed to align operations with best practice, and to ensure funding and resources are focused on efficiency, sustainability, and maintaining high-quality journalism.

The review resulted in the creation of a new ABC bureau in Kabul, operated by experienced correspondent Sally Sara.

The ABC provided extensive coverage of the Japan earthquake and tsunami and the nuclear crisis that followed, as well as the devastating earthquake in Christchurch, New Zealand. ■

⁵⁷ Webtrends.

⁵⁸ Nielson, *Australian Home and Work Panel*, people aged 2 years and over.

⁵⁹ WebTrends.

abc.net.au

Continuing growth of mobile

Exploring new ways of seeing

Improving digital delivery

ABC audiences are increasingly consuming content online and embracing the growing number of mobile technologies.

ABC ONLINE REACHED an average 3.5 million users each month in 2010–11 (up 7% on 2009–10).⁶⁰ There was an average of 14 million domestic and international visitors each month to ABC Online, an increase of 40% from 2009–10. Visits also increased, up 37% to an average 34 million a month.⁶¹

abc.net.au

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. abc.net.au is one of the cornerstones of the ABC's relationship with its audiences. 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.

In 2010–11, the ABC continued to develop websites which aggregate ABC content related to a specific topic, including new subject gateways *Religion and Ethics*, *Technology and Games*, and *Ramp Up* (addressing disability-related issues). These sites feature aggregated content from ABC News, Radio and Television, as well as original features, articles and blogs.

The ABC collaborated with Education Services Australia and the NSW Centre for Learning Innovation to develop pilot projects to explore sourcing and enhancing ABC content for use by Australian teachers and students. Work has begun to scope an integrated online education portal which would map ABC content to the forthcoming National Curriculum, and provide access to innovative teaching resources.

60 Nielsen, *Australian Home and Work Panel*, people aged 2 years and over.

61 WebTrends.

Social media has been an area of focus for the ABC in 2010–11. The Corporation has established a network of Social Media Representatives to manage the activities of official ABC accounts on third-party platforms. A strategy is being developed for the ABC’s presence across video-sharing site, YouTube, which will involve a single overarching ABC channel plus a series of genre channels.

Continuing growth of mobile

Australian audiences are increasingly shifting their media consumption habits and adopting mobile as their first and last screen of the day. Understanding this trend, the ABC has positioned mobile as its fourth platform, alongside television, radio and online.

In 2010–11, the ABC’s Innovation Division continued to design and deliver smartphone and tablet experiences to complement existing content strategies. The ABC supported 21 live apps, including apps for iPhone, iPod Touch and iPad (Apple), Android (Google), Bada (Samsung), BlackBerry (RIM) and other java-enabled devices. The ABC also operated a browser-based mobile website, m.abc.net.au, which is accessible from any web-enabled device.

Two significant new apps were launched—Australia Votes 2010 (for multiple smartphones) and Foodi (for iPad). Other apps are in development, including an iView app for iPad and a triple j *unearthed* app (for iPhone).

In 2010–11, approximately 7% of visits to ABC Online, or well over 500 000 visits per week, were from a mobile device.⁶² In 2011–12, the ABC will continue to make improvements to the operation of abc.net.au to give users of smartphones and tablets access to the site in a form that is optimised for those devices.

