



Margaret – by ABC Open producer Suzannah Lyons, South Coast, Western Australia.

FOR ALL OF US

As an audience-focussed media organisation, the ABC is constantly evolving, remaking itself to ensure the benefits of digital media are freely available to all Australians.

Goldenbeard
AUSTRALIA



AUDIENCES EXPERIENCES

Audience trends

Radio

Television

News

Online

International audiences

ABC Commercial

85%

Percentage of Australians who believe the ABC plays a **valuable role**

73%

Combined national audience **reach** across television, radio and online

RADIO

22.9 million

Total **downloads** of **Radio National** programs

51

Number of **RN programs** available by **podcast**



1.5 million

Number of **votes** received for the triple j *Hottest 100*

3 million

Streams of ABC News 24 via the **ABC News 24 website**

1.9 million

Audience for the **highest rating** Australian program on ABC1 — *The Dr Blake Mysteries*

TELEVISION

19 million

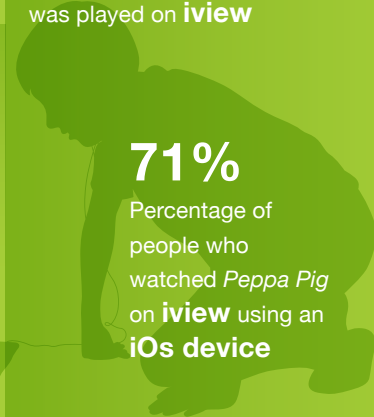
Number of times *Peppa Pig* was played on **iview**

32%

Metropolitan **free-to-air share** of the most popular Australian program on ABC1 — *The Dr Blake Mysteries*

71%

Percentage of people who watched *Peppa Pig* on **iview** using an **iOs device**



5.3 million

Average monthly **iview** plays

NEWS

1.1 million

Average audience for *Four Corners*

1.5 million

Audience for the **highest rating** *Four Corners* episode in 2012–13 (“The World According to Lance”)

ONLINE

Average number of domestic and international **visitors** each week to **ABC Online**

4.6 million



1.05 million

Number of ABC for Kids **DVDs** purchased

13,902

Number that were **purchased online**

COMMERCIAL

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

THE ABC'S COMBINED national audience reach across television, radio and online was estimated to be 73% in 2013. This is similar to the ABC's reach in 2012, which was 71%.¹

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 2013 survey was conducted nationally, by telephone, among a random sample of 1 903 respondents aged 14 years and over. The *ABC Appreciation Survey* has been conducted using the same methodology since its inception in 1998.

Overall the 2013 survey finds little change in community opinion compared to the previous year. A large majority of Australians (85%) believe the ABC performs a valuable role, and a large majority believe it provides quality content, and that is doing a good job satisfying its Charter obligations.

The respondents were asked about their views on the quality of ABC Television, ABC Radio and ABC Online. Consistent with previous surveys, most Australians (78%) believe the quality of programming on ABC television is 'good', while significantly fewer (44%) believe this about commercial television.

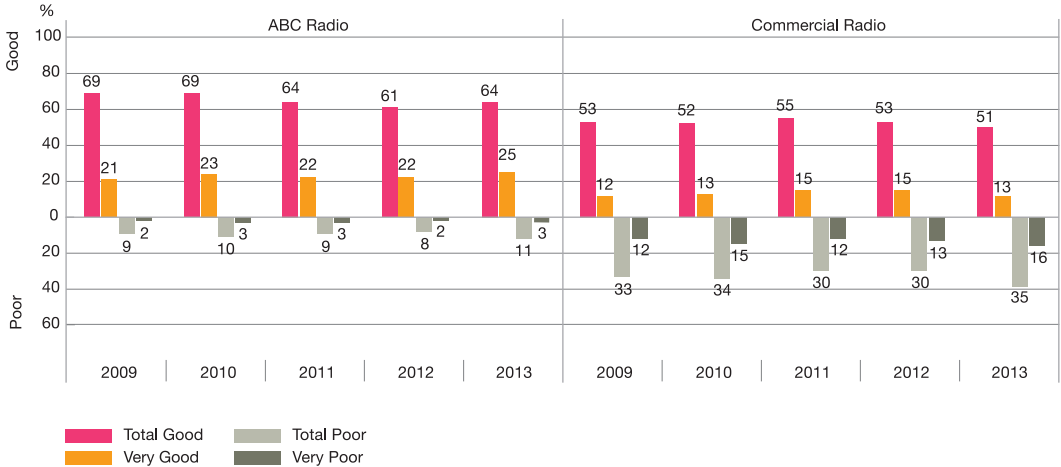
Overall for ABC Radio, 64% of Australians believe the quality of programming on ABC Radio is 'good', compared to 61% in 2012–13. For commercial radio, approximately half (51%) the population believes it offers good quality programming, slightly down on last year (53%). There continues to be a greater similarity in Australians' overall perceptions about the quality of ABC and commercial radio than in their perceptions about the quality of ABC and commercial television. This reflects the far more fragmented and niche radio market, where audiences have a very wide choice of stations to listen to.

¹ Newspoll, *ABC Awareness and Usage Survey*, June 2012 and 2013, in combination with ratings data, total 18 years and over population.

² Newspoll, *ABC Appreciation Survey*, June 2013, national random sample (n=1 903) conducted by telephone, people aged 14 years and over.

Radio

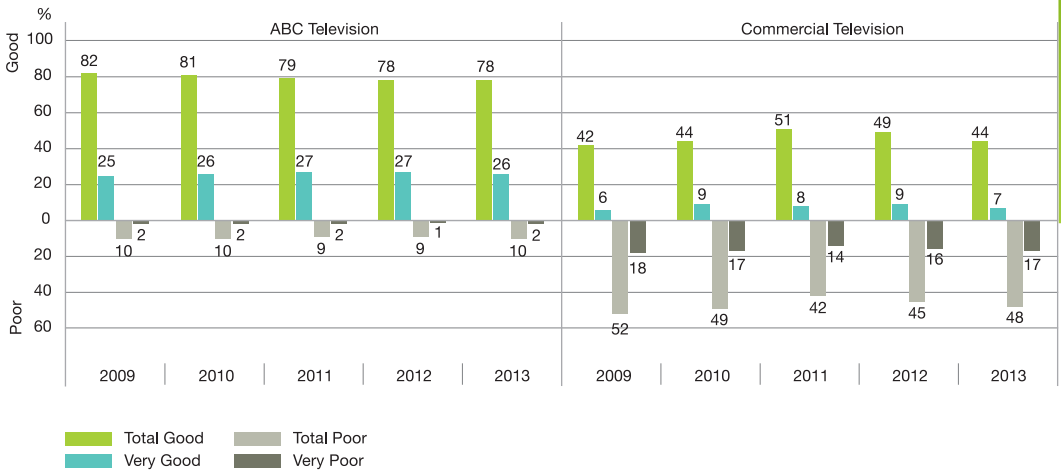
Radio: Quality of programming



Based on a total sample aged 14 years and over.
 "Don't Know" responses are not displayed.
 Source: Newspan, ABC Appreciation Survey 2013.

Television

Television: Quality of programming



Based on a total sample aged 14 years and over.
 "Don't Know" responses are not displayed.
 Source: Newspan, ABC Appreciation Survey 2013.

TELEVISION

Quality of programming

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

64%

of Australians believe the quality of ABC Radio programming is **good**, compared to 51% for commercial radio

RADIO

ONLINE

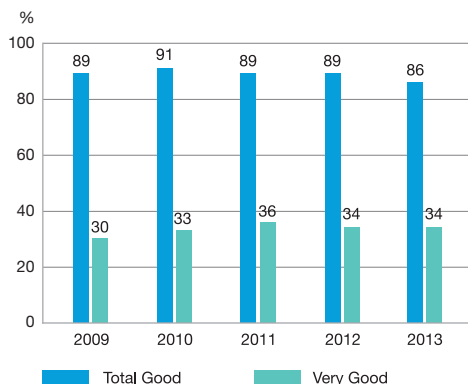
Nine in ten ABC Online users believe the quality of content on abc.net.au is good

78%

of Australians believe the **quality of programming** on ABC Television is good

Online

ABC Online: Quality of content



Based on those aged 14 years and over who ever visit the website. Does not include "Don't Know" or "Poor" responses.

Source: Newspoll, ABC Appreciation Survey 2013.

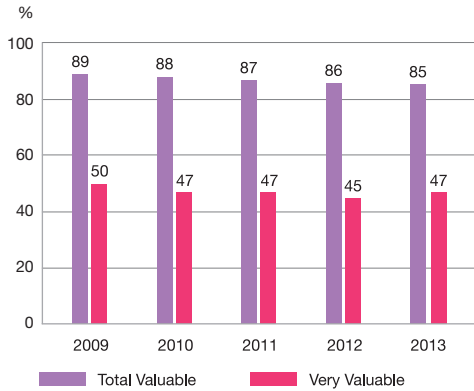
The vast majority of ABC Online users (86%) believe the quality of content is 'good', including 34% who rate it as 'very good'. These results are similar to last year's findings. Among frequent ABC Online users, the results are even more positive, with 93% of those who use the site at least once a week saying the quality of content is 'good' and 43% 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 last year, the level of positive sentiment has risen slightly, after a dip last year.

Community perceptions about the coverage of regional news and information remain far more favourable for the ABC than for commercial media among both people in capital cities and people residing in country or regional areas. Around 80% of Australians believe that the ABC does a 'good job' covering country and regional issues compared with 45% for commercial media. ■

Value

Overall value of the ABC



Based on a total sample aged 14 years and over. "Don't Know" and "Not Valuable" responses are not displayed.

Source: Newspan, ABC Appreciation Survey 2013.

85%

of Australians believe the ABC provides a **valuable service** to the community

Measures of community satisfaction

	2012-13	2011-12	2010-11	2009-10	2008-09
Providing a quality service:					
% of people who believe the ABC provides quality programming					
Television	78	78	79	82	82
Radio	64	61	64	69	65
Online (among ABC Online users)	86	89	89	89	91
% of people who believe the ABC is balanced and even-handed when reporting news and current affairs					
	78	80	81	82	83
Providing a valuable service:					
% of people who value the ABC and its services to the community	85	86	87	88	89
Meeting the ABC's Charter obligations:					
% of people who regard the ABC to be distinctively Australian and contributing to Australia's national identity					
	82	83	83	84	86
% of people who believe the ABC reflects the cultural diversity of the Australian community					
	79	80	81	80	83
% of people who consider the ABC:					
• encourages and promotes Australian performing arts such as music and drama	79	79	79	78	83
• provides programs of an educational nature	83	82	84	86	88
• achieves a good balance between programs of wide appeal and specialised interest	80	82	83	85	86
% of people who perceive the ABC to be innovative					
	73	72	75	74	75
Providing an efficient service:					
% of people who believe the ABC is efficient and well managed					
	69	66	70	73	72

Source: Newspan, ABC Appreciation Survey 2013.

ABC Local Radio

triple j

ABC Radio National

ABC Classic FM

ABC NewsRadio

ABC digital radio

ABC Open

ABC Radio offers a diverse selection of content across its national and local networks and a range of digital platforms.

AVERAGE WEEKLY REACH in the five-city metropolitan markets for ABC Radio was a record 4.5 million people in 2012–13, up 108 000 listeners on 2011–12. Audience share was also at a record high at 24.2%, up 0.6 points on 2011–12.³ 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.

ABC Local Radio’s five-city metropolitan average weekly reach was 2.2 million, steady with 2011–12. Audience share was 10.9%, up marginally on 2011–12 (10.7%).⁵ Podcast downloads of Local Radio content were 11.4 million in 2012–13.⁶

The availability of ABC Radio’s highly popular *Conversations with Richard Fidler* was extended to the Australian Capital Territory and the Northern Territory in 2013. The program now reaches across the country (with the exception of Victoria where Jon Faine continues to present *The Conversation Hour*). *Conversations with Richard Fidler* was the most downloaded Local Radio podcast in 2013,⁷ with over 5.2 million downloads. The program was also made available on a USB for purchase through ABC Shops.

In 2013 the ABC’s annual *Heywire* competition celebrated its 15th birthday, with an event at the *Heywire* Regional Youth Summit in Canberra. *Heywire* has progressed from an annual initiative to an ongoing online and social media opportunity for young people in regional Australia. Long term government and industry partners have confirmed further funding for *Heywire* over the next two years.

³ Nielsen five-city metropolitan, People 10+, 2012–2013 and 2011–12.

⁴ Newspoll, *ABC Awareness and Usage Survey*, June 2012 and 2013, in combination with ratings data, total 18 years and over population.

⁵ Nielsen five-city metropolitan, People 10+, 2012–13 and 2011–12.

⁶ WebTrends.

⁷ January to June 2013.

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

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

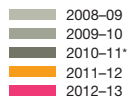
RADIO

4.5 million

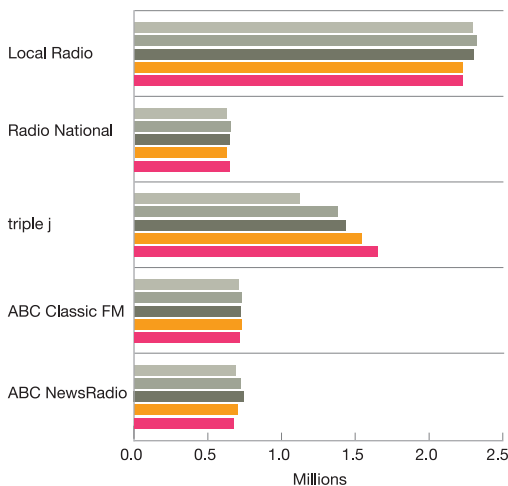
Number of people reached by ABC Radio in an **average week**

24.2%

ABC Radio’s share of the five-city metropolitan market

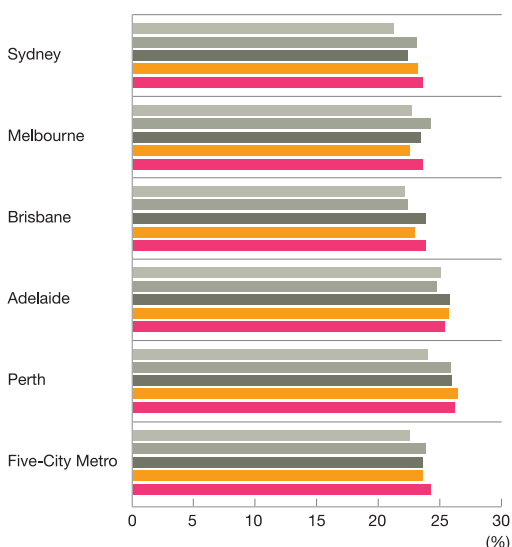


ABC Radio: Average weekly reach
Five-city metropolitan market



* 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).
Source: Nielsen.

ABC Radio: Aggregate audience share
Five-city metropolitan market



The Foundation for Rural and Regional Renewal pledged \$70 000 to assist communities to adopt and pilot ideas generated by the 32 *Heywire* winners at this year’s Summit. Communities can apply for grants of up to \$10 000 each to adapt and implement one of the ideas in their community. Grant applications closed in June 2013.

In July and August 2012, over the 16 days of the London Olympic Games, ABC Radio Sport provided over 200 hours of coverage on Local Radio nationally. The content was also distributed online at abc.net.au/Olympics, Facebook and Twitter and a special events ABC London 2012 digital radio station carried coverage around the clock, every day.

Grandstand Olympic Breakfast with Francis Leach and Scott Rollinson ran on ABC Grandstand digital radio and online for the duration of the Games.



