

SBS STATEMENT

The Secret DNA of Us is a new landmark series that explores the rich and diverse history and make up of communities around Australia. We are delighted at the critical and audience reception to this unique and refreshing look at Australia's multicultural story.

While details of arrangements are commercial in confidence, each of the shows queried has been produced in compliance with the [strict and publicly available rules](#) SBS has in relation to commercial funding and external relationships. This includes the requirement that SBS retain full editorial control of the program, that there must be no compromise to SBS's editorial independence and integrity, and that any funding or other support is appropriately disclosed (in practice this is usually done in the closing credits).

Any use of products or experts is entirely at the discretion of SBS and the producers. Documentaries about genealogy frequently make use of home DNA testing kits, and their inclusion is a natural editorial device given the themes and stories being explored in each of the programs.

While Ancestry provided some third-party assistance and is a disclosed advertising sponsor of the series via advertising and billboards, in line with SBS guidelines they played no editorial role whatsoever. Editorial integrity is paramount for SBS and its production and funding partners, and it is false to suggest that the series is editorially compromised in any way.