62 WebTrends.

Reach

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

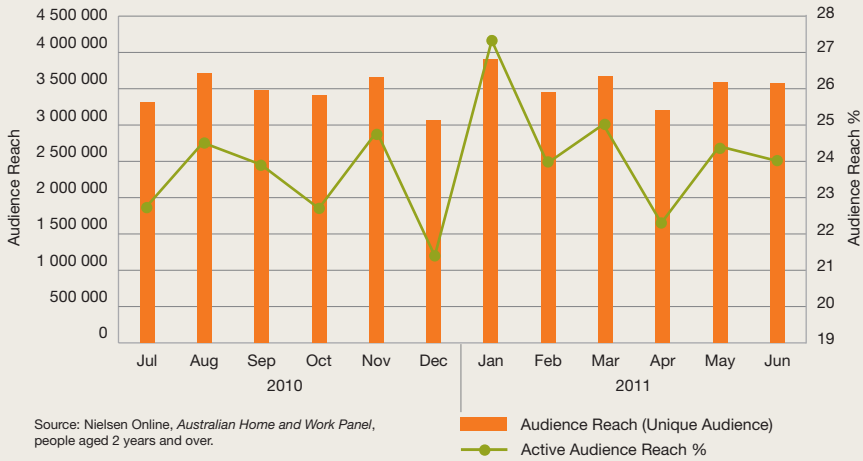


Visitors and visits

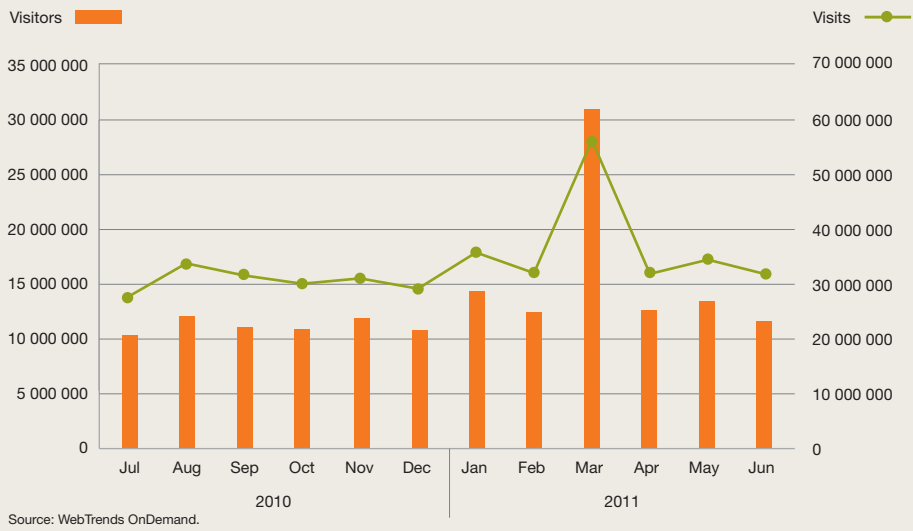
“Visitors” measures the number of unique browsers (not individual people) which have accessed ABC Online. “Visits” measures the number of sessions on ABC Online.



ABC Online: Monthly audience reach



ABC Online: Monthly visitors and visits



Exploring new ways of seeing

In 2010–11, the ABC has undertaken a number of projects to explore new ways of presenting data through third-party platforms and using in-house tools.

In August 2010, the Innovation Division developed *Campaign Pulse*, an online election dashboard to enhance the ABC's coverage of the Federal Election. *Campaign Pulse* displayed analysis of social media commentary on the election as well as voter sentiment, receiving both significant traffic and positive reviews.

Several trials were conducted during the year using the Ushahidi emergency mapping platform. Planning templates for weather-based emergencies in the South Pacific region were created with Asia Pacific News Centre and ABC International. ABC Local Radio used the Ushahidi platform in two trials, including one that was set up rapidly in response to the Queensland floods. The Queensland Flood Map provided a way for communities to share information about the impact of the floods, alerting others to hazards, road closures, evacuations and the location of emergency services.

The ABC also launched an Explainer project in 2010–11. An "Explainer" provides the background to an issue in a concise and easy to understand way, often in the form of an interactive graphic or data visualisation. The ABC's Explainer project was an investigation into "explanatory journalism", a technique to help audiences understand the history and context of the increasingly complex stories covered in the media.

ABC Innovation collaborated with other content areas, including the News Online Investigative Unit, to create a suite of context-building tools and example projects. Projects included the creation of an interactive timeline with multiple display modes, different forms of interactive data graphics to support topical news stories, and the visualisation of complex sets of data and research. A "visualisation engine" was developed, which allows content producers to create complex visualisations without the need for web development resources.

ABC Innovation also collaborated with ABC Radio on a trial to test a new audio application—AudioBoo—a "YouTube for audio" site where users can upload audio comments online or from mobiles. A test-case was undertaken with Radio National's *All in the Mind* program, which used AudioBoo to enable users to upload audio comments on the program, both on AudioBoo's own platform and into the ABC's website.



Joining the conversation

ABC ONLINE



Improving digital delivery

In 2010–11 work continued on the Web Content Management System (WCMS) project. The project is the first significant upgrade to the ABC's web publishing infrastructure since the Corporation went "online" in 1995.

The new CoreMedia WCMS has been extensively configured to meet the ABC's web publishing requirements. CoreMedia offers new and improved features to abc.net.au, including enhanced functionality, improved user interfaces, very high availability and increased publishing speed. The new system will allow the ABC to better meet the demands of an increasingly sophisticated, multi-platform digital media environment.

The first phase of the project has involved installing and commissioning all necessary hardware, customising and configuring system functionality to the ABC's requirements, and beginning the content migration process. The *Drum Opinion* (formerly *Unleashed*) successfully began publishing on the new platform in October 2010, with News Online and Radio National scheduled to migrate later in 2011. In subsequent phases of the project, all of the ABC's web-based content will gradually be migrated into the new publishing system.

In 2010–11, the ABC has also undertaken a number of smaller-scale technology infrastructure projects. These include upgrading online audio and video streaming, commissioning the Pluck system, upgrading search functionality across abc.net.au, as well as conducting the tender process for the ABC's Content Distribution Network services. ■



Photo: Brad Marsellos

In January 2011, the ABC launched an interactive map of the Queensland flood emergency. The map was an experiment in "citizen journalism", where members of the community were asked to report on what was happening around them. It enabled important information to be passed on to Queensland residents facing flooding and the task of recovery. Information was collected about road closures, flood hazards, property, crop and livestock damage, electricity outages as well as the location and contacts for help-centres set up to assist residents in need. Reports were invited via SMS, email, online form or twitter.