Something for Kate



In May 2013, triple j marked the 20th anniversary of the *Hottest 100* by surveying the audience about their favourite songs of the last 20 years. A special triple j *Hottest 100 20 Years* website was launched and there were high levels of engagement online, on-air and on social media. More than 940 000 votes were recorded, the majority from Australia but with a total of 76 different countries represented.

A dedicated *Hottest 100 20 Years* digital radio station on ABC Extra played every song that made it into the *Hottest 100* countdowns over the 20 years. The program content was also streamed online and on mobile via the ABC Radio app. Australian songs made up almost a third of the results.

triple j

triple j is the ABC's national youth radio network, targeting 18–24 year olds. 2012–13 saw triple j continue to break audience records. Five-city metropolitan average weekly reach among people aged 10 and over increased by 8% from 1.54 million to a record 1.66 million. Audience share was up 0.5 points to 6.3% (5.8% in 2011–12).⁸ triple j had 7.7 million podcast downloads in 2012–13, the most popular was *New Music* with 2.2 million.⁹

⁸ Nielsen five-city metropolitan, People 10+, 2012–13 and 2011–12.

⁹ WebTrends.

In January 2013, the annual triple j *Hottest 100* poll of music from 2012 broke further records with over 1.5 million votes (a 10% increase from last year) entered by 188 000 voters.

triple j's Hottest 100 Volume 20 CD was released in February 2013 and was the number one selling album that month.

The results of the poll were published live on triple j's Facebook, Twitter #hottest100 and Tumblr and the playlist was available on music sharing services Rdio, Spotify and Deezer.

In April 2013 triple j's *One Night Stand* concert was held in Dubbo NSW, and attracted the largest crowd yet recorded for a *One Night Stand* concert, with an estimated attendance of 18 000. The concert was broadcast live online and on radio, and for the first time live on ABC Television on ABC2 with a 'second screen' streaming backstage activity via triple j's YouTube channel. This coverage represented the biggest cross-media event undertaken by triple j, with the broadcast also available on demand on ABC iview. The line-up included local *Unearthed* artist Peoples Palace, who joined The Ruebens, Flum, Seth Sentry and Ball Park Music.

In July 2012, the triple j magazine went from a monthly to bi-monthly publication available in both print and digital formats (iPad and Android), with a special annual 'collectors' edition published in December. In June 2013, publication of the magazine was brought back in-house and will continue as an annual edition produced by ABC Magazines.

RN (Radio National)

RN is a national radio network broadcasting approximately 60 distinct programs each week, ranging across science, books and publishing, religion, social history, the arts and current affairs.

RN's five-city metropolitan average weekly reach was 641 000 in 2012–13, up from 618 000 in 2011–12. Audience share remained steady at 2.4%.¹⁰ RN remains one of the ABC's top podcast producers, with 22.9 million downloads in 2012–13.¹¹

In 2012, RN undertook a detailed examination of its production models and resource allocation. This review, the Production Sustainability Project (PSP), was tasked with identifying a sustainable model for RN in the contemporary media environment. The PSP included consultation and discussion within RN about the future direction of the network.

The PSP was completed in September 2012 and resulted in changes to scheduling, programming and operational and administrative systems, to ensure the most effective allocation of resources. These changes included the decommissioning of some programs, a new production model and the announcement of a new Creative Audio Unit (to be established for the 2014 program year).

The creation of the new 2013 program schedule was guided by the results of the PSP and by editorial decisions seeking to bring new ideas and direction to the network. The 2013 schedule is a mix of new and existing programs and presenters, with changes to some program names and timeslots, to suit the audience.

Key elements of the schedule were:

- The decommissioning of seven programs: *Airplay*, *The Book Reading*, *Sunday Story*, *Creative Instinct*, *The Night Air*, *Lingua Franca* and *MovieTime*
- New programs: *The Final Cut* on film and screen culture, and *Rare Collections* featuring untold stories from Australian music history
- New specialist offerings from independent Australian and international producers: a 12-part series *The Sound Library*; a short series called *Now Hear This*; *Naked Scientist*; the BBC's *Arts Hour*; and the *TED Radio Hour* from United States public broadcaster National Public Radio (NPR); and
- The live music program *Music Deli* changed its name to *The Live Set* and the weekly popular culture program *Common Knowledge* was renamed *The List*.

Audiences have responded positively to the 2013 schedule. Audience reach has increased steadily on 2012 levels and RN podcasts make up just over a third of all ABC podcasts downloaded each month. Audiences have also engaged with RN content online and via social media and YouTube.

¹⁰ Nielsen five-city metropolitan, People 10+, 2012–13 and 2011–12.

¹¹ WebTrends.

ABC Classic FM

ABC Classic FM is Australia's national classical music radio network, with a strong commitment to supporting and presenting Australian music performance.

ABC Classic FM's five-city metropolitan average weekly reach was down marginally from 730 000 in 2011–12 to 722 000 in 2012–13. Audience share remained steady at 3.1% (3.0% in 2011–12).¹²

ABC Classic FM marked the ABC's 80th anniversary in July with a four-part feature series *Resurrection Symphonies*, telling the story of the ABC and classical music from 1932 to the present. Throughout 2012, ABC Classic FM broadcast an 80th Anniversary Concert Season, featuring landmark Australian concerts preserved in ABC archives. The broadcast also featured premieres of Australian compositions.

In July 2012, ABC Classic FM broadcast all performances in the 10th Sydney International Piano Competition, which is held every four years. Of the 36 young international pianists taking part, six qualified for the finals which were held at the Sydney Opera House on 21 July.

In August 2012, ABC Classic FM's annual *Classic 100* was announced with the theme being 'music of France'. For the first time in the history of the *Classic 100*, listeners were invited to compile the voting shortlist, resulting in over 700 works being suggested. The countdown was broadcast on ABC Classic FM in October 2012 and all music featured in the countdown was given an encore broadcast on ABC Extra digital radio.

From 4 to 7 April 2013, ABC Classic FM broadcast *Musica Viva*, Australia's biennial Chamber Music Festival, live from the Sydney Conservatorium of Music. This event saw major international musicians collaborating and performing with the best of Australia's emerging classical music talent. Content was also featured on ABC Extra digital radio.

In May 2013, a special four-part series called *Cinema Sounds* was broadcast over two weeks on ABC Classic FM digital. This series looked at movie music in the lead up to the 2013 *Classic 100*, which was themed 'music in the movies'. The 2013 countdown was broadcast on ABC Classic FM over the June long weekend with special guests from the world of movies joining ABC Classic FM presenters across the two days. A record 9 300 voters cast a total of 93 000 votes for their favourite classical music featured in movie soundtracks film scores.

The broadcast drove a record number of visitors to the ABC Classic FM website. On the final day of the countdown, ABC Classic FM was trending in the top four topics on Twitter in Australia. The network also gained 3 000 new Facebook followers during the program.

ABC NewsRadio

ABC NewsRadio is Australia's only national, continuous news radio network, delivering factual, independent and opinion-free coverage of news. The network also provides live broadcasts of the proceedings of federal Parliament during sitting weeks.

ABC NewsRadio's five-city metropolitan average weekly reach was 676 000 in 2012–13, down from 699 000 in 2011–12. Audience share was also down marginally to 1.5% (1.7% in 2011–12).¹³

During 2012–13, ABC NewsRadio placed an emphasis on building stronger audience engagement and interaction with its content through online and social media platforms. This will further strengthen ABC NewsRadio's position as an authoritative single destination for the latest news and real-time event coverage across Australia.

¹² Nielsen five-city metropolitan, People 10+, 2012–13 and 2011–12.

¹³ Nielsen five-city metropolitan, People 10+, 2012–13 and 2011–12.

In December 2012, a new ABC NewsRadio Facebook page was launched. The page attracted a strong level of interest and on 3 April 2013 generated 18 000 downloads of Marius Benson's news-breaking interview with then Prime Minister Julia Gillard. There was also strong engagement with audiences through Twitter and podcasts, with *But First*, *Political Wrap* and *Weekly Post* podcasts among the most popular.

In 2012–13, ABC NewsRadio refreshed its website to provide a better experience for audiences and to enable more efficient website maintenance.

Throughout the year, live coverage was delivered on ABC NewsRadio of major news stories and events from across Australia and the globe. These included the 2012 London Olympic and Paralympic Games, the United States Presidential election, the Papal election, federal budget and Opposition response and Australian Labor Party (ALP) leadership spills.

After a four-year absence, Rampaging Roy Slaven and HG Nelson were welcomed back to ABC NewsRadio to host the *Festival of the Boot Parts 1 and 2*. Their comprehensive and unique calls of the 2012 AFL Grand Final on 29 September and the 2012 NRL Grand Final the following day were exclusive to ABC NewsRadio and were carried on analog and digital radio, online and on mobile via the ABC Radio app.

In March 2013, ABC NewsRadio and ABC Local Radio co-hosted live radio coverage of the Western Australia State election. ABC NewsRadio ran a special listener competition on-air and through social media. One hundred listeners were selected to attend the ABC Election Centre lounge, where they were able to watch ABC radio and television broadcasts in action.

Radio: digital, mobile and online

Digital radio

The digital radio platform continues to provide audiences with access to new and unique content that may otherwise not be available to radio listeners. In 2012–13, the ABC made use of these opportunities to provide additional content to that provided in scheduled programming, as well as specialist coverage of events and concerts.

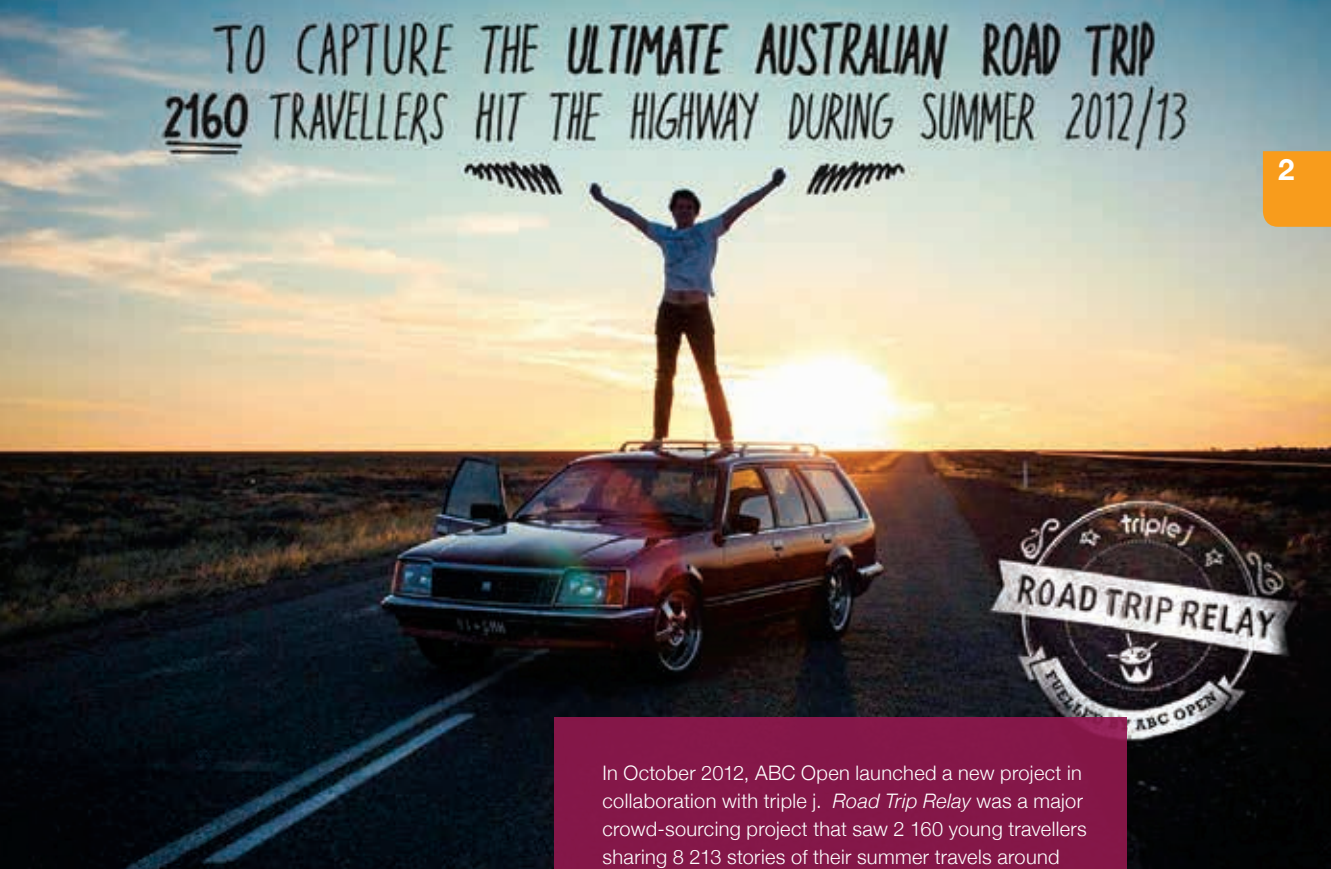
In August 2012, ABC Radio celebrated the 3rd anniversary of digital radio in Australia. ABC Radio *Breakfast* presenters joined SBS and commercial radio peers in simultaneous and live outside broadcasts in Sydney, Melbourne, Brisbane, Adelaide and Perth. The ABC's specialist digital radio channels were represented by ABC Grandstand in Sydney and ABC Jazz in Melbourne, which along with triple j Unearthed in both cities, crossed live to triple j *Breakfast with Tom and Alex*.

In 2012–13, the dedicated special events digital radio station, ABC Extra, was used to cover major events and to mark a number of anniversaries including:

- ABC Stones—50 years of the Rolling Stones
- ABC NAIDOC—Indigenous issues, arts and entertainment
- ABC *Classic 100 Music of France* and *Classic 100 Music in the Movies*
- ABC London 2012—coverage of the Olympic and Paralympic Games
- ABC NT Votes and ABC ACT Votes—presenting local perspectives on elections
- ABC US Election—coverage from NPR in America in November
- ABC Lunar New Year—a look at Asian culture in Australia
- ABC Pacific Break—new musical talent from across the Pacific
- 20 Years of triple j's *Hottest 100*—playing *Hottest 100* countdowns from the past 20 years

TO CAPTURE THE ULTIMATE AUSTRALIAN ROAD TRIP 2160 TRAVELLERS HIT THE HIGHWAY DURING SUMMER 2012/13

2



In October 2012, ABC Open launched a new project in collaboration with triple j. *Road Trip Relay* was a major crowd-sourcing project that saw 2 160 young travellers sharing 8 213 stories of their summer travels around Australia in photos and/or video. This content was published on the triple j and ABC Open websites and on social media platforms. ABC Open used time lapse videos from selected travellers to create a simulation of the road trip experience circumnavigating the country. The virtual *Road Trip Relay* launched online in March 2013 and covered 16 000 kms.

- ABC Musica Viva from the 2013 Musica Viva Festival from the Sydney Conservatorium of Music
- ABC ANZAC Day—services, marches and stories from across Australia.

ABC Open

ABC Open is a unique initiative which provides regional communities with the opportunity to develop digital media skills and to use them to share personal stories from regional and rural Australia across ABC platforms. The ABC Open site hosts, curates and aggregates special projects and content which can also be accessed through other ABC platforms and websites. ABC Open projects are also distributed across social networks and other platforms including Facebook, flickr, YouTube, Twitter, mobile phones, radio and digital television.

In 2012–13 ABC Open initiated 31 projects, a significant increase from the previous year (10 projects in 2011–12). The total number of contributions received through ABC Open increased to 22 590, up from approximately 14 000 in 2011–12. Increased audience engagement with ABC Open was reflected in 13 091 comments on contributions and 2 569 blog posts, as well as interaction through Facebook, Twitter and Instagram.

