

Audience

The ABC premiered a range of high-quality drama series in 2011–12.



NOW
MORE
THAN
EVER

Australians place a high value in content that recognises and reinforces Australian identity, character and cultural diversity. Audiences consistently demand content which expresses the culture of the nation.

The ABC continues to deliver a strong local voice and clear Australian perspective, premiering a range of critically-acclaimed Australian drama in 2011–12. The drama series *The Slap* featured a unique examination of the culturally diverse nature of modern Australia.

The series achieved a consolidated audience of 1.2 million across both ABC1 and ABC2. The total streaming plays via iview and the website was 1 million.

The quality of the ABC's 2011–12 Australian output was recognised at the Australian Academy of Cinema and Television Arts (AACTA) awards and the Logie awards, with *The Slap*, *Paper Giants*, *My Place*, *Sisters of War* and *Angry Boys* all winning awards.

experiences

Now more than ever, Australians have access to a world of entertainment from around the globe. Audiences rely on the ABC to ensure that Australian stories are told and Australian voices are heard.

Content performance

Audience trends

Radio

Television

News

Online

International audiences

Consumer experiences

Audience trends

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 71% in 2012 (down from 74% in 2011).¹ This small contraction in overall consumption of ABC services can be explained by increased competition for adult television audiences aged under 50.

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 2012 survey was conducted nationally, by telephone, among a random sample of 1 908 respondents aged 14 years and over. The *ABC Appreciation Survey* has been conducted using the same methodology since its inception in 1998.

Overall the 2012 survey finds little change in community opinion compared to the previous year. A large majority of Australians believe the ABC performs a valuable role, and a large majority believe it provides quality content, and that it 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, a large majority (78%) believe the quality of programming on ABC television is 'good', while significantly fewer (49%) believe this about commercial television.

Overall for ABC Radio, 61% of Australians believe the quality of programming on ABC Radio is 'good'. For commercial radio, approximately half (53%) of the population believes it offers good quality programming, similar to the previous year. Community perceptions about the quality of ABC and commercial radio are far closer than they are for television, reflecting the far more fragmented and niche radio market, where audiences have a very wide choice of stations to listen to.

1 Newspoll, *ABC Awareness and Usage Survey*, June 2010, 2011 and 2012, in combination with ratings data, total 18 years and over population.

2 Newspoll, *ABC Appreciation Survey*, June 2012, national random sample (n=1 908) conducted by telephone, people aged 14 years and over.

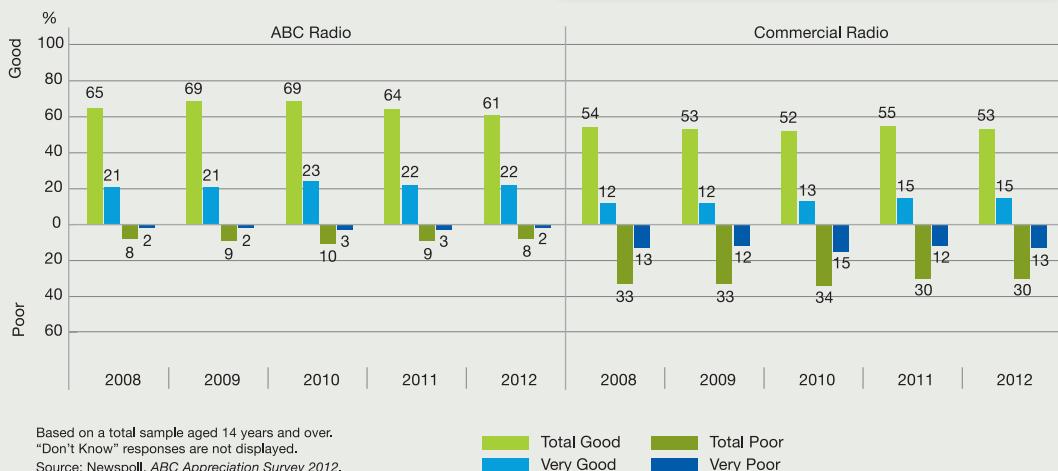
Quality of programming

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

Radio

More Australians believe the quality of ABC Radio programming is good compared to commercial radio.

Radio: Quality of programming



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

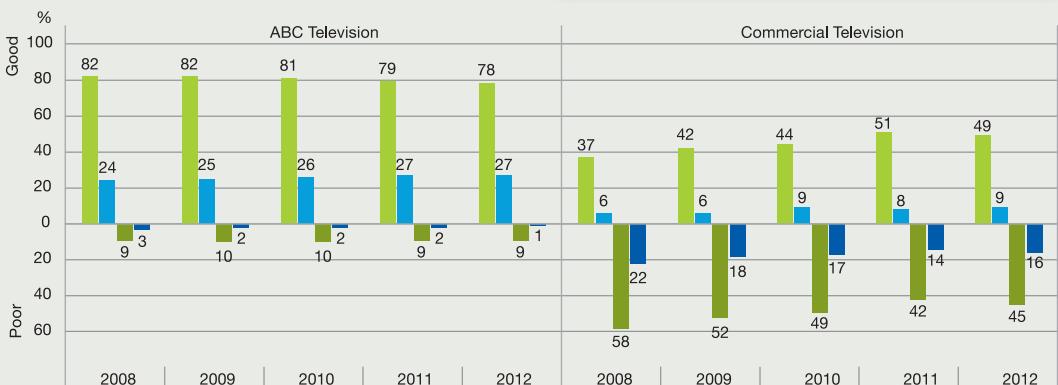
Source: Newspoll, ABC Appreciation Survey 2012.