International audiences

Australia Network

Radio Australia

International projects

Asia Pacific News Centre

International relations

Australia Network and Radio Australia broadcast to the Asia-Pacific region, providing relevant content that is tailored to the region.

ABC INTERNATIONAL INCLUDES Australia Network, Radio Australia, International Projects and International Relations. The ABC Asia-Pacific News Centre (APNC) is also an integral part of ABC International's operations. In 2010–11, the ABC continued to grow international audiences via a range of broadcast and digital platforms, and build partnerships across the Asia-Pacific region.

On 4 February 2011, the Department of Foreign Affairs and Trade (DFAT) issued a Request for Tender for the operation of Australia Network for a 10-year period. On 24 June 2011, the DFAT extended the ABC's contract for Australia Network for six months to 8 February 2012. This extension was to allow time for completion of the tender process. DFAT has advised that the preferred tenderer will be notified in September 2011.

Australia Network

Australia Network is Australia's international television and online service. It is available in an estimated 31 million homes in 45 countries across Asia, the Pacific and the Indian sub-continent. The service supports Australia's global role 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. Australia Network strives to accurately portray the nation as a democratic, culturally diverse, environmentally sensitive, successful trading nation. Consular information is provided on-air and online for Australians overseas who find themselves in emergency situations.

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 a window on Australian life, culture and business.



In 2010–11, Australia Network commissioned programs in a range of series. *Pacific Pulse* is a weekly magazine-style program, broadcasting reports from the field that reflect contemporary life across the Pacific. The program adopts a fresh, optimistic perspective that recognises the strengths, hopes, achievements and aspirations of Pacific people. It is presented 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. In 2010–11, *Pacific Pulse* was also rebroadcast in China by the Shanghai Media Group, and in New Zealand by MaoriTV.

My Australia Series 2 looks at Australia through the eyes of young people from the Asia-Pacific region. The program enlisted international visitors, including students, as participants in a diverse range of activities in order to learn more about Australia, meet the locals and engage in social and cultural life.

ArtShow comprises a selection of the best and most relevant stories from ABC1 program *Art Nation*, together with original stories produced by Australia Network. Stories focus on art and artists whose work reflects cross-cultural interests, including cutting-edge artists from throughout the Asia-Pacific region and Australia.

Programs produced by Australia Network have been popular with online audiences. The number of downloads of Australia Network's vodcasts more than doubled, from 2.0 million in 2009–10 to 4.1 million in 2010–11. Australia Network has diversified its online presence to include an Australia Network YouTube channel and a Facebook and Twitter presence.

In December 2010, Australia Network launched *WatchNow*, providing audiences with a simpler way to access all Australia Network video content in one online location. This content is now commercialised with targeted advertising before each segment commences. To further enhance the *WatchNow* offering, a "live" channel was created, featuring regular programming from Australia such as Q&A and National Press Club addresses. Other live programming of national and international significance, including rolling coverage of the New Zealand earthquake disaster and Cyclone Yasi, providing a way for international audiences to gain an Australian perspective on significant events.

In another online initiative, Australia Network and Radio Australia partnered to re-version the popular Australia Network program *English Bites* in dual language for introductory English-language learning. Ten *English Bites* episodes were re-voiced with Indonesian narration and English language examples. The project was launched in April 2011 on the Australia Network YouTube channel, with targeted promotions on Australia Network's other social media platforms.

The Synovate PAX Cable and Satellite Survey is the only ongoing Pan-Asia audience research that measures viewing of international channels. For the period 1 July – 30 December 2010, viewership of Australia Network had grown 0.38% from the previous year in what was an increasingly fragmented market place. Increases were recorded in Bangkok, Singapore, Taipei and Kuala Lumpur. Based on these results, Australia Network reached 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 4.5 million. Australia Network was able to maintain its position in a very competitive environment by adding eight new rebroadcasting partners, taking the total number of partners to over 660. Australia Network installed a dedicated 24-hour transmitter in Vanuatu, which became fully operational in December 2010.

Radio Australia

In 2010–11, Radio Australia's management was restructured, and the network embarked on a strategic planning process to pursue its vision as a multi-channel, multi-platform and multi-lingual service.

On 11 April 2011, Radio Australia launched nine new audio channels for radio and online, broadcasting across eight languages, 24-hours a day. Radio Australia now broadcasts from 5 am to 1.30 am (AEST) daily, delivering predominantly live programming that includes a mix of Australian and international content and news targeted to meet the interests of Asian and Pacific audiences. The audio channels include: English for Asia; English for the Pacific; and a series of bilingual channels which combine English with Chinese, Indonesian, Tok Pisin, Khmer, Burmese or French. Vietnamese is provided predominantly as a web-based service.