In late 2012, ABC Open introduced a new project series targeting regional writers. With a new theme every month, *500 Words* captured almost 1 300 short stories. This content was also used to create new radio content, with *500 Words for Radio* generating radio pieces from the best stories, which were read by their authors.

In the lead up to the National Apology for Forced Adoptions, the *Separated* project provided a platform for first-person stories of affected people. In May, the *Me & Mine* project was launched, celebrating the diversity of Indigenous family relationships.

ABC Open Producers provided 2 515 multimedia training workshops and mentoring sessions in regional communities to more than 12 100 people aged between 15 and 80 years. This compares to last year's 1 860 digital literacy workshops to over 4 200 participants.

Mobile and online

In 2012–13, the ABC developed and launched a new ABC Radio app for both Android and iOS devices. The app delivers fast and easy access to 10 ABC Local Radio stations (nine metropolitan stations and 91.7 ABC Coast FM), the four national networks and the digital-only ABC radio stations. It offers a range of user options including the ability to share on Facebook, Twitter or via email. The app includes a voiceover element developed in consultation with Vision Australia and ensures best practice accessibility for people without vision.

In May 2013, a new ABC Rural online portal was launched, based on extensive in-field research with a range of primary producers and rural communities throughout Australia. It is a showcase for original content contributed by Rural Reporters across the country. ■

Reach

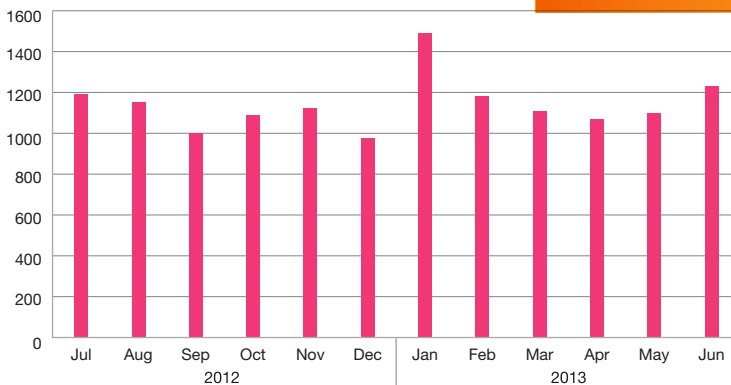
“Reach” measures the total number of people who have visited an ABC radio website over a specified timeframe.

1.1 million

Average number of users reached **each month** by ABC Radio **Online**

RADIO

ABC Radio websites: Monthly audience reach



Source: Nielsen Online Ratings, Australia, People aged 2 years and over.

ABC1

ABC2

ABC Children's Television

Online and Mobile

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

IN 2013, ABC TELEVISION content is more readily available than ever before. Audiences have the choice of five television services on four television channels, an industry-leading catch-up service, an engaging online presence and the interactivity of social TV. Time-shifting and online viewing are now commonplace.

Whilst the majority of television viewing is still via the traditional television set, Australians are increasingly using various devices to both consume content and to complement their television viewing.

Regardless of how content was accessed, in 2013 the ABC provided a diverse range of compelling television content which attracted large audiences and an array of Australian and international awards.

ABC television content is broadcast on five services across four channels:

- ABC1—the Corporation's primary channel
- ABC2—a digital service comprising two distinct schedules:
 - ABC2—content for a younger adult demographic between 7 pm and 2 am; and
 - ABC4Kids—content for pre-schoolers between 6 am and 7 pm.
- ABC3—a dedicated digital children's channel; and
- ABC News 24 (see page 55).

In 2012–13, total television viewing and total free-to air viewing have declined slightly, down 2% each compared to 2011–12. Viewing of the primary free-to-air channels has experienced a small decrease in audience and share, and viewing of the digital channels has steadied, comprising 31% of total free-to-air share.¹⁴

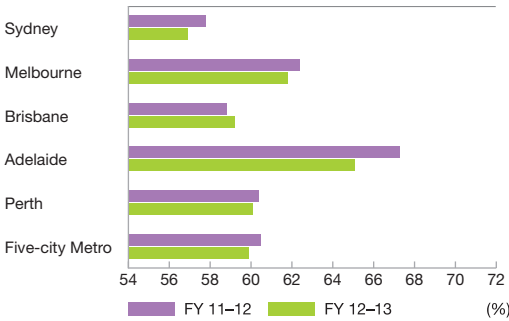
¹⁴ OzTAM Metropolitan Consolidated Data 2011–12; 2012–13.

Reach

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

Metropolitan

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



Source: OzTAM metropolitan consolidated data.

Access to digital television has continued to increase, with 98% of metropolitan households capable of receiving digital television as of June 2013. This has increased from 96% of metropolitan households in June 2012.¹⁵

Across the regional aggregate markets including Tasmania, the switch to digital only free-to-air television was completed by May 2013, with 100% of households in regional markets now capable of accessing digital television.¹⁶ All regions have converted other than the Darwin, Sydney and Melbourne metropolitan areas and some remote areas. Sydney and Melbourne are due to switch over in December 2013.

The percentage of metropolitan homes with at least one personal video recording (PVR) device (with a hard drive) has increased from 52% in June 2012 to 57% in June 2013.¹⁷ Live viewing continues to be the dominant form of viewing in 2012-13, with time-shifted viewing comprising 9% of total viewing.¹⁸

In 2012-13, all four ABC channels increased their share during both prime-time and daytime viewing times. The ABC digital channels have continued to increase reach across the total ABC television platform.

The total average weekly reach of ABC television in metropolitan areas in 2012-13 was 9.4 million people, or 59.9% of the five-city metropolitan population. This is steady compared to 2011-12 (9.4 million or 60.5%).¹⁹

The total metropolitan share of ABC television during the daytime has increased in 2012-13. Across the four channels, ABC television achieved a daytime free-to-air share of 24.3% in metropolitan areas, up from 22.9% in 2011-12.²⁰

¹⁵ OzTAM Metropolitan TAM Panels – 16 June 2012; 15 June 2013.

¹⁶ Regional TAM Panels – Combined Aggregate Markets excl WA; 18 May 2013.

¹⁷ OzTAM Metropolitan TAM Panels – 16 June 2012; 15 June 2013.

¹⁸ OzTAM Metropolitan Consolidated Data 2012-13.

¹⁹ OzTAM Metropolitan Consolidated Data 2011-12, 2012-13 (Total ABC includes ABC1, ABC2, ABC3 and ABC News 24).

²⁰ OzTAM Metropolitan Consolidated Data 2011-12, 2012-13.

9.4 million TELEVISION

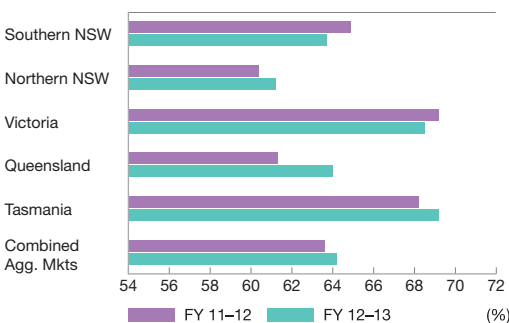
Average number of people reached **each week** within the five-city **metropolitan** market by ABC Television – **60%** of the metropolitan audience

4.5 million

Average number of people reached **each week** within the **regional** market by ABC Television – **60%** of the regional audience

Regional

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



Source: Regional TAM consolidated data.

Compared to 2011–12, the total ABC metropolitan free-to-air share during prime-time has increased. Prime-time share for ABC television across the five mainland capital cities was 17.8% in 2012–13, up from 16.3% in 2011–12.²¹

In the combined aggregated regional markets including Tasmania, the total ABC regional average weekly reach in 2012–13 increased to 4.5 million people or 64.2% of the regional population (compared to 4.4 million people, or 63.6% in 2011–12).²²

In 2012–13, the total ABC regional free-to-air share during daytime viewing increased to 27.9%, up from 27.4% in 2011–12. Total ABC regional free-to-air share during prime-time also increased, up from 17.9% in 2011–12 to 19.5% in 2012–13.²³

ABC1

ABC1 is the ABC's primary television channel and is home to a range of flagship programs across drama, entertainment, documentary, news and current affairs, science, religion and the arts.

ABC1's average weekly metropolitan reach in 2012–13 was 6.9 million people, or 44% of the five-city metropolitan population. This represents a marginal decrease from 7.2 million people, or 46.2% of the five-city metropolitan population in 2011–12.²⁴

In 2012–13 ABC1's metropolitan prime-time free-to-air share increased to 13.3%, up from 12.3% in 2011–12. ABC1's metropolitan share during the daytime also increased, from 5.3% in 2011–12, to 5.6% in 2012–13.²⁵

ABC1's regional average weekly reach in 2012–13 was 3.3 million people or 46.8% of the regional population. This is a slight decrease compared to the 2011–12 average weekly regional reach of 3.4 million people, or 48.0% of the regional population.²⁶

In 2012–13 ABC1's regional prime-time free-to-air share increased to 13.9%, up from 12.8% in 2011–12. ABC1's daytime free-to-air share increased from 6.1% in 2011–12, to 6.4% in 2012–13.²⁷

It has been a year of great success for ABC1, with an extensive offering of innovative and high-quality programming. Audiences and critics have reacted positively to a range of new programs, in particular new Australian drama, which attracted large audiences and collected a significant number of awards.

Domestically, the ABC accumulated a record 31 Logie Award nominations in 2013, resulting in seven awards. This achievement was repeated across a broad range of industry awards, including the Australian Academy of Cinema and Television Arts (AACTA), Australian Directors Guild and the Australian Writers' Guild in addition to many others (see page 237). Internationally, the ABC collected awards such as a Rose D'Or and the Jackson Hole Science Media award.

Revitalised investment in Indigenous content delivered strong returns, with the success of the first-ever contemporary Indigenous drama *Redfern Now*. The program and its producers, Blackfella Films, won a series of awards, including the Silver Logie Award for Most Outstanding Drama Series. The series attracted an average national audience of one million viewers.²⁸

Australian drama again performed strongly for ABC1. The second series of *Rake* achieved an average national audience of 1.3 million viewers and also won several awards, including Best Lead Actor in a Television Drama at the AACTA Awards.²⁹

21 OzTAM Metropolitan Consolidated Data 2011–12, 2012–13.

22 Regional TAM Consolidated Data 2011–12, 2012–13.

23 Regional TAM Consolidated Data 2011–12, 2012–13.

24 OzTAM Metropolitan Consolidated Data 2011–12, 2012–13.

25 OzTAM Metropolitan Consolidated Data 2011–12, 2012–13.

26 Regional TAM Consolidated Data 2011–12, 2012–13.

27 Regional TAM Consolidated Data 2011–12, 2012–13.

28 OzTAM and Regional TAM Consolidated data 2012–13.

29 OzTAM and Regional TAM Consolidated data 2012–13.

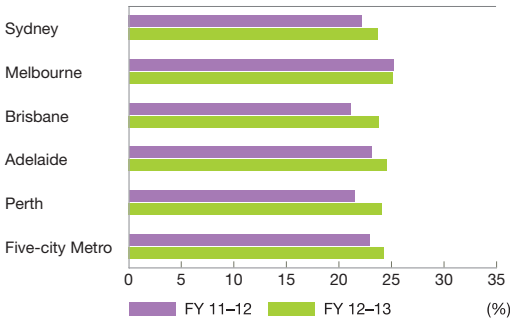
Daytime share

“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: Metropolitan daytime share

Total ABC, free-to-air-audience, 6 am to 6 pm



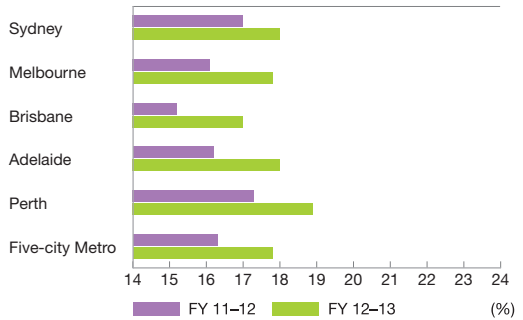
Source: OzTAM metropolitan consolidated data.

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.

ABC Television: Metropolitan prime-time share

Total ABC, free-to-air-audience, 6 pm to midnight



Source: OzTAM metropolitan consolidated data.

24.3%

ABC Television's **daytime** share of the free-to-air, five-city **metropolitan** market

TELEVISION

27.9%

ABC Television's **day-time** share of the free-to-air regional market

17.8%

ABC Television's **prime-time** share of the free-to-air, five-city **metropolitan** market

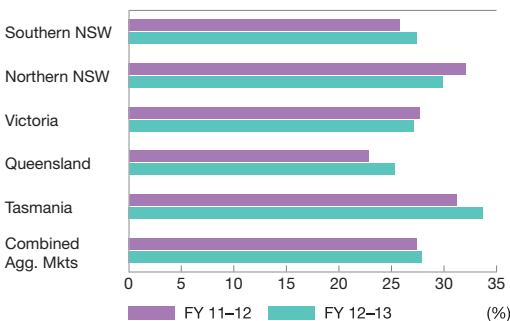
19.5%

ABC Television's **prime-time** share of the free-to-air **regional** market

Regional

ABC Television: Regional daytime share

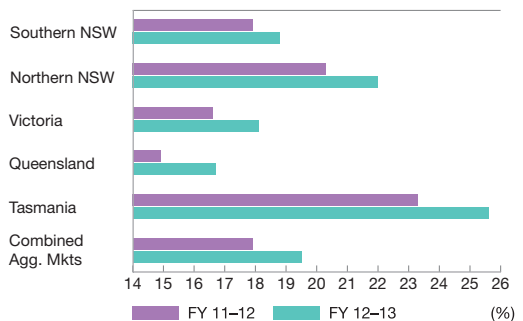
Total ABC, free-to-air-audience, 6 am to 6 pm



Source: Regional TAM consolidated data.

ABC Television: Regional prime-time share

Total ABC, free-to-air-audience, 6 pm to midnight



Source: Regional TAM consolidated data.

ABC1: First-release and repeat

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

Daytime

ABC1, Australian first-release and repeat content

Percentage of hours broadcast, 6 am to midnight

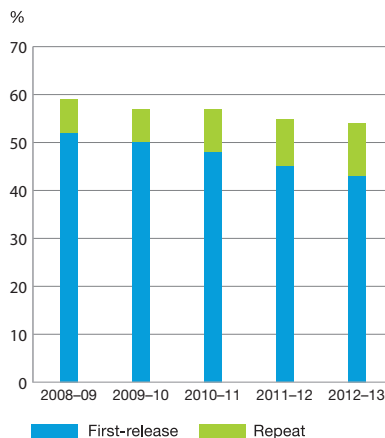


Notes: This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number.

Prime-time

ABC1, Australian first-release and repeat content

Percentage of hours broadcast, 6 pm to midnight



Notes: This Table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number.

TELEVISION

76%

Proportion of **Australian-made** content shown on Australian television from 6 am to midnight that was **first-release**

43%

Proportion of **first-release Australian** content broadcast on ABC1 during **prime-time**



In February 2013, ABC1 premiered a new Australian crime drama series, *The Doctor Blake Mysteries*. As one of the most popular programs on ABC television over the past year, the series achieved a national average audience of 1.5 million viewers.³⁰ The series was also available on ABC iview and the program website. In total there were 505 000 online plays (an average of 50 000 plays per episode).³¹

High-quality crime drama on ABC1 in 2013 also included a two-part drama series based on the Jack Irish novels. *Jack Irish: Bad Debts* and *Jack Irish: Black Tide* achieved a national average audience of 1.5 million.³² The mini-series won the AACTA Award for Best Direction and also received two Silver Logie nominations.