Total Good Total Poor
 Very Good Very Poor

Television

78% of Australians believe the quality of programming on ABC Television is good.

Television: Quality of programming



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

Source: Newspoll, ABC Appreciation Survey 2012.

Total Good Total Poor
 Very Good Very Poor

Nine in ten ABC Online users believe the quality of content on ABC websites is 'good', including one in three who say the quality of ABC websites is 'very good'. Among frequent ABC Online users, the results are even more positive, with 95% of those who use the site at least once a week saying the quality of content is 'good', and 44% of this group saying the quality is 'very good'.

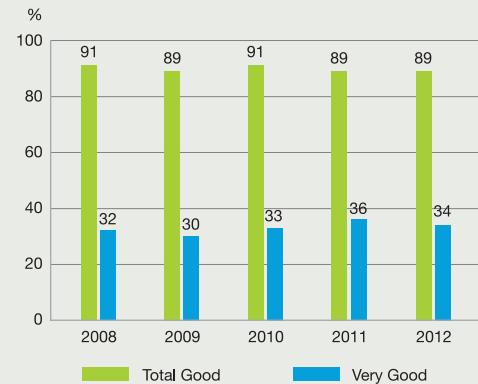
The *ABC Appreciation Survey* explores public perceptions about the ABC's performance in relation to specific aspects of the Corporation's Charter. The majority of Australians remain of the view that the ABC is doing 'a good job' fulfilling its various Charter obligations. Compared with previous years, the level of positive sentiment has decreased to some degree on most dimensions due to an increase in neutral opinions rather than an increase in negative sentiment.

Community perceptions about the coverage of country news and information remain far more favourable for the ABC than for commercial media among both people in capital cities and people in country or regional areas. Around 80% of Australians believe that the ABC does a 'good job' covering country and regional issues compared with 46% for commercial media. ■

Online

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

ABC Online: Quality of content



Based on those aged 14 years and over who ever visit the website.
Does not include "Don't Know" or "Poor" responses.
Source: Newspoll, ABC Appreciation Survey 2012.

Value

86% of Australians believe the ABC provides a valuable service to the community.

Overall value of the ABC



Based on a total sample aged 14 years and over.
"Don't Know" and "Not Valuable" responses are not displayed.
Source: Newspoll, ABC Appreciation Survey 2012.

Community Satisfaction

Measures of community satisfaction

	2011–12	2010–11	2009–10	2008–09	2007–08
Providing a quality service:					
% of people who believe the ABC provides quality programming	Television 78	79	82	82	81
	Radio 61	64	69	65	64
	Online (among ABC Online users) 89	89	89	91	88
% of people who believe the ABC is balanced and even-handed when reporting news and current affairs	80	81	82	83	81
Providing a valuable service:					
% of people who value the ABC and its services to the community	86	87	88	89	88
Meeting the ABC's Charter obligations:					
% of people who regard the ABC to be distinctively Australian and contributing to Australia's national identity	83	83	84	86	84
% of people who believe the ABC reflects the cultural diversity of the Australian community	80	81	80	83	80
% of people who consider the ABC:					
• encourages and promotes Australian performing arts such as music and drama	79	79	78	83	82
• provides programs of an educational nature	82	84	86	88	86
• achieves a good balance between programs of wide appeal and specialised interest	82	83	85	86	83
% of people who perceive the ABC to be innovative	72	75	74	75	73
Providing an efficient service:					
% of people who believe the ABC is efficient and well managed	66	70	73	72	69

Source: Newspoll, *ABC Appreciation Survey* 2012.

Radio

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.