Since 11 April 2011, Radio Australia has been collaborating with ABC NewsRadio to share content. Radio Australia broadcasts afternoon programs produced by ABC NewsRadio, and has provided ABC NewsRadio with a weekday *Evening* program for broadcast internationally and in Australia. The content sharing has resulted in an increase in audience share for the *Evening* program to 2.7%,⁶³ and an increase in reach to 172 000 (from 159 000 in 2009–10) across five Australian mainland capital cities, Monday to Friday.⁶³

⁶³ Nielsen radio survey 4, April–May 2011 (from 2.1% in survey 3, February–April 2011).

⁶⁴ Nielsen radio surveys 3 and 4, 2011.

Throughout the course of 2010–11, Radio Australia continued to build its network of FM transmitters and on 1 August 2010, Radio Australia became the first international media organisation to broadcast via local FM in Palau, in the Northern Pacific. 90FM in Palau’s capital, Koror, extends the pan-Pacific reach of Radio Australia’s 24-hour FM distribution to ten transmitters in key locations and marks Radio Australia as the only broadcaster dedicated to connecting the Pacific south and north of the equator. In total, Radio Australia increased its number of confirmed rebroadcast arrangements during 2010–11 from 107 to 122, including ten additional partner stations in the French Pacific and four in Indonesia, plus the 24-hour service in Palau.

Radio Australia continued to reach well into its established Pacific markets and is one of the most popular international services across most parts of the Pacific where regular survey data is available. In Papua New Guinea, a survey of six regional centres in September 2010 indicated that Radio Australia reaches a third of adults on a weekly basis, maintaining its status as the leading international broadcaster in that country.

Over the course of the year, Radio Australia continued to connect with local Asian and Pacific communities, celebrating both the Chinese and Khmer New Years with live broadcasts from Melbourne. In Cambodia, Radio Australia continued to make a significant impact, reaching a steady 6% of listeners in Khmer through a strategy of partner rebroadcasting, up from 2.5% in 2006. At the same time, Radio Australia’s English broadcasts in Cambodia, available via three 24-hour FM transmitters in Phnom Penh, Siem Reap and Sihanoukville, reached more than 350 000 weekly listeners, an estimated 3.6% of the population (1.9% in 2009–10). These results confirm Radio Australia’s position in Cambodia as the leading international English language broadcaster, ahead of Radio France International and the BBC World Service.

Following the launch of its Burmese service in November 2009, initial audience research in January 2011 indicated that 4% of adults were aware of Radio Australia’s new service, and that it is on par with long established international competitors such as NHK Japan, All India Radio and China Radio International.

Over the past three years Radio Australia’s *Pacific Break* competition has uncovered the best unsigned musicians in the region, performing original music. The 2010 winners were “Ill Kings” from the Solomon Islands. Their prize was the opportunity to play at Fest’Napan, a four-day pan-Pacific music festival in Vanuatu, held in November 2010.

In March 2011, Radio Australia signed a significant co-production and sharing arrangement with the BBC World Service regarding Singapore and Vietnam, which is expected to extend both reach and audience engagement in both markets.

Radio Australia’s on-going change process comes at a time of great uncertainty and re-assessment across the international broadcasting industry. As a result, the distribution of content onto digital and mobile platforms continues to emerge as the primary opportunity for audience engagement. This is reflected in podcast downloads, which increased by 24% from 3.8 million in 2009–10 to 4.7 million in 2010–11.



Kundiawa ●



Joining the conversation

INTERNATIONAL PROJECTS



In 2010, Local broadcaster Christine Kaman recorded her first ever interview in Kundiawa in the Papua New Guinea highlands.

Christine Kaman was one of a group of news journalists, on-air presenters and producers from PNG's National Broadcasting Corporation who attended a two-week ABC International Projects workshop aimed at developing talkback radio skills.

ABC International Projects offers support, advice and expertise to media organisations in Asia, the Pacific and around the world.

They understand that no two media organisations are the same. Rather than deliver a standard "one size fits all" program, project teams work with their in-country broadcasting partners to tailor, design and select activities to meet their individual goals and requirements.

In PNG, the Media for Development Initiative, which is funded by AusAID, is aimed at strengthening the NBC's capacity to fulfil its role as the national public broadcaster of PNG.

International projects

ABC International Projects works to support the development of robust media institutions in the Asia-Pacific region. It is a self-funding enterprise with some 25 staff (including locally-engaged staff) based in Cambodia, Papua New Guinea, Solomon Islands, Vanuatu and Australia.

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

During 2010–11, International Projects advocated the benefits of "Communication for Development" (C4D) in delivering assistance to developing countries. This approach considers how individuals and organisations, with access to information and the opportunity to voice views and opinions, can influence the decisions that affect their lives.

International Projects was instrumental in establishing a major research project which is reviewing the contribution and any resulting behavioural changes that C4D can have around key social issues, such as HIV/AIDS and domestic violence. The research is funded by AusAID, the United Kingdom Department of International Development and the International Initiative for Impact Evaluation.

In February 2011, International Projects made a submission to AusAID's Independent Review of Aid Effectiveness. The submission again promoted C4D, and proposed that AusAID undertake specific research and evaluation of its aid effectiveness through the prism of C4D. As a result of International Projects' submission and a growing interest world-wide in C4D, AusAID has begun work on developing a strategic framework to inform and guide its work.