Other drama highlights included *Devil's Dust*, *Paper Giants: Magazine Wars* and *Cliffy*. Audiences also related well to the comedy series *A Moody Christmas*, which achieved a national average audience of 964 000 viewers.³³ The series recorded a total of 384 000 online plays on iview and the program website (an average of 64 000 plays per episode).³⁴

Coverage of Australian and international sport featured prominently on ABC1 in 2012–13. The London Olympic and Paralympic Games were celebrated with the documentary series *Race to London* and the successful *Gruen Sweat*. As the official Australian broadcaster of the Paralympics, the ABC provided coverage of the London Paralympics, carrying live broadcasts of the opening and closing ceremonies and daily early morning coverage, as well as packaged highlights in prime time (see also ABC2, page 47).

ABC1 continued to provide a place for audiences to gather for national events of celebration and commemoration. The ABC again broadcast

³⁰ OzTAM & Regional TAM Consolidated Data 2012–13.

³¹ WebTrends 2013.

³² OzTAM & Regional TAM Consolidated Data 2012–13.

³³ OzTAM & Regional TAM Consolidated Data 2012–13.

³⁴ WebTrends 2012.

ANZAC Day marches and events in each state and territory and also covered numerous Australia Day events including the Australian of the Year Awards, the Australia Celebrates family concert, and the Flag Raising and Citizenship Ceremony.

The ABC continued its commitment to reflecting the state of the nation in the documentary series *Great Southern Land*, looking at the daily workings of a modern nation. The ABC's documentary output also featured the two-part series *Whitlam: The Power and the Passion* and to mark the Centenary of Canberra in 2013, Annabel Crabb hosted *Canberra Confidential*. Other documentaries on ABC1 included *Life At 7* and *Making Couples Happy*.

ABC1: Top programs

2012–13 by peak episode—National

	Program	Average Audience
1	New Tricks	1 905 000
2	The Doctor Blake Mysteries	1 897 000
3	Call The Midwife	1 728 000
4	Death In Paradise	1 654 000
5	ABC News	1 648 000
6	Gruen Planet	1 596 000
7	Kevin's Grand Design	1 590 000
8	Jack Irish: Bad Debts	1 588 000
9	Australian Story	1 576 000
10	Great Southern Land	1 570 000
11	Cliffy	1 528 000
12	Inspector George Gently	1 523 000
13	David Attenborough: Kingdom of Plants	1 521 000
14	Grand Designs	1 520 000
15	Four Corners	1 502 000
16	Gruen Sweat	1 501 000
17	Whitlam: The Power and the Passion	1 495 000
18	ABC News Live: Labor Leadership Ballot	1 459 000
19	Dream Build	1 449 000
20	Midsomer Murders	1 443 000

Source: OzTAM and RegionalTAM consolidated data 2012–13.

Highlighted programs are Australian content.

In arts programming, the new series *Sunday Arts Up Late* featured high end, cutting edge arts content from Australia and around the world. To celebrate the National Year of Reading in 2012, the *First Tuesday Book Club* presented *10 Aussie Books To Read Before You Die*. Jennifer Byrne's interviews with JK Rowling and Michael Palin both achieved average national audiences of 1.2 million viewers.³⁵

ABC1's entertainment slate included the second series of *Gruen Planet*, which attracted 1.5 million national viewers, and *The Chaser: Hamster Wheel* which attracted over one million national viewers.³⁶ The launch of *The Checkout* saw the return of consumer affairs to ABC1. Other entertainment highlights included *The Agony Of Life*, *Shaun Micallef's MAD AS HELL* and *Adam Hills Tonight*.

³⁵ OzTAM and Regional TAM Consolidated Data 2012–13

³⁶ OzTAM and Regional TAM Consolidated Data 2012–13

The Doctor Blake Mysteries



The ABC dominated the Logie Award nominations in 2013, being shortlisted for 31 awards, most of which were in the peer-voted 'outstanding' categories. This recognition was replicated at a broad range of industry awards across the course of the year, including the Australian Academy of Cinema and Television Arts Awards, the Australian Directors Guild awards and the Australian Writers' Guild Awards.

This success, taking in such titles as *Redfern Now*, *Rake Series 2*, *Mabo*, *Devil's Dust* and the *Jack Irish* mini-series, confirms the ABC as Australia's leading producer of television drama. The outstanding Australian drama slate in 2012–13 fulfils the Corporation's Charter responsibility to broadcast programs that contribute to a sense of national identity and reflect the cultural diversity of the Australian community.

Paper Giants: Magazine Wars



ABC1: Genre mix

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

TELEVISION

ABC1 broadcasts content across **12** diverse genres

26.7%

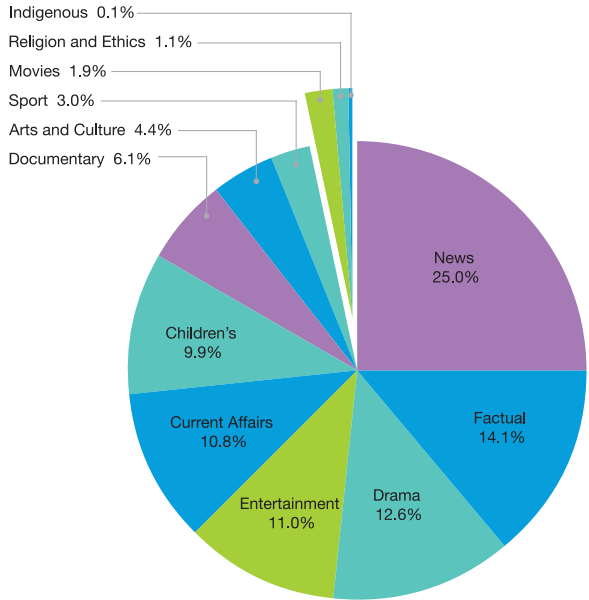
Percentage of hours dedicated to drama on ABC2

ABC2: Genre mix

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

ABC1: Genre Mix

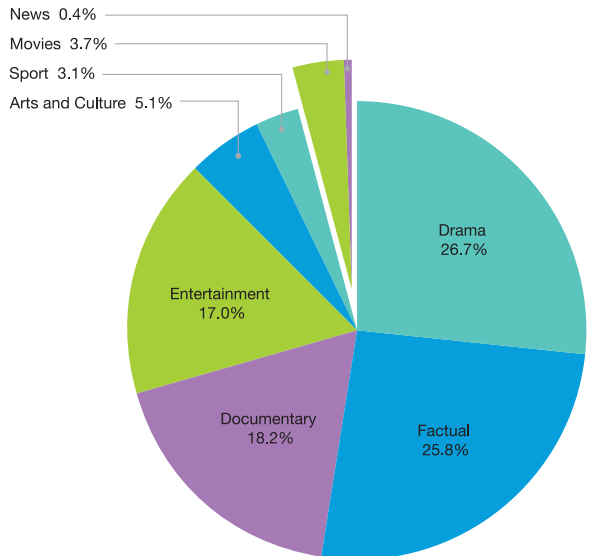
Percentage of hours broadcast, 6 am to midnight, excluding interstitial material



Notes: This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number.

ABC2 7pm – 2am: Genre Mix

Percentage of hours broadcast, excluding interstitial material



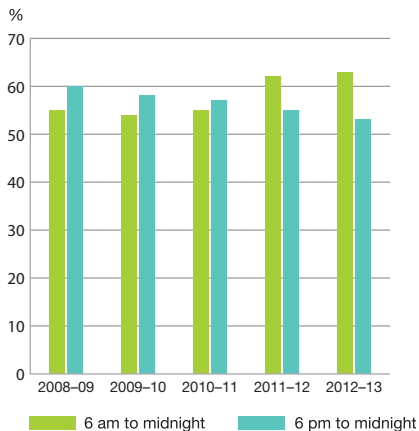
Notes: This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number. The ABC2 transmission hours, schedule and content varied in this reporting period and should not be used as a direct comparison to previous years. The end transmission time for ABC2 of 2 am may vary, on average transmission closes at 2 am. These statistics are calculated until transmission closes.

Australian content

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

ABC1: Australian content

Percentage of hours broadcast



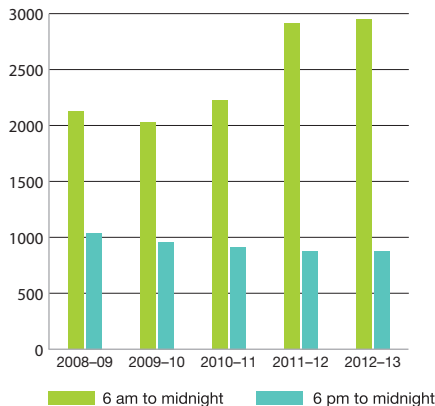
Notes: This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number.

ABC-commissioned content

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

ABC1: ABC-commissioned programs

First-release, hours broadcast



Notes: ABC internal productions and co-productions; excludes pre-purchased programs (including many documentaries and children's drama programs). This table reflects hours broadcast from the Sydney transmitter, comprising national and NSW transmission. Figures may differ slightly in other states and territories as a result of varying levels of local content. Hours have been rounded to nearest whole number.

63%

Percentage of **Australian-made** content broadcast on **ABC1** between 6 am and midnight

2,947

TELEVISION

Number of **hours** of first-release television content **commissioned** by the ABC and broadcast on **ABC1**

In late 2012 the ABC conducted a technical trial of audio-description on ABC1. An audio-description service assists people with vision impairment to access television by adding a verbal commentary to complement the soundtrack of a television program. The technical trial tested the broadcast path for the additional audio track by broadcasting programs with audio-description in primetime on ABC1.

The trial was conducted over a 13 week period with a total of 237 hours of programs broadcast with audio-description commentary. A report on the results of the trial was provided to the Minister for Broadband, Communications and the Digital Economy in December 2012.

ABC2

The ABC provides two television services on its second free-to-air digital channel.

Content on ABC2 from 7 pm to 2 am is focused on younger Australian adults. Daytime content is programming for pre-schoolers (see ABC4Kids, page 49).

In 2012-13, ABC2's metropolitan average weekly reach increased to 4.4 million people, or 27.8% of the five-city metropolitan population, up from 4.3 million people, or 27.5% in 2011-12.³⁷

³⁷ OzTAM Metropolitan Consolidated Data 2011-12, 2012-13.

In 2012–13, ABC2 increased its regional average weekly reach to 2.2 million people, or 31.1% of the regional population, up from two million people, or 29.3% of the regional population, in 2011–12.³⁸

In 2012–13 ABC2's metropolitan daytime free-to-air share increased to 11.7%, up from 11.5% in 2011–12. ABC2's prime-time free-to-air metropolitan share also increased, from 2.5% in 2011–12, to 2.8% in 2012–13.³⁹

ABC2's regional daytime free-to-air share in 2012–13 was 11.8%, a slight decrease compared to 12.0% in 2011–12. ABC2's regional prime-time free-to-air share increased to 3.0% in 2012–13, from 2.7% in 2011–12.⁴⁰

In 2012–13, ABC2 continued to grow audiences in the under-49 demographic, with bold, unique and compelling programming. The focus of ABC2's commissioned content is to create programs with public value, to initiate a conversation with younger Australians.

ABC2 provided extensive coverage of the London Paralympics in August and September 2012, with live evening coverage throughout the 11 days of competition. The daily coverage drew a national average audience of 299 000 viewers, and recorded ABC2's highest ever weekly prime-time audience share of 4.2%.⁴¹ During the broadcast of the 2012 Paralympics, ABC2 achieved its highest ever daily prime-time free-to-air share of 4.9%.⁴²

The second series of *Kitchen Cabinet* hosted by Annabel Crabb commenced in October 2012 and performed strongly with a national series average audience of 291 000 viewers.⁴³

In 2012–13, ABC2 continued to premiere unique Australian content that might not otherwise find a place in television schedules. The comedy series *Please Like Me*, written by and starring award-winning comedian Josh Thomas achieved a national average audience of 232 000 viewers.⁴⁴ The program recorded 514 000 plays on ABC iview and the program website (an average of 86 000 plays per episode).⁴⁵ The lead up and launch of *Please Like Me* generated a significant amount of activity on the ABC2 Facebook page and Twitter feed.

ABC2's partnership with the Melbourne International Comedy Festival continued with the broadcast of comedy competition *Raw Comedy*, and *Comedy Up Late* featuring shows from the festival.

ABC2's new generation of political satirists on *The Roast* returned in 2013 in an expanded 10 minute show five nights a week. The program continued to grow its share and draw younger audiences to the channel with approximately 50% of its audience being under 34 years old.

In 2013 ABC2 and triple j teamed to broadcast *One Night Stand*. This was the first time the concert was shown live-to-air on ABC2 and with an integrated behind-the-scenes second screen on the triple j website. The first series of *Head First* launched in May with host Sabour Bradley delving into a range of social issues in an entertaining and engaging gonzo format.

38 Regional TAM Consolidated Data 2011–12, 2012–13.

39 OzTAM Metropolitan Consolidated Data 2011–12, 2012–13.

40 Regional TAM Consolidated Data 2011–12, 2012–13.

41 OzTAM and Regional TAM Consolidated Data 2012–13..

42 OzTAM consolidated data, 2012

43 OzTAM and Regional TAM Consolidated Data 2012–13.

44 OzTAM and Regional TAM Consolidated Data 2012–13.

45 WebTrends 2013.

ABC Children's Television

ABC4Kids

Broadcasting 13 hours daily, ABC4Kids carries content for preschoolers on the ABC2 channel between 6 am and 7 pm. In 2012–13, 26% of ABC4Kids' scheduled content was Australian.

In 2012–13, ABC4Kids was the number one destination for preschoolers, maintaining its position as the highest ranked channel during the day among children aged 0-4.

In 2012–13, ABC4Kids' metropolitan average weekly reach among children aged 0-4 was 704 000 or 67.6%. This is an increase from 683 000, or 66.2% in 2011–12.⁴⁶

⁴⁶ OzTAM Metropolitan Consolidated Data 2011–12, 2012–13; reach based on 5 minutes consecutive viewing (6am–7pm daily).

ABC4Kids' daytime metropolitan free-to-air share among 0-4s was 63.2%, up from 62.1% in 2011–12. *Giggle and Hoot* was one of the most watched Australian programs on ABC4Kids in 2012–13. Other popular Australian programs on ABC4Kids in 2012–13 included *Bananas in Pyjamas*, *Guess How Much I Love You* and *Play School*.⁴⁷

ABC4Kids daytime regional free-to-air share among children aged 0-4 increased from 61.9% in 2011–12 to 62.8% in 2012–13. In 2012–13, ABC4Kids' regional average weekly reach among children aged 0-4 was 327 000 or 72.4% of children aged 0-4, up from 302 000, or 68.1% in 2011–12.⁴⁸

⁴⁷ OzTAM Metropolitan Consolidated Data 2011–12, 2012–13.

⁴⁸ Regional TAM Consolidated Data 2011–12, 2012–13; reached based on 5 minutes consecutive viewing.



Peppa Pig

In 2012–13 there was an extraordinary 19 million plays of the children's program *Peppa Pig* on ABC iview. Of those, 71% were via an iPhone, iPad or iPad touch. The second season of *Peppa Pig* was by far the most viewed program on iview, and other series of *Peppa Pig* were also in the top 20 list for the year.

What is evident in the phenomenal statistics around *Peppa Pig* and other children's content on iview is just the leading edge of a building mass of change in audience behaviour. Children's content is where the biggest and most rapid adoption of new platforms (especially mobile devices) is happening. *Peppa Pig* fans are a new kind of audience—a digital audience that expects the content they want any time, any place, anywhere and on any device.