IN 2011–12, ABC RADIO built on its strong performances from the previous year. Average weekly reach in the five-city metropolitan markets for ABC Radio was a record 4.4 million people in 2011–12, up 4 000 listeners from 2010–11. Audience share remained steady at 23.6%.³ The majority of Australians consider that the quality of programming on ABC Radio is good.⁴

Local Radio

The ABC has a network of 60 Local Radio stations—nine metropolitan and 51 regional—which broadcast to, and engage with, local communities around Australia. In 2011–12, ABC Local Radio's five-city metropolitan average weekly reach was 2.2 million, down from 2.3 million in 2010–11.⁵ Audience share was 10.7%, down from 11.3% in 2010–11. Podcast downloads of Local Radio content increased 47%, up from 7 million in 2010–11 to 10.4 million in 2011–12.⁶ Among the most popular downloads was *Conversations with Richard Fidler*, with 4.1 million podcasts in 2011–12 (up 52% from the 2.7 million podcasts downloaded in 2010–11).⁷

In March 2012, ABC Local Radio in Queensland provided extensive coverage of the state election campaign. ABC Rockhampton's *Morning* program set up an election telephone hotline for listeners to leave comments about what they want for their community. The program broadcast from the marginal seat of Keppel, focusing on the issues and challenges in the region. ABC Mackay's *Morning* program hosted a special broadcast from Airlie Beach in the marginal seat of Whitsunday.

3 Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

4 Newspoll, *ABC Appreciation Survey*, 2012.

5 Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

6 Note: Additional filters applied to podcast counts as of January 2012 to remove multiple requests for a single file from the same device

7 WebTrends

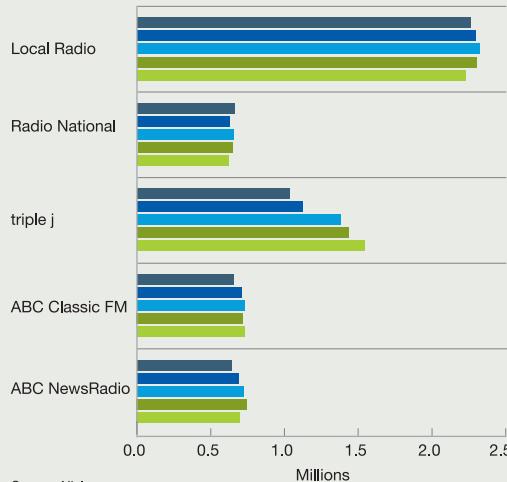
Reach

ABC Radio's average weekly reach was steady at 4.4 million people.

ABC Radio: Average weekly reach

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

(Five-city metropolitan market)



Source: Nielsen.

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

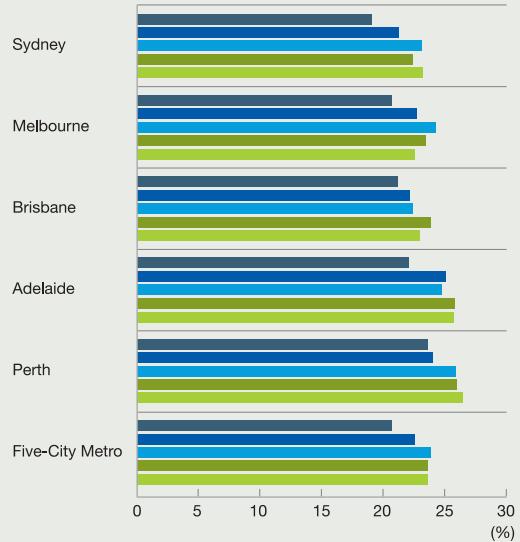
Share

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

ABC Radio: Aggregate audience share

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

(Five-city metropolitan market)



Source: Nielsen.

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

The 70th anniversary of the bombing of Darwin on 19 February 1942 was marked by ABC Local Radio in the Northern Territory and around the country. ABC Darwin broadcast live from the cenotaph on The Esplanade and developed pod tours of eight sites of significance as seen through the eyes of survivors.

Sport was a major part of programming on Local Radio and ABC Grandstand digital in 2011-12. ABC Grandstand broadcast live all games in the new Twenty20 Big Bash cricket competition, provided full coverage of the annual Tour Down Under cycling event in Adelaide, and live commentary of the Australian Open Tennis in Melbourne.

In February 2012, ABC Grandstand digital expanded from commentary of events into a rolling Friday to Monday sports station with the introduction of a new *Breakfast* program. The program features interviews, talkback, music and social media interaction. Audiences can tune in to receive local, national and international sports news, results and previews.

triple j

triple j is the ABC's national youth network, targeting 18-24 year olds. 2011-12 was another successful year for triple j. The network's five-city metropolitan average weekly reach among people aged ten and



Now more than ever, Australians have the ability to shape the media landscape. The ABC is providing opportunities for Australians to learn about and engage with digital media.



Melissa and Ciara from Mansfield Secondary College participated in a workshop run by ABC Open Goulburn Valley.

Audiences are no longer just passive consumers of content, with more and more people creating and sharing their own unique stories and perspectives. For 80 years the ABC has sought to make the media as accessible as possible to as many people as possible, regardless of their location or socio-economic situation.

The ABC is bringing this philosophy to the new world of user-generated news and media so that digital participation is open to everyone.

As part of the ABC Open project, which provides opportunities for regional audiences to generate and share content on the ABC, the ABC has conducted over 1 860 free digital literacy workshops.