International Projects has been closely involved with AusAID as it develops the framework and continues to model C4D practices through its various projects.

In 2010–11, International Projects continued major programs with Papua New Guinea's National Broadcasting Corporation, the Vanuatu Broadcasting and Television Corporation, media organisations across the Solomon Islands, and Cambodia's state broadcaster, Radio National Kampuchea. It also worked closely with AusAID to review and design the second stage of the Pacific Media Assistance Scheme which has resulted in a continuing, long-term program to support the media in 14 Pacific countries. International Projects has been appointed to provide overall management of the program.

Asia Pacific News Centre

ABC International works closely with the Asia Pacific News Centre (APNC), which provides Australia Network and Radio Australia with on-air and online news and analysis, tailored for audiences in Asia and the Pacific. Managed by the ABC News Division, the APNC builds on the ABC's long-standing Asia-Pacific expertise, with 55 editorial staff, including reporters in the field. During 2010–11, the APNC provided Australia Network and Radio Australia with Australian, Asian, Pacific, South-Asian and other world news coverage of major events and issues.

On-the-ground reportage is a feature of both networks' news, and is provided by ABC correspondents (including four dedicated Australia Network correspondents) based in key locations around the region. In addition to in-depth reporting on political and economic developments, they provided stories on major disasters including the Pakistan floods, Japanese tsunami and nuclear crisis, and the New Zealand earthquake.

Australia Network and Radio Australia also carried extensive coverage of domestic stories from Australia, including the Queensland cyclone and floods and the 2010 federal election.

Australia Network's news distribution was expanded by providing Australia Network news content, together with *Newsline*, *Business Today* and *Asia Pacific Focus*, to ABC News24, and launching an Australia Network news channel on YouTube. The APNC also has a presence on Facebook and Twitter.

International relations

The ABC's International Relations unit manages the ABC's engagement with key broadcasting organisations, such as the Asia-Pacific Broadcasting Union, the Asia-Pacific Institute for Broadcasting Development, the Commonwealth Broadcasting Association, and the European Broadcasting Union.

The ABC also develops valuable relationships and exchanges ideas with broadcasters from around the world by hosting high level international delegations. During the year, International Relations coordinated visits by broadcasters, journalists, ministers, communication officials and academics from a number of countries including Vietnam, Taiwan, Indonesia, Korea, Thailand, Singapore, India and China.

The ABC was represented at various key regional conferences, such as the AIBD's 2010 General Conference and associated meetings in Macau, the ABU's Administrative Council Meeting and associated committee meetings in Hanoi, the 2011 Asia Media Summit in Hanoi and the Cable and Satellite Broadcasting Association of Asia convention in Hong Kong. ■

Consumer experiences

Financial performance

Digital Business

ABC Music

ABC Publishing

ABC Sales and Distribution

ABC Retail

ABC Commercial operates a range of businesses which create, licence and market products and services related to ABC programming and Charter activities.

ABC COMMERCIAL PROVIDES a revenue stream through its commercial activities to assist the ABC fulfill its Charter obligations as the national public broadcaster.

The Division is responsible for the management of a range of media businesses to create, license and market products and services related to ABC programming and the Corporation's Charter activities. ABC Commercial is also responsible for the development of new revenue streams for the Corporation, including the potential afforded by digital technology.

Financial performance

In 2010–11, ABC Commercial achieved a net result including interest revenue of \$7.925m. The division delivered mixed results across its business units in the context of a challenging global economic environment, softened consumer demand and structural changes in the established markets of DVD, CD and books. The Division continued to invest in the development of the Digital Business unit and ABC Retail, including ABC Shop online, with Digital Business delivering strong year-on-year growth. The Division's Publishing, Non Theatrics, Program Sales Worldwide and Music businesses also performed well. The Division implemented organisational restructuring to adjust to the structural market changes.

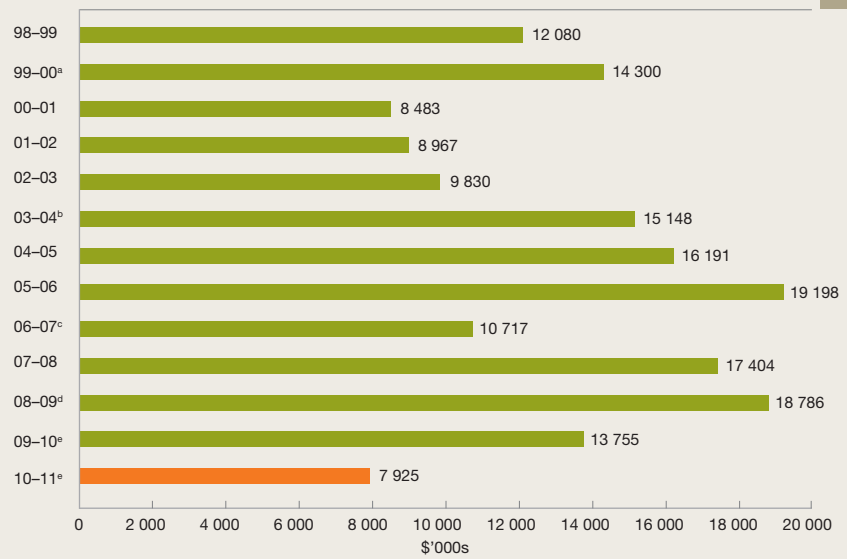
ABC Commercial's business strategy is to develop the revenue potential for ABC radio, television and news content, and to explore revenue-generating opportunities through new commercial business initiatives including those afforded by mobile technologies, internet, apps and games. The investment in Digital Business, with a range of new measures to develop revenue streams in growth markets, aims to address the structural shift in traditional markets.