These considerations are at the forefront of the ABC's vision for the future of children's television—a multi-platform plan that will ensure the ABC continues to create content that engages audiences, and ensures that content is available on the right mix of platforms and screens.

ABC3

In 2012–13, ABC3 consolidated its position as the number one ranked channel among children aged 5-12 years during the day.

Broadcasting for 15 hours daily, ABC3 achieved a metropolitan free-to-air daytime share among children aged 5-12 of 30.6%, up from 28.2% in 2011–12. ABC3's evening share (6 pm to 9 pm) among 5-12s continued to increase, achieving a metropolitan free-to-air share of 11.1%, up from 9.7% in 2011–12.⁴⁹

ABC3's average weekly metropolitan reach among children aged 5-12 was 670 000 or 45.1%. This is an increase from 631 000, or 42.8% of children aged 5-12, in 2011–12.⁵⁰

In 2012–13, ABC3's regional daytime free-to-air share among children 5-12 was steady at 33.8%. ABC3's share among 5-12s between 6 pm and 9 pm was 14.4% in 2012–13, down from 15.7% in 2011–12.⁵¹

ABC3's average weekly regional reach among children aged 5-12 was 361 000 or 51.4% of children aged 5-12, up from 347 000, or 49.5% in 2011–12.⁵²

Just under 50% of ABC3's scheduled content was Australian. Popular Australian programs on ABC3 in 2012–13 included *The ABC3 Beach Soccer Smackdown!*, *Prank Patrol* and *Studio 3*.

The second series of ABC3's international hit drama, *Dance Academy*, and the animated *Adventures of Figaro Pho*, both won prestigious awards in Australia (a Logie for *Dance Academy*) and overseas (two KidScreen awards for *Figaro Pho*).

49 OzTAM Metropolitan Consolidated Data 2011–12, 2012–13.

50 OzTAM Metropolitan Consolidated Data 2010–11, 2011–12; reach based on 5 minutes consecutive viewing.

51 Regional TAM Consolidated Data 2011–12, 2012–13.

52 Regional TAM Consolidated Data 2011–12, 2012–13.

Online and mobile

In 2012–13, 27% of Australian homes had access to four different types of digital screens (television, computer, tablet and smartphone). The number of Australian homes with a tablet device in the first quarter of 2013 doubled compared to the same period in 2012, with an estimated 31% of homes having at least one tablet device at the end of that quarter.⁵³

In many instances, audiences are using their second screen to engage in 'social TV'. In addition to existing social media platforms such as Facebook and Twitter, specialised social TV apps are now available for mobile users. These apps facilitate new ways for viewers to interact with broadcasters and each other.

Catch-up viewing is now well-established in the array of consumption choices audiences have available to them and is increasingly available on mobile devices.

As an innovative, audience-focused media organisation, the ABC's response to these trends has been to expand its services and deliver them across multiple platforms. With more ways to find, consume and share ABC content, Australians have more choice than ever before.

Online content

Traffic to ABC television-related websites, apps and services continued to show strong growth in 2012–13. Shifts in audience behaviour were clearly apparent with a significant increase in consumption of television content on-demand through mobile and tablet devices.

In 2012–13 there was a monthly average of 1.8 million visitors to ABC program websites, an increase of 4% from 2011–12. Monthly average visits remained steady from 2011–12 at 2.7 million.⁵⁴

53 WebTrends 2012–13.

54 WebTrends 2012–13.

While visits to program websites have remained steady, there has been a considerable increase in the percentage of visits from mobile devices, up from 18% in June 2012 to 28% in June 2013. The majority of mobile visits have been from iPads and iPhones.⁵⁵

Regular program websites such as *Gardening Australia* and *At the Movies* were among the most visited ABC Television Online sites in 2012–13. Visits to these websites were all up on the 2011–12 average monthly visits. Of the non-regular programs, the most visited websites were *The Checkout*, *Rake* and *Please Like Me*.

Social media is playing an increasing role in the ABC's relationship with audiences. ABC Television has over 61 000 fans on Facebook and nearly 31 000 followers on Twitter. The ABC Television YouTube channel has over 10 000 subscribers and almost 14 million views overall.

ABC programs performing well on Facebook include *Good Game* (with over 114 000 fans), *Rage* with (63 000 fans), *Q&A* (with nearly 38 000) and *Adam Hills Tonight* (with 30 000 fans).

The ABC continued to investigate second screen technology with the trial of the ABC companion app in conjunction with the first series of *Tractor Monkeys*. The ABC collaborated with external supplier zeebox on the first series of *Dirty Laundry Live*. The ABC will use the results of these trials to continue to enhance the second screen experience for its audiences.

Children's online

ABC Children's online recorded steady growth in 2012–13 with an 18% increase in visits to the ABC3 portal and an 8% increase to the ABC4Kids portal.

55 WebTrends 2012–13

Visitors and visits

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



Source: WebTrends.

TELEVISION

3.8 million

Average number of monthly visits to ABC iview, up from 3.2 million on 2011–12

As viewing on tablet and mobile devices becomes increasingly popular for children's content (particularly preschool), growth in the ABC Children's websites has slowed over the past 12 months.

ABC4Kids Online recorded a monthly average of 438 000 visitors and one million visits in 2012–13, down from 449 000 visitors and 1.2 million visits in 2011–12.⁵⁶

ABC3 Online recorded a monthly average of 678 000 visitors and 1.4 million visits in 2012–13, up from 652 000 visitors and 1.3 million visits in 2011–12.⁵⁷

In 2012–13 there was a monthly average of 1.8 million program plays via ABC4Kids Online and a monthly average of 4.5 million program plays on iview. Two thirds of the iview plays were viewed on iOS devices.⁵⁸

The top ABC4Kids programs viewed online included *Peppa Pig*, *Play School*, *Bananas in Pyjamas*, *Fireman Sam* and *The Octonauts*.

In 2012–13 there was a monthly average of 1.4 million program plays on ABC3 Watchnow and a monthly average of 2.5 million program plays on iview. Over half of the iview plays were viewed on iOS devices, one third of the iview plays were viewed on the iview website.⁵⁹

The top ABC3 programs viewed online included *Life With Boys*, *Dani's House*, *Almost Naked Animals*, *Stoked* and *Detentionaire*.⁶⁰

The participation of the children's audience in creating content has been an area of focus in 2012–13, with the launch of the ABC3 user generated content initiative 'RAWR' in July 2013. RAWR celebrates young media creators by providing a platform and showcase for their work.

ABC Children's Television's first touch-based tablet app, the *Play School* 'Art Maker', has had sustained success since launching in late 2011, with over 400 000 downloads and high levels of user engagement.

iview

ABC iview continued to expand its audience with strong growth across a full range of genres and programs. In April 2013, iview recorded 15.4 million program plays, the highest number of program plays for any month in iview's history.⁶¹

The average monthly program plays across all platforms was 13.1 million. On iOS devices, iview recorded an average of 6.5 million program plays.⁶²

The strongest growth was seen in tablet and mobile usage. In 2013, iOS devices have overtaken the iview website as the most popular platform for accessing iview. iOS devices now represent over half of total iview plays, while the iview website has decreased to 33%. The iOS app experienced an increase of 183%. On iOS devices, iview recorded an average of 6.24 million program plays, an increase of 160% from 2.4 million in 2011–12.⁶³

ABC4Kids content is particularly popular via iOS devices, with *Peppa Pig*, *Play School* and *Bananas in Pyjamas* consistently the most viewed programs (see page 49).

The iview website is still the most popular way to access and view non-children's content online. In 2012–13, the most viewed non-children's programs on iview included local and international dramas, such as *Doctor Who* series 7, *Call the Midwife* and *Rake* series 2. Also popular were entertainment programs, such as *The Checkout*, *Good Game*, *The Chaser: Hamster Wheel* and *Gruen Planet*. ■

⁵⁶ WebTrends data.

⁵⁷ WebTrends data.

⁵⁸ WebTrends data.

⁵⁹ WebTrends data.

⁶⁰ WebTrends data.

⁶¹ WebTrends 2012–13..

⁶² WebTrends 2013.

⁶³ WebTrends 2013.

News and current affairs on radio

News and current affairs on television

News and current affairs online

Audiences continue to rely on the ABC as a uniquely independent and authoritative source of news and information.

AUSTRALIANS PLACE their trust in ABC news and current affairs, with 78% of Australians surveyed believing that the ABC is balanced and even-handed in delivering news.⁶⁴ At a time of rapid media change and fragmentation, that connection has never been more crucial.

In 2012–13, the ABC allocated significant resources to covering a range of major events, including ALP leadership contests, the 2012 London Olympic Games, the United States Presidential election, the West Australian election and extensive summer bushfires in several States.

⁶⁴ Newspan, ABC Appreciation Survey 2013.

NEWS

91%

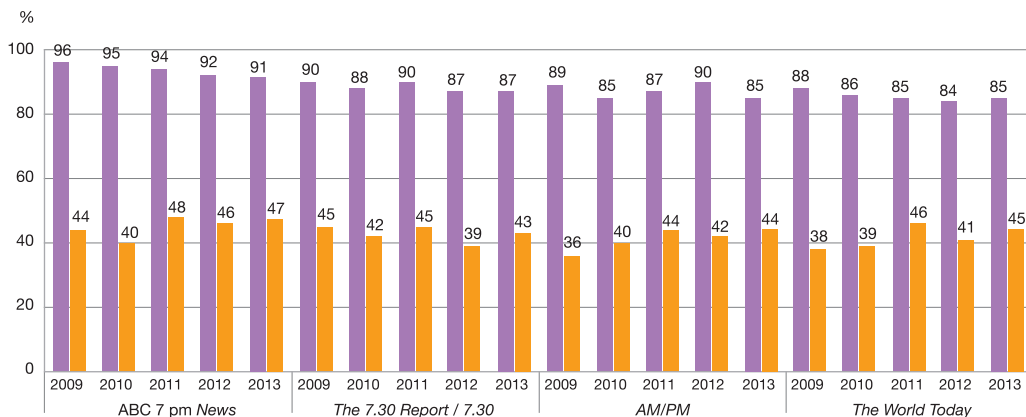
Percentage of Australians who believe the ABC 7 pm **News** does a good job of being **balanced** and even-handed

Balance

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

Balance: news and current affairs programs

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



Based on those aged 14 years and over who ever watch/listen to the respective program. Does not include 'Don't Know' or 'Poor' responses. Source: Newspan, ABC Appreciation Survey 2013.

■ Total Good Job
■ Very Good Job



Foreign Correspondent



Quality news and current affairs is a vital area of strength for the ABC across the country and into the region. The ABC stands alone as the leader in original journalism, providing broad, in-depth and comprehensive news coverage of significant issues.

The ABC's commitment to high quality investigative journalism and breaking stories of significant impact was evident in the coverage of the case of Prisoner X.

Until 12 February 2013, the identity of an inmate held in Israel's Ayalon Prison was known to only a very select group of people. But when *Foreign Correspondent* went to air with its careful examination of the evidence, the secrecy was broken, and the world would know that Prisoner X was a Melbourne man named Ben Zygier.

ABC journalist Trevor Bormann's perseverance and skill in pursuing this complex story is an outstanding example of how good investigative journalism can instigate a debate amongst authorities and the community.

The ABC continued to make programs which set agendas and broke new ground, including: a *Lateline* interview that helped precipitate the announcement of a national Royal Commission into child sexual abuse by institutions; the exclusive *Foreign Correspondent* documentary "Prisoner X" that revealed the death of an Australian in an Israeli prison; and a groundbreaking *Four Corners* report on Lance Armstrong and doping allegations.

The ABC embarked on two significant projects in 2012–13 to expand and enhance its news and current affairs programs. The first was a review of its newsgathering operations to ensure the most efficient use of resources in the delivery of high-quality journalism in a changing media environment. The second project aims to bring audiences more original, agenda-setting journalism from more places. This project is the result of additional resources allocated in the ABC triennial funding agreement 2013–16.

Newsgathering review

The objective of the review was to ensure that newsgathering resources are allocated and priorities set which ensure that news of the highest standard is gathered and distributed as efficiently as possible, across regional, state and international newsrooms.

Recent major changes in the media environment, including in the way news is gathered and delivered, meant that it was timely to undertake a review and restructure of the ABC's newsgathering structure.

The review led to the creation of a central newsgathering team serving the needs of daily news programs and platforms. The review also recommended the creation of a 'news now' model, where stories are filed to meet the needs of continuous news platforms, as well as key scheduled programs.

News funding package

Funds allocated in the ABC triennial funding agreement 2013–16 will allow the ABC to build upon its investment in specialist rounds and regional news, and to extend its current affairs programming.

This project reflects concerns that the future of rigorous, independent Australian journalism may be under threat, with a loss of jobs across the media substantially reducing the amount of original journalism being produced in Australia.

As Australia's primary public broadcaster, the ABC is the leading provider of independent journalism to the Australian community. The additional funds allocated in the triennial funding agreement 2013–16 will enable the ABC to increase its capacity to provide original, agenda-setting journalism in a range of areas. This will include the following initiatives, the roll-out of which will commence in 2013:

- the introduction of a new fact-checking unit
- the recruitment of additional national reporters to strengthen original reporting

- additional news bureaux in Geelong, Parramatta and Ipswich to contribute to more diverse news coverage; and
- increased number of cameras and links in some regional bureaux.

News and current affairs on radio

The ABC distributes news and current affairs content across a range of radio networks and on digital radio. In 2012–13, news and current affairs programs on ABC Local Radio reached, on average, 1.7 million people aged 10 and over each week in the five-city metropolitan market.⁶⁵ This was steady with 2011–12.

The ABC NewsRadio network is a dedicated 24-hour radio service (see page 35).

News and current affairs on television

ABC News 24 is a dedicated 24-hour free-to-air news channel, and is the most watched news channel in Australia. The top programs on ABC News 24 in 2012–13 included coverage of the ALP leadership change in June 2013, Budget coverage, the funeral of Margaret Thatcher in April 2013, and USA Votes 2012: Election Results in November 2012.⁶⁶

ABC News 24's metropolitan average weekly reach in 2012–13 was 2.2 million people, or 13.9% of the five-city metropolitan population. This is up from 2.0 million people, or 13.1% in 2011–12.⁶⁷

In 2012–13, ABC News 24 achieved a metropolitan day-time free-to-air share of 2.9%, up from 2.3% in 2011–12. ABC News 24's metropolitan prime-time free-to-air share was 0.9% (0.8% in 2011–12).⁶⁸

⁶⁵ Nielsen five-city metropolitan. Includes *Early AM* (Mon–Fri 6am–6.15am), *7.45am News* (Mon–Sun 7.45am–8am), *AM* (Mon–Sat 8am–8.30am), *The World Today* (Mon–Fri 12md–1pm) and *PM* (Mon–Fri 6–7pm).

⁶⁶ OzTAM Consolidated data, 1 Oct 2011–30 June 2012.

⁶⁷ OzTAM Consolidated Data 2011–12, 2012–13.

⁶⁸ OzTAM Consolidated Data 2011–12, 2012–13.

ABC News 24 increased its regional average weekly reach from 1.2 million, or 17.2% of the regional aggregate population in 2011–12, to 1.3 million people, or 18.9% of the regional population in 2012–13.⁶⁹

Prime-time regional free-to-air share for ABC News 24 was up at 1.2% (1% in 2011–12). ABC News 24 also increased its regional daytime free-to-air share, up from 4% in 2011–12, to 4.4% in 2012–13.⁷⁰

In 2012–13 there was audience growth across the ABC's news and current affairs television programming, reflecting its depth, quality and diversity.