Over 4 200 people have participated in workshops across regional Australia, learning about video calling, social media, photography using smartphones, film-making and a range of other tools for capturing and distributing content.

over increased 7.5% from 1.4 million people in 2010–11 to a record 1.5 million. Audience share increased to 5.8% (from 5.2% in 2010–11).⁸ triple j is among the ABC's top podcast producers, with 9.8 million podcasts downloaded in 2011–12 (up 8% from 9 million in 2010–11). *New Music* programs continued to be among the most popular ABC podcast downloads, with 3.1 million downloads in 2011–12.⁹

In 2011–12, triple j progressed its objective to be available anywhere, anytime and on any device regularly used by young Australians, by launching new online and digital services and engaging with the latest trends in content delivery.

A new triple j app was launched in September 2011 enabling users to stream triple j live, catch up with the latest content on-demand, interact with presenters through social media, find track names, and watch YouTube videos.

⁸ Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

⁹ Note: Additional filters applied to podcast counts as of January 2012 to remove multiple requests for a single file from the same device.

In an Australian first the ABC launched a new digital radio station devoted to 100% new Australian music. triple j Unearthed began in October 2011, playing music sourced from the triplejUnearthed.com website. triple j Unearthed is the only dedicated Australian music radio station playing music solely from unsigned and independent Australian artists, including those from regional Australia. It harnesses the triplejUnearthed.com online community of over 30 000 artists and 250 000 users—a site that has become an integral music discovery service for not only music consumers but also the Australian music industry with successes including Art vs Science, Boy & Bear, Washington, Stonefield, and The Jezabels.

triple j has also led the way in delivering listeners more ways to discover music and enjoy their favourite triple j tracks, launching into online jukebox networks Spotify and Rdio. Spotify came to Australia in May 2012 and the triple j app allows listeners to hear triple j feature albums, the newest tracks on Hitlist, every past year's *Hottest 100* tracks, and read current music news. triple j on Rdio gives listeners access to presenter playlists, Hitlist tracks and past *Hottest 100* playlists.

These new platforms build on and extend triple j's website, which features free tracks, podcasts, photo galleries, videos and blogs from presenters.

On 16 May 2012, the triple j Facebook page hit half a million Facebook "likes" making it one of the biggest Australian sites on social media.

An annual event in the triple j calendar is One Night Stand, a free community event held in a different regional town each year. triple j's One Night Stand concert in Dalby, Queensland on 2 June 2012 was affected by extreme wet weather. triple j broadcast ten hours of live radio and three live concert sets from the Dalby Showgrounds before the show was cancelled for safety reasons.

Radio National

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

Radio National's five-city metropolitan average weekly reach was 618 000 in 2011–12, down from 642 000 in 2010–11. Audience share remained steady at 2.4% (2.5% in 2010–11).¹⁰ Podcast downloads increased 6%, up from 22.8 million in 2010–11 to 24.2 million in 2011–12.¹¹

On 23 January 2012, a new Radio National schedule commenced. Its launch followed an extensive process of review and listener and staff feedback. At the core of the new schedule is Radio National's commitment to specialist programming and thought-provoking analysis of ideas and events in Australia and around the world.

Features of the new schedule include:

- A new late *Drive* program and an extended *Breakfast* program
- More specialisation and fewer repeats
- The commissioning of new programs across genre gaps
- A renewed emphasis on arts and culture
- Maintenance of radio drama and a stronger commitment to radio features
- A greater capacity to react to major conversation points from Australia and around the world, with a stronger emphasis on flexible presentation throughout the day.

The new schedule sees the return of the *Media Report* and a *Religion and Ethics Report*, new programs on food, the outdoors, popular culture and a new weekday music program.

¹⁰ Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

¹¹ Note: Additional filters applied to podcast counts as of January 2012 to remove multiple requests for a single file from the same device.

In November 2011, the ABC publicly released the draft Radio National schedule which attracted some comments about a perceived decrease in arts programming and specialisation. The 2012 schedule delivers an increase of approximately 10 hours per week of first-run arts content including performance, arts journalism and music. It also delivers a 14% (25 hours) increase from 2011 in the overall quantity of original content broadcast each week on the network, reducing the level of repeat content.

Along with the new schedule, a new on-air and visual identity was introduced to help the network more successfully engage with its audience. The new tagline "Your World Unfolding" was introduced, the Radio National website was refreshed and all online touch points (Facebook, Twitter, iTunes) were overhauled.

On the evening of 23 January 2012, Radio National's *Big Ideas* was the first radio broadcast from the new ABC South Bank studios in Brisbane, Queensland.

In 2011–12, Radio National featured content from arts festivals around the country.

The Music Show broadcast live from the Perth International Festival with performers and guests including I Fagiolini, Ryan Adams and Bonnie Prince Billy.

In March 2012, *Books & Arts Daily* broadcast live from the Adelaide Festival and *The Music Show* broadcast live from the Speakers Corner Stage at the 2012 WOMAdelaide Festival.