Contribution to revenue

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

ABC Commercial contributed \$7.9 million to ABC net revenue.

ABC Commercial: Contribution to ABC net revenue



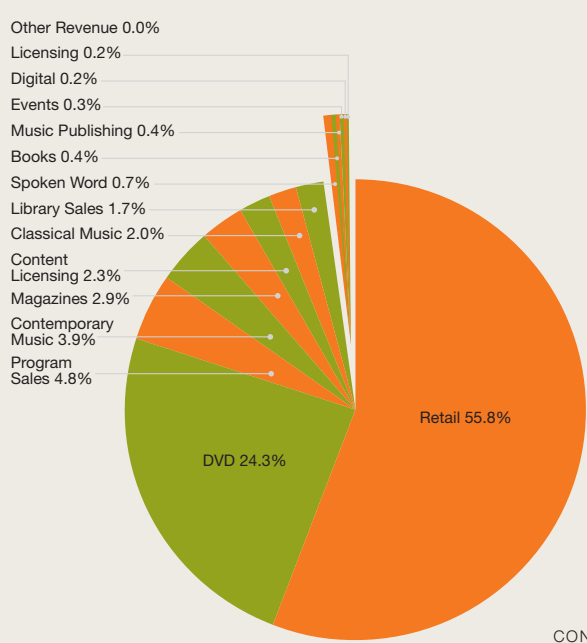
a. Includes Program Sales, Business Development Unit, Non-Theatrics and Stock Footage.
 b. Includes new departments within the then ABC Enterprises Division—Content Sales and Resource Hire.
 c. Excludes Screenrights.
 d. Excludes ABC Resource Hire and includes interest.
 e. Includes interest.

Revenue by activity

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

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

ABC Commercial: Gross revenue by activity



The Division maintained its commitment to innovative Australian productions and Australian talent through investment in content-extension initiatives, including those associated with the *Bananas in Pyjamas* 3D animated series and *The Gradual Demise of Phillipa Finch*, as well as distribution rights for productions such as *Crownies*, *Stephen Fry Live at Sydney Opera House*, *The Straits* and *Phyrne Fisher*.

Digital Business

ABC Commercial's Digital Business saw year-on-year growth of revenue. Digital Business initiatives included the development and launch of new apps and games such as *The Gradual Demise of Phillipa Finch* and *Rocket Compulsion* for the iPhone, the iPad and the iPod Touch. Existing apps —*Beached Az* and *ABC For Kids*—continued to perform strongly.

Digital Business continued to grow its iTunes catalogue in 2010–11. Over 395 hours of content was launched in iTunes for the financial year, including *Angry Boys*, *Rake*, *The Kennedys* and *Paper Giants*.

ABC content reached more audiences through an expanded presence on YouTube, including the launch of full-length programming and a new dedicated documentary channel, www.youtube.com/DocumentariesOnABC. In 2010–11, the ABC's YouTube channels (including www.youtube.com/user/ComedyOnABC and www.youtube.com/user/EntertainmentOnABC) generated 76 million views.

New content licensing deals included entertainment content (such as *Hungry Beast*, *Gruen Transfer* and *Kylie Kwong*) on Yahoo!7's Plus7 online streaming service, and *Angry Boys* on Telstra T-Box and Telstra mobiles. ABC News content was licensed to internet service provider iNet, HP Internet connected printers, Bloomberg websites, and screens in ANZ Banks across Australia. In addition, revenue was generated through the provision of live streams of major events such as the federal election and Cyclone Yasi.

During the period, there was a further expansion of *ABC Reading Eggs*, an education and literacy initiative

developed in partnership with publisher Pascal Press. More than 10 new online lessons were added, and there were enhancements to the play areas of the site. These included the *Skills Bank* with over 95 spelling lessons for children to explore with their parents, and *Music Cafe*. There are now over 250 000 Australian parent subscribers. More than 500 000 children are taking part in the *ABC Reading Eggs* program and learning from more than 120 reading lessons. In 2010–11, technical enhancements were made to *ABC Reading Eggs* to extend access via Android tablets.