On ABC1, the national average audience for the Monday to Friday 7 pm ABC News was 1.3 million, an increase of 4% from last year.⁷¹

The weekend editions of ABC News increased in 2012–13 compared to 2011–12. The Sunday edition of ABC News increased by 4% to an average audience of 1.2 million in 2012–13.⁷² The Saturday evening broadcast averaged 1.3 million viewers in 2012–13, a slight increase of 0.3% compared to 2011–12.⁷³

On ABC1, the national average audience for 7.30 (Monday – Thursday, national edition) was 1.1 million, which was an increase of 13% compared to the 2011–12 average of 942 000.⁷⁴

Four Corners achieved a national average audience of 1.1 million on ABC1 in 2012–13, an increase of 7% on 2011–12.⁷⁵ The episode “The World According to Lance”, broadcast on 15 October 2012, achieved a national average audience of 1.5 million, the highest average audience for the program in 2012–13.⁷⁶

In 2012–13, *Foreign Correspondent* on ABC1 achieved a national average audience of 874 000, an increase of 5% compared to 2011–12. The episode “New Zealand–Adrenalin Nation”, broadcast on 30 October 2012, achieved the highest audience for the program in 2012–13 with a national average audience of one million viewers.⁷⁷

In 2012–13, the national average audience for *Australian Story* was 1.3 million, an increase of 9% compared to 2011–12. The program achieved national audiences of more than 1.5 million on three occasions in 2012–13. The highest audience for the program was for the “On Bicheno Beach” episode, with 1.6 million viewers.⁷⁸

Insiders achieved a national average audience of 363 000 across ABC1 and the ABC News 24 simulcast, an increase of 1% on 2011–12.⁷⁹

In 2012–13, *ABC News Breakfast* reached a weekly average of 1.3 million viewers nationally across ABC1 and ABC News 24, a 20% increase on the average weekly reach in 2011–12 (Oct 2011–June 2012).⁸⁰

On ABC1, the national average audience for *Lateline* was 270 000, a decline of 2% compared to 2011–12.⁸¹ Also on ABC1, *The Business* achieved a national average audience of 137 000 in 2012–13, down 4% on the 2011–12 average. *Lateline Business* was re-launched as *The Business* on 30 January 2012.⁸²

69 Regional TAM Consolidated Data 2011–12, 2012–13.

70 Regional TAM Consolidated Data 2011–12, 2012–13.

71 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

72 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

73 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

74 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

75 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

76 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

77 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

78 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

79 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

80 OzTAM and Regional TAM Consolidated Data (reach based on 5 minute consecutive viewing, ABC1 and ABC News 24), Oct 2011–June 2012; 2012–13.

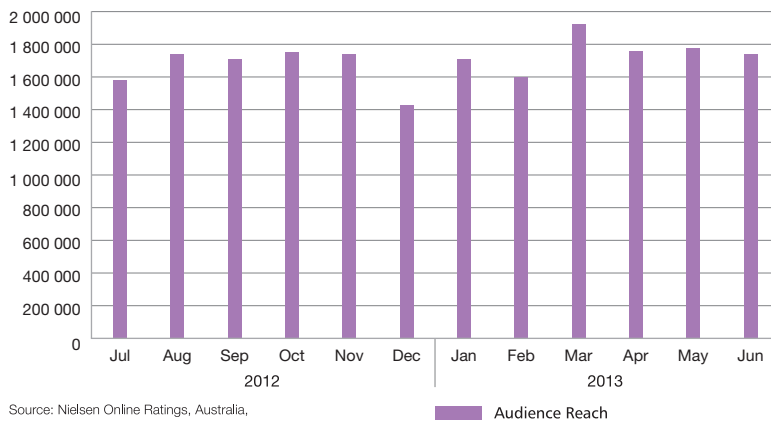
81 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

82 OzTAM and Regional TAM Consolidated Data 2011–12, 2012–13.

Reach

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

ABC news and current affairs websites: Monthly reach



Source: Nielsen Online Ratings, Australia, people aged 2 years and over.

NEWS

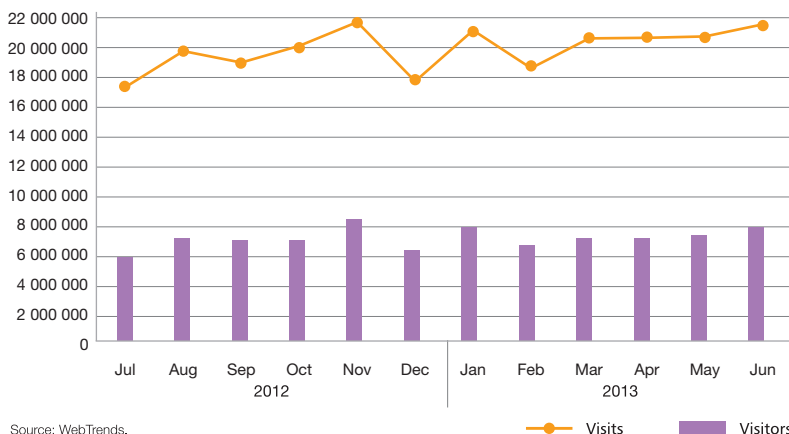
1.7 million

Average number of users accessing ABC news and current affairs **online each month**

Visitors and visits

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

ABC news and current affairs websites: Monthly visitors and visits



Source: WebTrends.

19.9 million

Average number of **visits each month** to ABC news and current affairs websites

7.0 million

Average number of **visitors each month** to ABC news and current affairs websites

News and current affairs online

With new technology increasing the number of opportunities audiences have each day to engage with ABC content online, the ABC is using a range of digital platforms to make its news and current affairs content available to as many people as possible.

ABC News 24 is streamed live on ABC News Online and ABC iView. ABC News 24 recorded a total of 1.1 million streams on ABC iView in 2012–13 (a monthly average of 88 000). Streams of ABC News 24 via iView peaked in June 2013 with 141 000 plays, driven by coverage of the ALP party leadership change.⁸³

A total of three million streams were recorded via the ABC News 24 website (a monthly average of 253 000). Streams via the website peaked in November 2012 with 346 000 plays, driven by the United States Presidential election coverage.⁸⁴ ■

⁸³ WebTrends 2012–13.

⁸⁴ WebTrends 2012–13, includes international and domestic plays via the ABC News 24 website.

NEWS

The ABC has correspondents based in 12 international bureaux



Homepage redesign and implementation

Continuing focus on mobile

Social media

Education portal

Digital first storytelling projects

ABC ONLINE reached an average 3.5 million users a month in 2012–13.⁸⁵ There was an average of 4.6 million domestic and international visitors each week to ABC Online, up 21% on 2011–12. Visits in 2012–13 were up 23% on 2011–12 to an average 9.9 million a week.

ABC audiences are increasingly consuming content online and exploring new opportunities for sharing and contributing content.

Homepage redesign and implementation

A new homepage for abc.net.au was launched in December 2012, following extensive research into how audiences were using the ABC homepage. The new design includes practical tools to help users find content more easily, with more intuitive navigation. The appearance of the page has been refreshed and is now more friendly to tablets, with larger fonts and larger clicking and tapping targets.

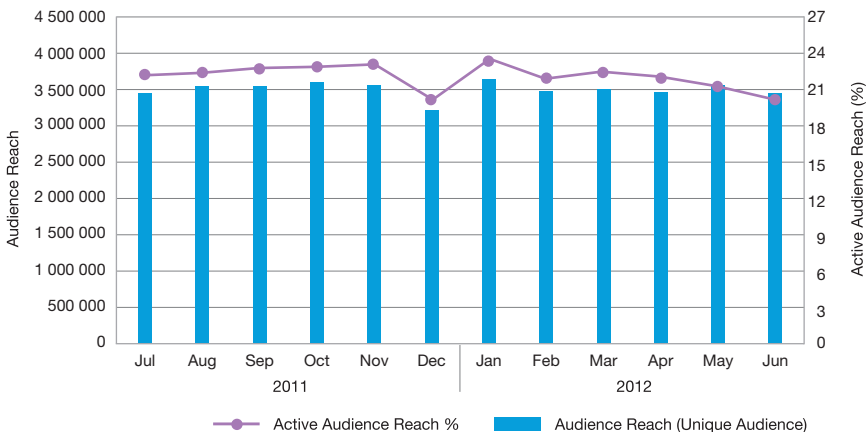
Feedback from users has been positive, and quantitative data shows improved performance of the page in terms of directing users to key content areas.

⁸⁵ Comparison with previous year not available due to change in methodology in September 2011.

Reach

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

ABC Online: Monthly audience reach



Source: Nielsen Online Ratings, Australia, people aged two and over.

ONLINE

3.5 million
Average number of unique users accessing ABC Online each month

4.6 million

Average number of
visitors to abc.net.au
each week

9.9 million

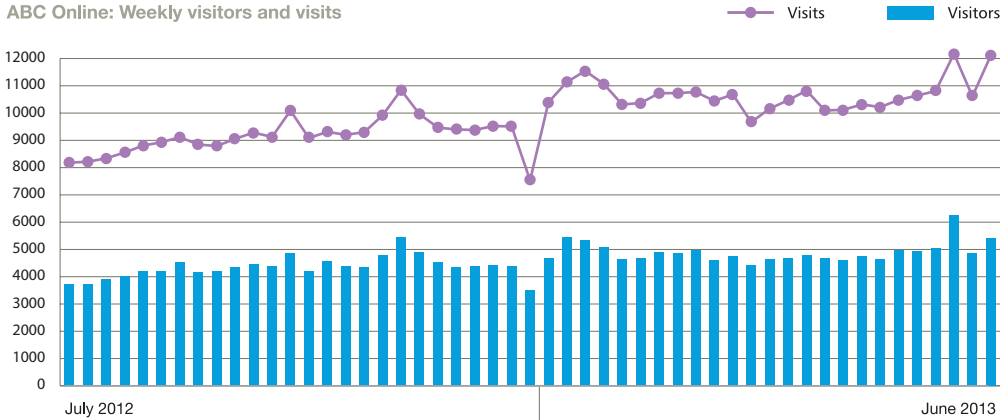
Average number of
visits to abc.net.au
each week

ONLINE

Visitors and visits

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

ABC Online: Weekly visitors and visits



Source: WebTrends.

Continuing focus on mobile

Smart phones and tablets are transforming how and where Australians consume news, information and entertainment. The ABC’s priority is to deliver content to the audience at a time they want and on the device and format they prefer.

Today there are as many connected devices as there are people in the world. By 2015 this is expected to double.⁸⁶ Six in 10 Australians have a smartphone, three in 10 have a tablet. Dual-screening behaviour increased from 60% to 74% of online Australians in 2012, and the prevalence of tablet computers as a dual-screening device increased from 16% to 28% among dual-screener.⁸⁷

The ABC sees mobile as an opportunity to enrich and deepen the audience’s experience of its services and usage of ABC mobile products is growing rapidly.

In June 2013, approximately 25% of monthly visits to ABC Online came from a smartphone or tablet, up from 19% in June 2012.⁸⁸

The extent to which audiences are accessing ABC content on mobile devices continued to increase in 2012–13:

- The ABC iPhone app saw an 83% increase in monthly active users from 145 000 in May 2012 to 261 000 in May 2013.⁸⁹
- Across the same period, active users of the ABC Android app more than tripled, from 20 000 to 72 000.⁹⁰
- Visits to abc.net.au via mobile users grew by 52% from 6.4 million in May 2012 to 9.7 million in May 2013.⁹¹

In 2012–13, the ABC increased its focus on mobile development, executing a number of significant projects which improved the ABC’s mobile capabilities. These included:

- **Adaptive Delivery Platform (ADP) and ABC News Mobile**— To address the shift to mobile media consumption the ABC is seeking to make abc.net.au more mobile-friendly. The ABC has developed the technical capability to detect what kind of mobile device an audience member is using to access ABC Online and then deliver them the most appropriate

⁸⁶ What happens in an internet minute? Intel.

⁸⁷ Nielsen, *Australian Connected Consumers—Evolving patterns of media consumption in the digital age*, February 2013.

⁸⁸ WebTrends.

⁸⁹ Flurry Analytics.

⁹⁰ Flurry Analytics.

⁹¹ WebTrends.

web page. The ABC also developed mobile interface guidelines for its staff to use when designing and delivering content and designed templates able to be used by News Online.

- **ABC Homepage Mobile**—The ABC built on its new adaptive delivery platform to build a version of the ABC homepage optimised for smartphones.
- **ABC flagship apps**—In 2012–13, the ABC launched refreshed flagship apps for iPhone and iPad. Available as an automatic update to the existing main ABC apps, the upgrades offer new functionality and a more intuitive user experience. The new design is part of a redevelopment of the ABC's online presence, following extensive audience research and testing. The cleaner interface brings news to the foreground, showcasing radio and television content. Richer article pages allow users easy access to a wide range of content from different ABC sources including text, audio and video. The app includes a feature enabling people to 'Wake up with the ABC' by setting an alarm that links to the ABC program of their choice. ABC audiences can start the day by catching news, sport or weather in 90 seconds, ABC News 24 or a live radio program.

Location Pilot Project

The technical capacities of mobile devices are facilitating new connections between the ABC and its audiences. In late 2012, the ABC began a research and discovery project to explore and test the relevance of location for news and information seeking, in light of the capacity for mobile devices to identify their location. The research undertaken in Newcastle, Launceston, Geelong, Canberra and Mount Gambier sought to identify how smartphone users are currently getting their news and information, and whether the user's location is important in this process.

On the basis of its research, the ABC is piloting a mobile product which provides a mix of local, national and international news combined with specific local information. The findings of this project will inform future ABC digital products, with a particular focus on opportunities for tailoring content and services based on someone's location. An extension of the pilot will include an experiment in encouraging discussion around local issues and topics of interest to individual communities. Pilots have been rolled out in Newcastle in New South Wales and Launceston in Tasmania and additional pilots will be trialled in other locations.

Social media

The rise of digital media consumption has been supercharged by social media. 72% of online Australians have at least one active social media profile and 37% participate in social TV.⁹²

As a media organisation, the ABC has been at the forefront of utilising social media to enhance the delivery of its services. The ABC has over 150 official Facebook pages covering ABC programs and content areas such as triple j, triple j unearthed, ABC News, ABC Television, ABC Radio National, ABC Technology and Games, Radio National Drive, ABC Local Radio stations and ABC iview. The ABC has over 200 official Twitter accounts.

Social media is being utilised in innovative ways to interact with and build audiences, gather feedback, research and keep abreast of industry trends and as a new platform for the delivery of ABC content. Not only does social media give the ABC new ways of sharing, promoting and talking about its content, it has created a new kind of conversation in which audience members share their views and ideas with each other in real time.

⁹² Nielsen, *Australian Connected Consumers—Evolving patterns of media consumption in the digital age*, February 2013.

The ABC continued to enhance its use of social media for the benefit of audiences. In 2012–13, ABC staff attended craft sessions with experts from Twitter and YouTube to improve and update their social media skills. The ABC also joined the Commonwealth Scientific and Industrial Research Organisation in a 12-month pilot of two new social media tools which will enhance the ABC's ability to monitor social media conversations and adapt its social presence accordingly.

Education portal

In December 2011, the Federal Government announced the provision of \$19.9 million over three years for the development of a new education portal for students, teachers and parents, to be built in partnership by the ABC and Educational Services Australia (ESA).

The portal consists of two parts: the first is a media resource library which contains audio-visual material sourced from the ABC's extensive archive and collections. The second part is the delivery of several highly interactive, media-rich learning resources that will enhance students' learning experiences, including interactive games, immersive environments, and live events.

In October 2012, phase one of the portal—ABC Splash—was launched, with a media library of 333 clips and 184 small interactives, curated and mapped in line with the Australian Curriculum.