During May 2012, Radio National broadcast live from the Sydney Writers' Festival, and several presenters featured in the Festival program, including Waleed Aly, Robbie Buck, Michael Cathcart, Sarah Kanowski, Robyn Williams, Philip Adams, Fenella Kernebone, Richard Aedy, Marc Fennell and Lynne Malcolm.

ABC Classic FM

ABC Classic FM is Australia's national classical music network, with a strong commitment to supporting and presenting Australian music performance. ABC Classic FM's five-city metropolitan average weekly reach increased 1.5% to 730 000 in 2011–12, from 719 000 in 2010–11. Audience share remained steady at 3.0% (2.9% in 2010–11).¹²

In 2011–12, ABC Classic FM continued to improve audience access to its content, launching a redesigned website providing easier navigation and access to detailed music listings. It provides a gateway to micro-sites for events, activities and partnerships, an event diary for audiences to post details about their own concerts and activities and a more accessible grouping of podcasts and on-demand content.

In October 2011, ABC Classic FM opened the voting lines for the *Classic 100* listener survey on the theme of music composed since 1900. A two week on-air, newsletter and social media campaign plus online teasers and quizzes saw 32 000 votes cast through the online voting system.

In 2012, ABC Classic FM introduced *Midday* (12 noon–1pm) with Margaret Throsby interviewing special guests about their life and work and featuring music chosen by the guests. A new extended *Mornings* program was introduced from 9 am to 12 noon, hosted by Christopher Lawrence.

ABC Classic FM broadcast more *BBC Proms* concerts this year than ever before. Over six weeks, 72 concerts from this world renowned classical music festival were for the first time broadcast within days of their London performances. As well as the finest orchestras and soloists from around the world, highlights included a mass choral performance of Havergal Brian's symphony *The Gothic*, and the perennially popular *Last Night of the Proms* which featured Lang Lang playing Liszt. Australian

¹² Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

performers in this Prom season included Tim Minchin, Caroline O'Connor, and the Spaghetti Western Orchestra.

Midday presenter, Margaret Throsby and Live Music Producer, Lucas Burns travelled to England and Europe with the Australian Chamber Orchestra (ACO), recording three concerts in Vienna, London and Amsterdam, broadcast in December and January.

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 699 000 in 2011–12, down from 751 000 in 2010–11. Audience share remained steady at 1.7% (1.8% in 2010–11).¹³

¹³ Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

In 2011–12, ABC NewsRadio continued to strengthen its position as an authoritative single destination for the latest news and real-time event coverage from across Australia and the world. ABC NewsRadio strengthened its collaboration with ABC News and other ABC networks and made its content available across more platforms, including through social media.

ABC NewsRadio provided comprehensive coverage of fast-moving stories of national importance including the Qantas industrial dispute, the Commonwealth Heads of Government Meeting in Perth, the visits of the Queen and US President Obama to Australia, emergency flood situations in NSW, Victoria and Queensland and the Federal ALP Leadership challenge.

On 24 March 2012, ABC NewsRadio's Sandy Aloisi co-presented the Queensland election night with 612 ABC Brisbane's *Morning* presenter Steve Austin from the foyer of the new ABC Brisbane building. Steve Chase hosted a special 'morning after' breakfast with Marius Benson, looking at all the ramifications of the result.

Reach

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

ABC Radio websites: Monthly audience reach



ABC Radio Online reached an average of 1.2 million users each month.

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

Note: As of September 2011, Nielsen Online Ratings changed data collection methodology. Comparative results are not available.

ABC NewsRadio's *Inside America*, presented by John Barron, continued to look at the political landscape in the USA in the lead up to the next USA election. In 2012, John Barron also began presenting *Planet America* on ABC News 24.

In 2012, ABC NewsRadio introduced a strong, fresh line-up on air which includes Sandy Aloisi hosting *Breakfast* alongside political reporter Marius Benson, and Glen Bartholomew presenting *Drive*.

ABC NewsRadio also expanded its range of online content through its daily audio files of the best interviews, podcasts of *Inside America*, *Weekend Half-Time* and a selection of Parliamentary coverage, along with new podcast-only content.

ABC Digital Radio

In 2011–12, the ABC expanded the reach of its digital radio services with the commencement of a technical trial in Canberra in conjunction with the Australian Communications and Media Authority and Commercial Radio Australia. Five ABC digital radio services were rolled out between September and October 2011. The trial delivers digital broadcasts of Local Radio's 666 ABC Canberra, Radio National and the digital-only services ABC Jazz, ABC Grandstand Digital and triple j Unearthed.