ABC Music

ABC Music's solid performance for the year reflects the growth in sales of digital content and the sustained sales of physical products.

During the year, ABC Music released 216 titles—96 ABC Classics, 80 ABC Contemporary and 40 ABC For Kids. Many of these achieved top 20 places in the ARIA charts including *triple j's Hottest 100 Volume 18*, *triple j's Like a Version Volume 6*, The Audreys' *Sometimes the Stars*, *Best Of David Hobson*, and Sarah Mckenzie's *Don't Tempt Me*.

ABC Music's bestselling release was *triple j's Hottest 100 Volume 18*, which achieved platinum record status with sales in excess of 100 000 units. *Like a Version Volume 6* achieved gold record status, selling over 35 000 units. ABC Music's ABC for Kids label continued to be the number 1 selling music label for children in Australia.

The success of the business was recognised through six 2010 ARIA Awards from 18 nominations across 11 categories (see Appendix 16). A prominent label title, *The Wiggles Let's Eat!*, won the 2010 ARIA Award for Best Children's Album. This is the ninth ARIA Award for The Wiggles who celebrated their 20th Anniversary in 2011. Signed by ABC Music at the beginning of their career in 1991, The Wiggles have gone on to become one of Australia's most successful music acts, and arguably the world's best known children's music artists.

ABC Publishing

2010–11 was another successful year for ABC Publishing against the backdrop of a difficult market.

delicious magazine continued to perform strongly throughout the period. In the Audit Bureau of Circulation magazine report for June–December 2010, *delicious* magazine was reported to have 134 242 sales per issue, a 1.7% increase from the previous year. This secured *delicious* magazine its 6th consecutive year-on-year sales increase. *delicious* maintained its presence internationally, with sales in the United Kingdom and in the Netherlands collectively numbering nearly two million copies during the year.

Gardening Australia magazine had sales of 86 207 per issue, and maintained its leading spot in the gardening category with a market share of 46%.

Niche magazine title *Organic Gardener* decreased in sales by 3% for the June–December 2010 period, compared to the same period the previous year; however, subscriptions increased by 15%.

During 2010–11, approximately 100 new titles were published by ABC Books. The first eBook titles were also published. Bestselling 2010–11 releases for ABC Books included *From Here to There* by Jon and Jack Faine, *Free Range Cook* by Annabel Langbein, *French Kitchen* by Serge Dansereau, *delicious More Please* by Valli Little, *The Gruen Transfer* by Jon Cassimir, and *Flood*, a book of stories and pictures from the Queensland Floods, with contributions from ABC journalists and presenters.

Top-selling children's books in 2010–11 included five *Dance Academy* titles—*Christian Behind Barres* by Sebastian Scott, *Abigail Through The Looking Glass* by Rachel Elliot, *Kat Anywhere But Here* and *Sammy Real Men Don't Dance* by Bruno Bouchet, and *Tara Learning To Fly* by Meredith Costain.

ABC Publishing continued to produce products in an environmentally sensitive manner. ABC Magazines *Organic Gardener*, *Gardening Australia* and *Limelight* were produced with sustainably sourced and certified paper and printed utilising processes certified under ISO 14001. Production details are noted on the mastheads of those magazines. The content for *Gardening Australia* and *Organic Gardener* magazines provides readers with a range of articles on sustainability, the environment and lifestyle.

ABC Sales and Distribution

ABC DVD continued to be adversely impacted by the downturn in the retail market and the structural shift to digital download, which resulted in aggressive discounting in the DVD market.

Throughout the year, ABC DVD actively sought to leverage ABC and BBC content and to acquire new titles suitable for the ABC customer-audience. It also continued its practice of captioning DVDs for the hearing impaired, a commitment the ABC has met since 2005.

ABC DVD gained market share over the year, particularly in the television category, with more than 300 ABC DVD titles released (including 10 Blu-ray titles), including *Rake*, *Shameless*, *Outnumbered*, *Voyage to the Planets*, *Return to Lake Eyre: The Deluge* and *Australia's Outback Wonder*. ABC DVD continued to lead the children's DVD market with releases including *Thomas: Misty Island Rescue*, *The Wiggles Let's Eat* and *The Wiggles Ukulele Baby*, *Giggle and Hoot* compilations, and *Dance Academy* for ABC3. More than 200 titles (including 28 Blu-ray titles) were released under the BBC label in 2010–11.

ABC Program Sales Worldwide reported strong performance; the result of a re-focus of sales effort towards the stronger Asian markets, and a resurgence of acquisitions by client media and broadcast companies. More than 29 hours of first-release, ABC-owned programming was represented along with 90 hours of first-release, third-party programming, and 1 800 hours of catalogue titles to more than 130 countries worldwide. Sales to international networks included *The New Animated Bananas In Pyjamas* to Disney Channel South East Asia as well as individual territories across Asia, *Angry Boys* to Foxtel Australia and Comedy Central in New Zealand, *The WotWots* to HBO Latin America, and *Poh's Kitchen Series 2* to Discovery Asia. Format sales included options for *Review* in both Germany and France and a pending option for *Spicks and Specks* with TVNZ in New Zealand.