On 26 March 2013, the site was officially launched in Melbourne by the Parliamentary Secretary for School Education, Senator Jacinta Collins. The launch featured a Splash Live event, in which students from schools around Australia broadcast local news stories they had created with the help of ABC Splash resources.

Reaction to the portal has been positive, with ABC Splash attracting 1.63 million page views and 367 000 visits as at May 2013.⁹³

⁹³ WebTrends.

Digital first storytelling projects

In November 2012, the ABC launched the Opera House Project, a co-production between the ABC and the Sydney Opera House. The Opera House Project is a rich multi-media online documentary that tells the unique story of the iconic Australian building, Sydney Opera House, from its inception in 1954 through its complex design and construction, and through the past forty years of performance.

The partnership with the Sydney Opera House has produced a unique digital journey of one of the world's most important buildings. The groundbreaking multi-media portal applies new methods of digital storytelling to offer viewers direct access to a wealth of information and resources on the nation's most famous landmark.

The site contains over 24 hours of content, including archival and newly created video, audio, and still images, 3D rendered and interactive first-person environments. Through the specially developed digital interface, viewers can create their own documentary experience.

The project involved collaboration with and contributions from a range of external partners, including State Library NSW, Powerhouse Museum, Arup, NSW State Records and many prominent historians and architects.

The site was built as a HTML5 web app, making it platform-agnostic and able to be viewed in web browsers across desktop, tablets, smartphones and internet-connected televisions.

The Opera House project was nominated for a number of web and creative awards. ■

Audiences

Content

Distribution

International Development

International Relations

ABC International engages international audiences in multiple languages, encourages awareness of Australia and builds regional partnerships.

FOR MORE THAN 70 years, the ABC has broadcast to millions of people across Asia and the Pacific through Radio Australia and, more recently, the Australia Network, supported by news and analysis from the ABC's Asia Pacific News Centre.

In August 2012, the ABC and the Federal Government finalised a funding agreement for the provision of Australia's international media service. The new agreement enables the ABC to deliver a converged, multiplatform service encompassing the Australia Network television service, Radio Australia and a suite of online, mobile and social media services.

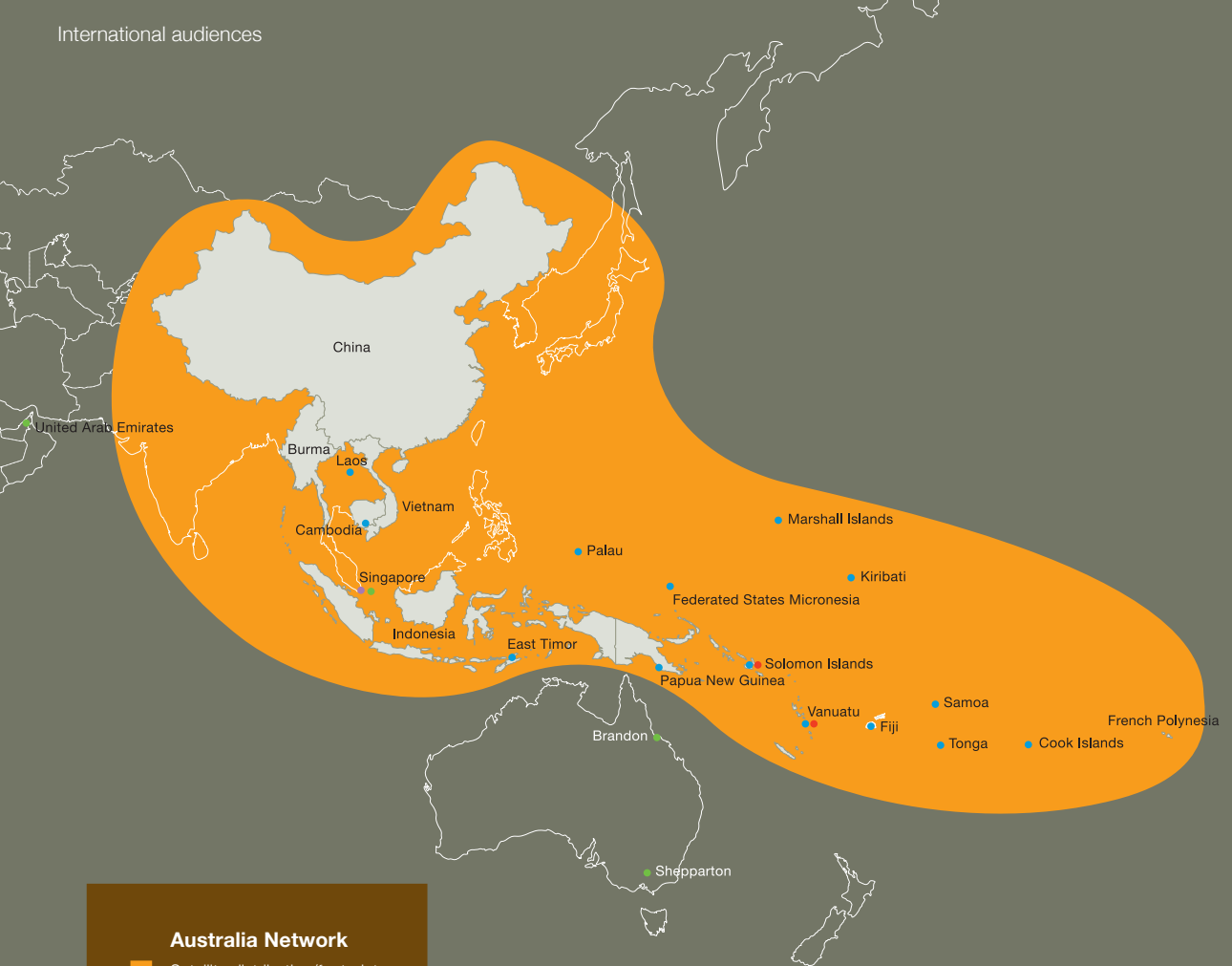
The creation of a converged international media service reflects technological and behavioural changes across Asia and the Pacific.

The ABC restructured its International Division and developed an audience-focused strategy to ensure delivery of a comprehensive service to diverse regional audiences on their chosen platform. The strategy is based on the cultural aspirations, media consumption habits, audience content preferences and the relative use of different media platforms in each regional market.

In June 2013, the ABC and the Department of Foreign Affairs and Trade agreed on the converged service's first three-year Strategic Plan and annual Business Plan.

Audiences

In delivering its international services across Asia and the Pacific, the ABC is mindful of the significant differences in cultural and socio-economic conditions which exist across the target markets. The new converged service has adopted a strategy based on tailoring content and services to the greatest possible degree for the specific markets in which they will be received.



Australia Network

■ Satellite distribution/footprint, including Radio Australia

● Australia Network, 24-hours free-to-air

Radio Australia

● Radio Australia's 24-hour FM network

● Shortwave transmission sites

● Digital subscription radio

■ Foreign Language Services

The trend of recent years of increasing mobile phone ownership and internet use continued strongly in the last year. Mobile phones are becoming one of the key means by which Asian audiences access information. In late 2012, there were an estimated 3.3 billion mobile phone subscriptions in Asia.⁹⁴ At the end of 2011, it was estimated that Asia had over one billion internet users.⁹⁵

Further, mobile phones are increasingly being used to access the internet. In China, it is estimated that one third of mobile phones are used for internet access.⁹⁶ And in the Pacific, with some of the lowest internet penetration rates in the world, access to social media sites through mobile phones is creating new opportunities to connect with audiences.

⁹⁴ Paul Budde and Peter Evan, "Asia—Mobile Voice Market", February 2013 (8th Edition).

⁹⁵ CASBAA, "Asia Pacific Multichannel TV 2012", Report, p.4; while the report includes Australia and New Zealand, the small populations of those countries mean they are unlikely to distort the figures.

⁹⁶ Nielsen Mobile Insights: China, March 2010.

In some countries, audiences are reducing their use of television and radio as they make greater use of new digital platforms. In others, the effect of new media is additive, with total media consumption rising as audiences employ new technologies alongside more traditional media. Rates of access to television continue to grow and television viewing is expected to remain a key source of information for the foreseeable future.

The use of radio in Asia varies significantly from country to country. In China, for example, fewer than 7% of adults use radio as a daily source of news. By comparison, in Indonesia, radio is used by 11% of adults and in Cambodia by 33%.⁹⁷ Radio remains an important means of reaching audiences across the Pacific regions.

A key consideration for the converged service is the varying levels of development across markets within Asia and the Pacific. There are two distinct groups across the target markets for the ABC's international service:

- **Developed media markets**—characterised by large urbanised populations, high levels of technological sophistication and advanced wireless infrastructure. The most common theme is high use of smart phones as primary source of media consumption.
- **Emerging media markets**—characterised by use of traditional linear media such as print, radio and television. The ABC's international development projects are focused in these markets, where the ABC is a trusted and credible news source.

Content

The overarching aims of the ABC's international service are to share Australian stories that engage our neighbours in Asia and the Pacific region, and to promote regional dialogue and understanding between Australia and those countries.

The ABC seeks to do this through quality, independent and pluralistic content delivered in relevant ways on relevant platforms.

Content highlights in 2012–13 included:

- **News and current affairs**—the ABC delivered its most comprehensive coverage of a critical regional story, “Malaysia Votes”, covering the Malaysian elections. Coverage of the election was strong across platforms and programs, including on *Connect Asia*, *Asia Pacific*, the Malaysia Votes blog, *Australia Network News*, *Newsline* and social media platforms. *Newsline* broadcast six programs from Kuala Lumpur and crossed to ABC News 24. Southeast Asia Correspondent, Zoe Daniel and video journalist, Liam Cochrane provided coverage from across Malaysia with reports from Penang, Johor, Sabah and Sarawak. The Melbourne newsroom also delivered a wide range of perspectives across our online platforms, including the Malaysia Votes blog and pushing content to YouTube and Facebook.
- **ANZAC Day**—extensive coverage across platforms, including coverage of the dawn services held across Australia, the region and the world.
- **Coverage of key events**—this included coverage of Cyclone Evan in the Pacific, Australia's bushfire emergencies and the devastating flooding in Jakarta. The *Pacific Beat* program continued to attract audiences across the Pacific and covered breaking issues including the burning of the draft constitution in Fiji, the torture of two detainees in Fiji and the abuse of the landlease system in Papua New Guinea.
- **Business and finance news**—the ABC delivers reliable business and finance news from Australia and across the region, including daily market updates and in-depth features on industries and stories that matter to the region. ABC International's business and finance reporting is extended through collaboration with partners in key markets, including China's International Channel Shanghai and Korea's Arirang TV.

⁹⁷ InterMedia Survey Institute research.

- **English language learning**—*Planet English*, a 90-minute English language learning (ELL) program, was distributed to numerous partners across Asia. In addition, over 60 short pieces of original ELL content were created, coupled with over 300 social media posts and over 200 images which provided context to the language use. *English Bites* was also extended to offer Khmer and Vietnamese language versions.
- **My Australia**—reflecting modern Australia to the region, a third series of *My Australia* was delivered, this series looking at Australia through the eyes of young people from the Asia Pacific region.
- **Children’s programming and Australian drama**—Australia Network television delivered the best of Australian children’s content, including *Giggle and Hoot*, *Play School*, *The Wiggles* and *Bananas in Pyjamas*. Australian drama programs included *Miss Fisher’s Murder Mysteries* and *Redfern Now*.
- **Major sporting events**—Radio Australia broadcast ABC Grandstand’s live commentary of the 2012 London Olympic Games. *Pacific Beat* delivered comprehensive coverage of the efforts of Pacific athletes in London. Other sporting coverage included the Melbourne Cup 2012, cricket tests, the Sydney to Hobart Yacht Race, the Australian Open tennis and the AFL finals and grand final.
- **Pacific Break**—In its fifth year, the Pacific Break music competition showcased the best original music from the Pacific. Featuring over 100 songs, interviews and live performances across all platforms, social media was integrated into the campaign to engage young people in the region.

Distribution

The distribution of Australia’s international broadcasting service takes place through a combination of various transmission platforms and technologies, country-specific syndication agreements and a growing online presence. The ABC has regard to the particular characteristics of a country when determining how best to distribute content.

In 2012–13, Australia Network maintained its reach, estimated to be over 31 million homes, in over 46 countries within the footprint.⁹⁸ Rebroadcast arrangements with cable operators in the region numbered over 660 during the period.⁹⁹

Radio Australia distribution includes dedicated 24-hour FM transmitters in most Pacific Island capitals and selected locations in South East Asia. Nearly 100 partnerships with local FM radio stations facilitate the broadcast of Radio Australia programming throughout the wider region.

A key component of the service’s distribution strategy is to pursue partnerships with local media organisations in key markets. In April 2013, ABC International signed memoranda of understanding with media outlets in China, including Beijing TV, China Radio International, China National Radio and Beijing City Radio. The ABC extended its successful partnership with the Shanghai Media Group and China Central Television (CCTV), and initiated partnerships with China Daily, Sina.com and Tencent.

In Indonesia, the ABC also entered into numerous syndication agreements with local media organisations and in India, the ABC finalised an agreement with Prasar Bharati, the national broadcaster of India.

Distribution over non-broadcast platforms included an extensive online presence, podcasts and a catch-up service featuring over 100 programs.

A dynamic social media strategy is being deployed to extend reach, including an extended presence on Sina Weibo.

⁹⁸ Data from rebroadcasters and Media Partners Asia.

⁹⁹ ABC Customer Relations Management System.



A key plank of the ABC's international distribution strategy is a focus on syndication with partners in key markets in Asia and the Pacific. Recognising the value of partnerships, relevant content is made available for syndication, maximising exposure to the target audiences.

In China, the ABC is maximising market penetration and expanding opportunities to deliver its content through partners. In 2012–13 the ABC extended its strategic partnership with Shanghai Media Group to include special content events, weekly news crosses and regular contributions to flagship magazine programs. In the reporting period, the ABC also signed memoranda of understanding with Beijing Television, China National Radio, China Radio International, and Beijing City Radio.

In Indonesia the ABC made significant progress in ensuring its content is carried on the biggest online news media outlets, substantially expanding the reach of the best ABC content to new Indonesian audiences. The ABC entered into partnership agreements with Detik.com, Kompas.com, Tribunnews.com, Republika Online, and Metrotvnews.com.

INTERNATIONAL

ABC Managing Director Mark Scott with Julian Chen, ABC International's chief China representative at the launch ceremony for 'Window on China' in Ultimo NSW on 27 September 2012.

International Development

ABC International Development works to support the development of robust media institutions in the Asia-Pacific region. It is a self-funding enterprise with representatives in Cambodia, Papua New Guinea, Solomon Islands, Vanuatu and Australia.

ABC International Development 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 better governance. These goals align with the strategic direction of the Australian Agency for International Development (AusAID), the principal source of funding for ABC International Development.

During 2012–13, International Development continued to advocate 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 impact their lives.

In 2012–13, International Development continued major programs with Papua New Guinea’s National Broadcasting Corporation, the Vanuatu Broadcasting and Television Corporation, media organisations across the Solomon Islands, three of Cambodia’s Provincial Departments of Information as well as the Pacific Media Assistance Scheme, which is a long-term program to support the media in 14 Pacific countries.

ABC International received approval from AusAID to commence a pilot initiative in Myanmar to assist the national broadcaster Myanmar Radio and Television produce radio programs aimed at providing maternal health information to women living in rural communities. The initiative is due to commence in the third quarter of 2013.

International Relations

The ABC’s International Relations department facilitates interaction between the ABC and public broadcasters and broadcasting associations around the world. This is effected through participation at relevant regional conferences and forums, and through facilitating visits to Australia by international media organisations. The aim is to develop complementary partnerships, raise the profile of public broadcasting, support regional broadcasters and participate in relevant strategic forums.