The digital platform continues to provide audiences with access to new and different services that might otherwise not be accommodated in radio schedules. In 2011–12, the ABC Extra digital radio special events "pop-up" station hosted *ABC NAIDOC*, presenting a week-long service dedicated to Indigenous issues, history, music and culture. The station hosted the entire countdown of the *Hottest 100 Australian Albums of All Time*, as voted by triple j listeners, as well as *ABC Adelaide Writers' Week*, *ABC Sydney Writers' Festival*, *ABC ANZAC Day* and *ABC Jimmy Little*. For the third year, ABC Classic FM presented *ABC Classic Season*, a collection of specially chosen traditional and eclectic festive music.

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 and digital television.

On 16 September 2011, ABC Open celebrated its first anniversary. To mark the occasion, a 1 year in micro-site was developed to showcase some of the story and content highlights contributed and produced as part of the project's first year.

In 2011–12, ABC Open finalised the recruitment of 50 ABC Open producers across Australia and commenced ten new projects, bringing ABC Open's total number of national and regional multimedia projects to 29 since its inception. More than 14 000 contributions from community groups, organisations and individuals in regional Australia were received during the year. The projects included music videos, short films, audio slideshows, guest blogs and digital photographs.

ABC Open producers held in excess of 1 860 workshops teaching basic digital literacy to over 4 200 participants in regional communities across the country, and worked intensively with many individual contributors. In addition to online instructional pieces covering a range of digital skills, ABC Open has produced a suite of video tutorials which are hosted on the ABC Open channel on the Vimeo platform.

ABC Open has held 151 marketing events, exhibitions, screenings and related activities across regional Australia to a combined audience estimated to be over 60 000 people.



Now more than ever, the global can easily overwhelm the local. The ABC gives a voice to Australians in rural and regional areas.

To mark the anniversary of the Queensland Floods in December 2011, ABC Open launched *Aftermath*, an interactive online documentary of the personal stories of people from communities affected by natural disasters. *Aftermath* has featured as an exhibition at the Queensland Museum and the Queensland State Library.

Contributions to ABC Open have featured on the ABC Open website, ABC Local Radio and ABC Local online, Radio National, triple j and triplejUnearthed.com, ABC Grandstand online, ABC television's *rage*, iview, ABC1, ABC News 24, Australia Network, ABC News Online and the Environment, Science and Arts portals.



Thirty-six young Australians travelled to Canberra in 2012 for the annual Heywire youth summit, where they engaged in five days of discussion and project idea pitching.

The ABC's annual *Heywire* competition calls for stories from young people living in regional Australia about their lives and their communities. Each year, the top 40 entrants attend the *Heywire Regional Youth Summit* in Canberra to develop ideas to improve life for young people in their communities.

There is no doubt that the Youth Summit has an impact. An idea that

was developed at the 2011 Summit was submitted to the federal parliamentary inquiry into "fly-in, fly-out" workforce practices. The plan to attract and retain families in rural and regional communities near mining centres was developed by five *Heywire* winners concerned about the impact of "fly-in, fly-out" work on their communities.

In September 2011, ABC Open content began screening regularly on ABC News 24, Mondays to Thursdays at 8.56 pm. A second daily segment at 9.57 am was introduced in November and additional content has appeared weekly on the ABC News 24 *Weekend Breakfast* program since May 2012. ■

Television

ABC1
ABC2
ABC4Kids
ABC3
Multiplatform

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

THE STRONG WAVES of change which have emerged in the media industry in recent years gathered pace in 2011–12. These disruptive forces continue to challenge broadcasters to adapt and respond so as to remain relevant and compelling to audiences. Increasing viewer choice has led to further audience fragmentation which in turn requires the media to find new ways of communicating with and reaching viewers.

The expansion of the free-to-air television platform, increased demand from subscription television and the continued emergence of Internet Protocol Television (IPTV) has greatly increased competition for premium content, placing upward pressure on programming costs.

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

- ABC1—the Corporation’s primary channel. As well as digital transmission, ABC1 continues to be available in analog format from 268 transmitters;
- ABC2—a digital service comprising two distinct schedules:
 - ABC2—content for a younger adult demographic between 7pm and 2am; and
 - ABC4Kids—content for pre-schoolers between 6am and 7pm.
- ABC3—a dedicated digital children’s channel; and
- ABC News 24 (see page 58). 

The majority of viewers still watch ABC television across these four broadcast television channels, however Australians are increasingly consuming television content online using various devices. It is estimated that 15% of Australian homes now have at least one tablet device.¹⁴

In response, the ABC has sought to utilise changes in technology and viewer behaviour as opportunities to refresh and extend its relationship with its audiences. The ABC’s iview service is now Australia’s leading online catch-up service and is available on multiple platforms.¹⁵

14 Nielsen Australian Multi Screen Report, Q1 2012.

15 Nielsen Online Consumer Report, February 2012.

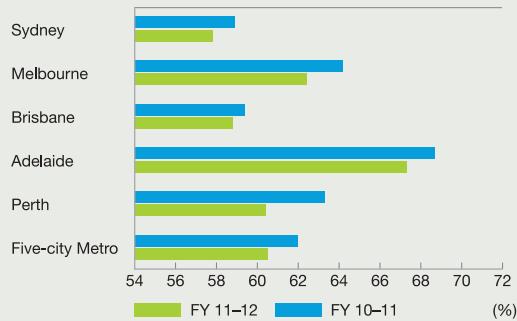
Reach

“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’s average weekly reach was 9.4 million people, or 61% of the five-city metropolitan market.