Library Sales continued to supply the ABC's archive collection of footage, radio and still images. In 2010–11, there was increased demand for content related to refugees, migration and immigration issues for use in documentaries such as *Immigration Nation* and *Leaky Boat*. There was also an increase in sales of ABC content to educational publishers for distribution across traditional and digital platforms. It was a successful year for Non-Theatrical Sales, with further demand for digital material and a continued increase in volume sales.

Audiences from across Australia's major cities and regional areas took part in a range of ABC Events during the year including The Scared Weird Little Guys' tour "Enough Already" and The Fairies and Graham Bond's "My Imaginary Family". To date, over 45 000 fans have celebrated *Play School's* 45th birthday, as the national tour visited 80 venues around Australia. *Gardening Australia* Expos were held in South Australia and Queensland, attended by presenters from ABC Television's *Gardening Australia* program. These events drew in excess of 25 000 fans and featured informative gardening related topics and plant displays. Audiences across the country also enjoyed comedian Ardal O'Hanlon, co-star of BBC's *Father Ted*, and the Soweto Gospel Choir.

Some of Australia's finest musicians performed to sell-out crowds at the 2011 Melbourne International Jazz Festival, in the concert based on the ABC Music's compilation *Fly Me to the Moon* and *Play School's Big Jazz Adventure* with *Play School* stars Teo Gebert and Rachael Coopes.

ABC Licensing, together with the Division's other business units, successfully delivered new ABC-branded merchandise. The first range of *Giggle and Hoot* products—plush, clothing, books and DVDs—were featured across ABC Retail in time for Christmas trading and continue to be popular with customers. *Bananas in Pyjamas* were featured in Peter Alexander's range of sleepwear. The *Angry Boys* products were also developed and available in ABC Shops including an apparel range, mobile phone skins, posters and bumper stickers. An extended version of *The Gruen Transfer* episodes for DVD was also produced by ABC Commercial.

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Joining the conversation

ABC RETAIL

ABC Retail

ABC Retail's results have also been impacted by the downward trend in the retail sector.

At the end of the financial year, ABC Retail had 164 outlets trading throughout Australia, comprising 55 ABC Shops, 111 ABC Centres and ABC Shop Online. During the year, ABC Retail opened 9 new shops across Queensland, New South Wales and Victoria. In addition, 16 shops were refurbished, taking the percentage of ABC Shops with all or some element of the ABC's new concept design to 63%. The shop construction and fitout incorporates environmentally sustainable fixtures and fittings, and meets Building Council of Australia standards for disabled access.

In 2010–11, ABC Retail launched its new “Pop-Up” Shop—a flexible retail outlet specifically designed to make it easier for fans to purchase products on-site while attending an ABC event.

The links between ABC Commercial products, ABC Retail and ABC programming were evidenced through 176 local promotions across ABC Shops and Centres nationally. The most successful events were the appearances of Jimmy Giggle, Shaun the Sheep and the host of ABC3's *Prank Patrol*, which each attracted about 1 800 fans.

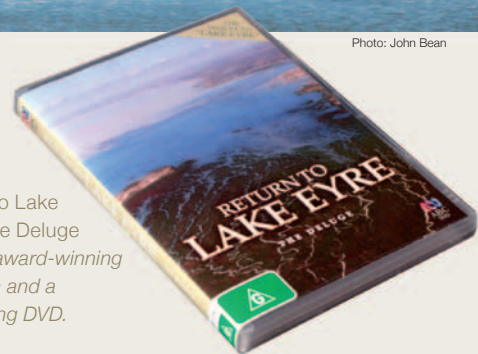
There was further investment in upgrades to the ABC Shop Online platform, including a range of improvements around search and product display, a new payment gateway and a range of new content features. ABC Shop online now contributes in excess of 10% of total retail sales.

In 2010–11, the ABC VIP loyalty program was launched. The program offers select and specifically targeted content and products to the ABC customer-audience. A companion website—www.abcshop.com.au/abcvip—was launched with the program.

ABC Shops and Shop Online continue to expand the range of products for those with sight or hearing impairments. Dedicated ABC Shop Online sites have been developed for these products. ■



Photo: John Bean



Return to Lake Eyre: The Deluge was an award-winning program and a top-selling DVD.

★★★★☆

“This documentary is breathtaking. It takes you on a journey through the outback of our country and we watch the birds and animals able to breed again because of the rain filling the streams and rivers of the outback. It is almost an emotional journey as you watch the desert bloom after the water begins to dry up. Beautifully narrated and the music is wonderful. Thank you for it. Highly recommended.” — Jennifer

★★★★☆

“I saw the documentary on television. I was so pleased to see the outback being transformed and someone was there to capture it. I have friends overseas and I would love to send this to them. We hear so much about it being dry and arid, what a revelation. I want a copy for myself as it is one to watch more than once.” — Mary