During the year, ABC International represented the ABC at various regional conferences, including: the Asia-Pacific Broadcasting Union’s General Assembly in Seoul; the ABU-AIBD’s Pacific Islands Media Partnership workshop in Samoa; DG7 (group of 7 international broadcasters) in Germany; the Cable & Satellite Broadcasting Association of Asia conference in Hong Kong; the Media Partners Asia Pay TV Operators Summit in Bali; and the Asia-Pacific Institute for Broadcasting Development’s Asia Media Summit in Manado, Indonesia.

In addition, ABC International facilitated visits from international media organisations from China, Indonesia, Thailand, the Republic of Korea, India, Myanmar, India, Vietnam, Hong Kong, Singapore, Malaysia, Cambodia, Papua New Guinea, Afghanistan, and Pakistan. ■

Financial performance

ABC Retail

ABC Digital

ABC Music and Events

ABC Publishing and
Licensing

Video Entertainment
and Distribution (VED)

Content Sales

ABC Commercial manages a range of media businesses delivering products and services to the global marketplace. Revenue earned is returned to the Corporation for investment in the production of ABC content.

ABC COMMERCIAL provides a revenue stream through its commercial activities to assist the ABC to fulfil its Charter obligations as the national public broadcaster. ABC Commercial aims to enhance the experience and extend the engagement of ABC audiences by meeting their desire for enduring tangible products and services.

The division is responsible for the management of a range of media businesses which create, license and market products and services related to the programming and Charter activities of the ABC. ABC Commercial is responsible for the development of new revenue streams for the Corporation, and continues to position itself to take advantage of the opportunities presented by the ever expanding digital market.

Financial performance

ABC Commercial's full year net result was \$1.1 million, down from \$5.5 million in 2011–12. ABC Commercial's full year result reflects the significant challenges facing the retail sector and the impact of declining product formats such as DVD. Despite above-budget performances from key businesses such as Music, Publishing, and News and Current Affairs Sales, as well as strong revenue growth results from Non-Theatric Sales, the performance of ABC Retail and ABC DVD (both traditionally major contributors to ABC Commercial's net profit) were the main impediment to a stronger result in 2012–13.

A number of strategies were implemented to improve the short-term performance of ABC Retail, with specific regard to ABC Shops' market presence, product offering, customer experience and resourcing. Several opportunities were identified in 2012–13 for reform, and efficiencies have since been achieved through the new *ABC Retail Agreement 2013–16* and a restructure of the Retail Support Office.

In addition, extensive work has been done regarding: product ranging; pricing strategy and value proposition; improving on key performance indicators such as customer conversion and average sale; and enhancing category performance and customer experience by reconfiguring shop layouts. These changes, along with the implementation of proven retail methodologies, have all contributed to the improvement in performance most evident in the last few months of the financial year.

ABC management and the ABC Board are closely monitoring ABC Retail's performance and are assessing the optimal operating model for the business in order to mitigate future risk.

ABC Retail

ABC Retail's strategy of transitioning from a DVD/CD based product range to a broader product range encompassing children's toys, clothing and general merchandise continues to deliver improved results in these categories. Toys, clothing and general merchandise categories have grown to represent over 30% of ABC Retail turnover (from 8% in 2010). Sales of children's DVDs have shown growth on last year, and ABC Retail continues to leverage the interest in this category, along with a focus on the children's and adult books categories, both of which are performing well.

COMMERCIAL

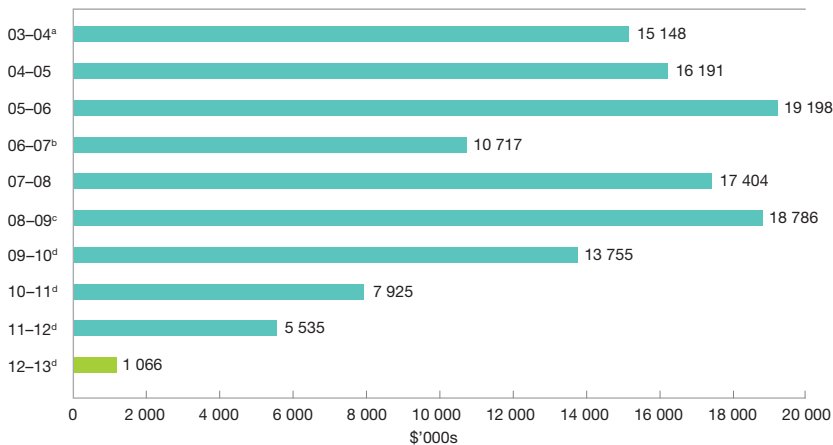
\$1.1 million

Amount **contributed** to ABC net revenue by **ABC Commercial**

Contribution to revenue

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

ABC Commercial: Contribution to ABC net revenue



a. Includes new departments within the then ABC Enterprises Division—Content Sales and Resource Hire.
 b. Excludes Screenrights.
 c. Excludes ABC Resource Hire and includes interest.
 d. Includes interest.

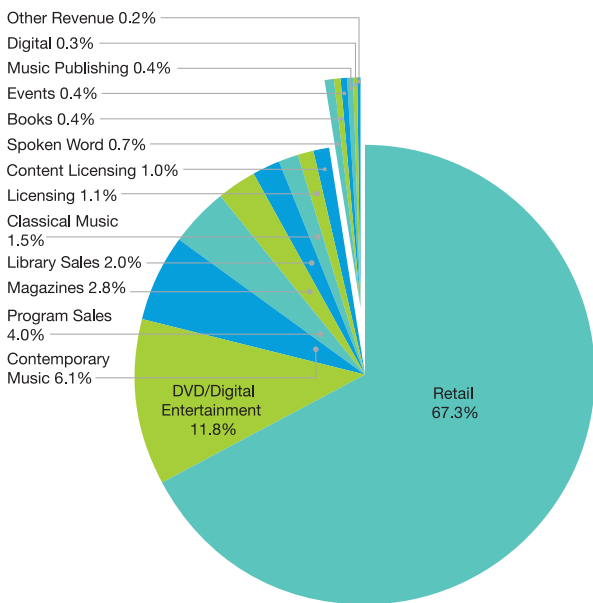
67.3%

Percentage of ABC Commercial's revenue that came from its retail business

Revenue by activity

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

ABC Commercial: Gross revenue by activity



ABC Retail recently undertook a pricing review and implemented a strategy to improve the value proposition to customers in order to increase the average sale spend. Significantly improved results in May and June demonstrated that the strategy has had some early success.

The ABC Shop's loyalty program, ABC ViP continued to grow and had registered more than 363 000 members at 30 June 2013, an increase of 26% from 2011-12.

The *ABC Retail Agreement 2013-16* was certified by the Fair Work Commission Australia in May 2013. The Agreement covers 294 ABC Retail employees and took effect in June 2013. The Agreement strikes a balance between two key business objectives: the need to ensure that ABC Retail continues to maintain a strong presence in the retail market; and the need to promote equity in the workplace, team engagement and career paths for employees.

ABC Digital

In May 2013 ABC Digital launched ABC Mathseeds, a fun, online mathematics program for children aged 3-6 years. Mathseeds was created by the same team that developed ABC Reading Eggs. It is designed to teach pre-schoolers core maths and problem-solving skills in a fun and engaging way. Mathseeds joins a suite of digital products, which includes the successful ABC Reading Eggs products and the *Bananas in Pyjamas* iOS apps.

ABC Digital, in partnership with the University of Melbourne, and the Florey Institute of Neuroscience and Mental Health launched the initial beta phase of the ABC's new brain training product, Active Memory, in June 2013. The product is a personalised brain training program.

ABC Music and Events

Music

ABC Music's digital revenue continued to increase, further cementing this channel as a significant revenue stream and a means to deliver ABC Music content.

This year, ABC Music focussed on digital products and developed concerted digital marketing campaigns for all releases.

ABC Music's previous global digital distribution partner IODA was acquired by The Orchard during the reporting period. The Orchard is a large, pioneering, global leader in music and video distribution and the acquisition will mean that ABC Music now reaches over 125 digital service providers in 240 countries. This alliance also makes ABC Music's content more widely accessible on multiple platforms including Amazon.com, Spotify and YouTube.

Following on from The Orchard's acquisition, ABC Music has been able to accelerate the project of uploading the back catalogue of ABC Classics onto The Orchard digital platform. Much of that back catalogue has not previously been available for download.

During the year ABC Music released 213 titles: 101 titles for ABC Classics; and 112 titles for Contemporary (including 32 ABC for Kids titles). Many of these titles achieved top 20 places in the Australian Recording Industry Association (ARIA) charts including triple j's *Hottest 100 Volume 20*, triple j's *Like a Version Volume 8*, triple j's *Like a Version Anthology*, Lee Kernaghan's *Beautiful Noise*, Classic 100–*Music at the Movies*, Amy Dickson's *Catch Me If You Can* and Joseph Tawadros *Chameleons of the White Shadow*.

ABC Music released triple j's *Hottest 100 Volume 20* in February 2013. The album reached number one on the ARIA charts upon release and achieved a record number of digital downloads for a *Hottest 100* compilation. As at 30 June 2013, the album had sold over 94 000 copies and was the best selling release for 2013. Social media channels reflected the high level of interest and success of the album release. The reach of triple j's *Hottest 100* Facebook page grew by 150% throughout the year, acquiring an additional 73 800 likes. At the end of the financial year, triple j's *Like a Version Volume 8* had sold over 45 000 editions and triple j's *Like a Version Anthology* had sold over 35 000 copies.

ABC Music's ABC for Kids label continued as the number one selling label for children in Australia.

ABC Music titles were recognised in the November 2012 ARIAs with 7 awards from 23 nominations across 9 categories (see page 237).

COMMERCIAL

The Checkout

The ABC returned to consumer affairs coverage with its new satirical show, *The Checkout*. Featuring Craig Reucassel and Julian Morrow (*The Hamster Wheel*), Kirsten Drysdale (*Hungry Beast*) and Kate Brown from consumer group CHOICE, *The Checkout* looks beyond the hype and spin and puts consumer issues in the spotlight.

Drawing on CHOICE's expertise and research, *The Checkout* set out to challenge brands, retailers, industry and regulators to initiate debate and smarter spending decisions.

The series included features on topical industries, products and services and the marketing and brand management that goes with them. Topics included milk permeate, ticketing agencies, therapeutic goods, baldness cures, pricing of digital music downloads and lengthy 'terms and conditions' agreements.

The program also sought interaction with its audiences through a segment in which viewers made and submitted their own videos addressing their concerns and complaints, with the best included in that week's episode.



Events

ABC Events staged 71 *Giggle and Hoot and Friends* shows since January 2013 reaching an audience of just over 56 000. The *Giggle and Hoot and Friends* show joins ABC Events' successful *Play School* concert series which also toured nationally during 2012–13.

Throughout the year, over 75 000 children around Australia enjoyed ABC for Kids events at shopping centres, community festivals and key community events.

During the year, the first Good Game Live event was held at the Sydney Opera House as part of the Graphic Festival. The event featured the presenters Bajo, Hex and the “not so nice” Robot Darren, along with a panel of gamers, in quiz show format.

Ligo licensed events through the year included: two major events with the Melbourne Symphony Orchestra, The Doctor Who Symphonic Spectacular; Wallace and Gromit's Musical Marvels; a theatrical version of *Yes, Prime Minister*; the Grand Designs Expo in Melbourne with host Kevin McCloud; and national tours by two British comedians Bill Bailey and Jack Dee.

ABC Publishing and Licensing

Publishing

During the year, ABC Books published approximately 90 new titles in print form and approximately 95 titles in eBook format. Best-selling adult titles throughout the reporting period were *Black Caviar* by Gerard Whateley, *Delicious Home Cooking* by Valli Little, *Micky O* by Michael O'Loughlin, *The Contented Chook* by Gardening Australia magazine, *Bert Hinkler* by Grantlee Kieza, and *Simple Pleasures* by Annabel Langbein.

Best-selling children's titles for the period included *My Giggle-icious Box of Books* by Giggle and Hoot, *Rudie Nudie* by Emma Quay, *Truly tan* by Jen Storer, *There is a Monster Under My Bed Who Farts* by Tim Miller and Matt Stanton, and *My Hoot-tastic Little Library* from Giggle and Hoot.

In 2012–13, ABC Books sold 539 209 copies of printed and electronic books.¹⁰⁰

In addition to having titles on digital distribution platform Zinio, several ABC magazine titles are now available on Google Play and Apple Newsstand. Two new titles were launched by ABC Magazines for preschoolers and children over the reporting period: *Giggle and Hoot* and *The Octonauts*.

In the Audit Bureau of Circulation report for June–December 2012, ABC *delicious* magazine was audited at 115 162 copies, an increase of 4.6% on the previous audit reporting period of January to May 2012. This increase is a positive result given the overall decline in the total magazine market of 5.8% during that period. As at 30 June 2013, ABC *delicious* held a 16.5% share of the food category and maintained its presence internationally with magazines published in the United Kingdom and in the Netherlands. The ABC *delicious* home wares range was also launched in the United Kingdom.

Licensing

Licensing continued to deliver excellent sales throughout the year with *Giggle and Hoot* merchandise remaining strong. ABC Licensing extended the *Giggle and Hoot* merchandise range to include back-to-school merchandise (such as lunch boxes), footwear, headwear, eyewear and other accessories. The *Giggle and Hoot* brand continued to be stocked in the major retailers, Target, Big W, Myer and Toys R Us. The new Gigglesaurus Plush Toy was also released during 2012–13.

New *Play School* apparel and toys were similarly launched, including back packs, clothing, umbrellas, building blocks and puzzles.

In 2012–13, the USB version of ABC Local Radio program *Conversations with Richard Fidler* was launched. The program was popular, with sales exceeding 5 000 units.

¹⁰⁰ Nielsen BookScan.

Video Entertainment and Distribution (VED)

The ABC expanded its DVD and digital distribution activities with 137 new titles released on DVD and five titles released on Blu-Ray in Australia. In 2012–13, 234 new programs were uploaded to iTunes.

The ABC's sales on iTunes grew considerably during the reporting period, with overall sales growth of 18%. ABC for Kids sales on iTunes grew by 46% and as at 30 June 2013 represented more than 50% of the ABC's overall sales on iTunes.

VED have established a number of new partnerships with new digital platforms, both within Australia and internationally, which should deliver revenue growth and enable new promotional opportunities in the next few years. These partners include: Microsoft; Sony; Samsung; Google Play; iTunes (Europe); and the aggregator, Cinedigm which manages sales to key platforms in the Americas.

ABC Commercial has been a distribution partner with BBC Worldwide on the release of audio-visual products in Australia for in excess of 15 years. In 2012–13, the BBC announced its decision to shift broadcast platforms to subscription television. This decision is expected to reduce revenue for BBC/ABC co-branded DVDs and BluRays in future years.

Content Sales

Format sales continue to grow with added marketing support and international exposure. Notable recent format sales have been for *Who's Been Sleeping In My House* and *Review with Myles Barlow*.

The *Four Corners* investigative documentary "The World According to Lance" has been sold to over 15 countries.

ABC Library Sales Programs have managed to minimise the impact of the decline in the DVD market through the distribution of a wider selection of non-ABC broadcast content, a more diverse range of licensing options and stronger marketing initiatives.

Library Sales Programs have worked with physiotherapist Anna Louise Bouvier to develop *Happy Body at Work*, a new multimedia training program aimed at government and business clients. The launch is planned for October 2013.

Library Sales Footage Audio Stills have developed new ways to showcase product, including a dedicated YouTube channel which provides a snapshot view of content available through the ABC. ■