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

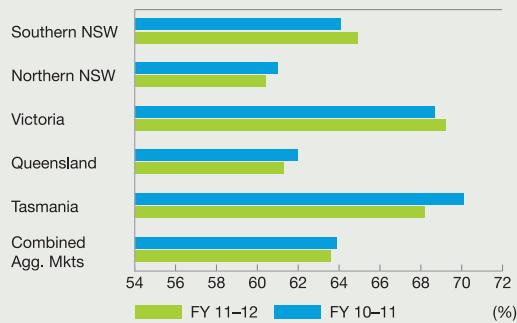


Source: OzTAM metropolitan consolidated data.

Regional

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

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



Source: Regional TAM consolidated data.

The percentage of homes in the five-city metropolitan market with at least one personal video recording (PVR) device (with a hard drive) increased to 52% in June 2012 (from 42% in June 2011).¹⁶ Live viewing continues to be the dominant form of viewing for total households in 2011–12, with time-shifted viewing comprising only 8% of total viewing (up from 6% in 2010–11).¹⁷

Access to digital television continued to increase, with 96% of metropolitan households capable of receiving digital television (from 90% in 2011).¹⁸ The same trends are evident in regional Australia, with digital penetration rates increasing to 98% (from 94% in 2010–11).¹⁹ Regional Victoria, regional Queensland and regional southern New South Wales have now completed the full digital switchover, with 100% of households capable of accessing digital television in these areas. Tasmania is scheduled to switchover in the first half of 2013, with Regional Western Australia following in the second half of 2013. The digital switchover for metropolitan areas is scheduled to commence in 2013 (see page 86).

All free-to-air television broadcasters in Australia operate digital-only multi-channels in addition to their “primary” channel, which continues to be available from some analog transmitters. In 2011–12, the migration of audiences to these digital multi-channels continued. Digital channels now comprise 30% of total free-to-air-television share, compared with 24% in 2010–11. While the primary channels have experienced a decrease in audience and share, both total television viewing and total free-to-air television viewing have increased slightly, up 1% each compared to 2010–11.²⁰

¹⁶ OzTAM metropolitan TAM panels, 11 June 2011 and 16 June 2012.

¹⁷ OzTAM metropolitan consolidated data, 2011–12

¹⁸ OzTAM metropolitan TAM panels, 11 June 2011 and 16 June 2012.

¹⁹ Regional TAM Panel Incidence, Period 6, 2012.

²⁰ OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

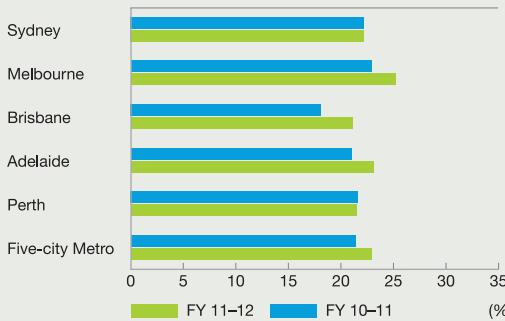
Day-time share

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

Metropolitan

ABC Television had a 22.9% daytime free-to-air share of the five-city metropolitan market.

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



Source: OzTAM metropolitan consolidated data.

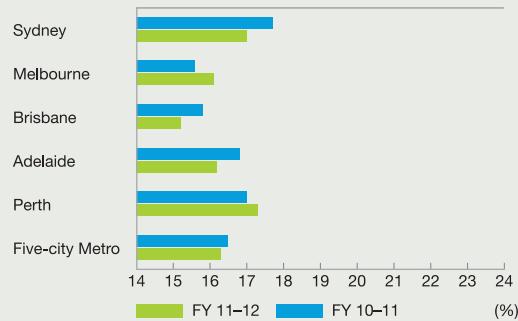
Prime-time share

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

Metropolitan

ABC Television had a 16.3% prime-time free-to-air share of the five-city metropolitan market.

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

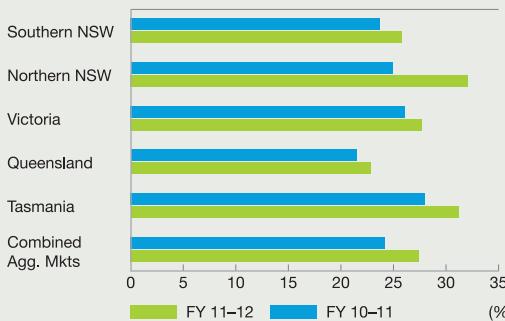


Source: OzTAM metropolitan consolidated data.

Regional

ABC Television had a 27.4% day-time free-to-air share of the regional market.

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

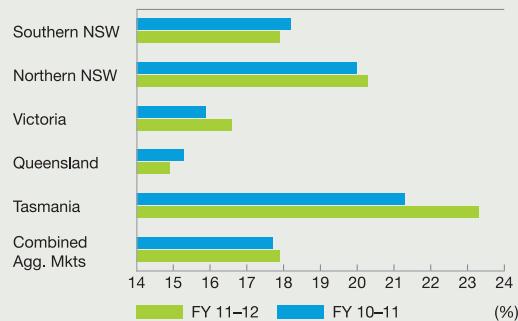


Source: Regional TAM consolidated data.

Regional

ABC Television had a 17.9% prime-time free-to-air share of the regional market.

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



Source: Regional TAM consolidated data.

In 2011–12, the total ABC metropolitan average weekly reach was 9.4 million people, or 61% of the five-city metropolitan population. This is steady compared to 2010–11 (9.4 million, or 62%).²¹

In 2011–12, the ABC's total share of the free-to-air metropolitan audience during day-time increased to 22.9% (from 21.4% in 2010–11).²² Share during prime-time was 16.3% (a decrease from 16.5% in 2010–11).²³

In the aggregated regional markets and Tasmania, total ABC regional average weekly reach in 2011–12 was steady at 4.4 million people or 63.6% of the regional population (4.4 million, or 63.9% in 2010–11).²⁴

Total regional share during the daytime increased to 27.4%, up from 24.2% in 2010–11. Regional share during prime-time also increased, up from 17.7% in 2010–11 to 17.9% in 2011–12.²⁵

ABC1

ABC1 is the ABC's primary television channel. ABC1's average weekly metropolitan reach in 2011–12 was 7.2 million people, or 46.2% of the five-city metropolitan population. This represents a decrease from 8 million people, or 52.7% of the five-city metropolitan population in 2010–11.²⁶

The primary channel experienced a decrease in metropolitan prime-time free-to-air share, down to 12.3% in 2011–12 from 13.4% in 2010–11. ABC1's metropolitan day-time share also experienced a decline during 2011–12, delivering a share of 5.3% in 2011–12, down from 8.1% in 2010–11.²⁷

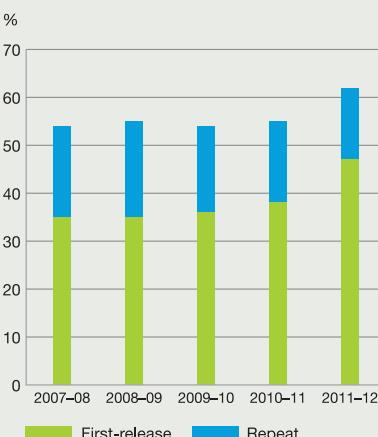
First-release and repeat content

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

6 am to midnight

Over 75% of Australian-made content shown on ABC1 from 6am to midnight was first-release.

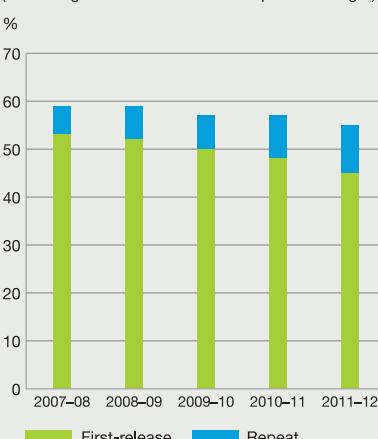
ABC1, Australian first-release and repeat content
(Percentage of hours broadcast—6 am to midnight)



6 pm to midnight

45% of all content broadcast on ABC1 during prime-time was Australian, first-release content.

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



21 OzTAM metropolitan consolidated data, 2010–11 and 2011–12. (Total ABC includes ABC1, ABC2, ABC3 and ABC News 24).

22 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

23 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

24 Regional TAM consolidated data, 2010–11 and 2011–12.

25 Regional TAM consolidated data, 2010–11 and 2011–12.

26 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

27 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

ABC1's regional average weekly reach in 2011–12 was 3.4 million people, or 48.0% of the regional population. This is down from the 2010–11 average weekly regional reach of 3.7 million people, or 54.1% of the regional population.²⁸

In 2011–12, ABC1 experienced a decline in regional free-to-air audience share in both prime-time (12.8%, down from 13.9% in 2010–11) and day-time (6.1%, down from 9.4% in 2010–11).²⁹

In 2011–12, a number of iconic ABC1 programs reached significant milestones, reflecting the quality, reputation and strong audience support for the programs over the years. In 2011, *Four Corners* celebrated its 50th birthday whilst *At The Movies* with Margaret Pomeranz and David Stratton reached 25 years on television. Also in 2012, *rage* celebrated its silver jubilee and *Foreign Correspondent* marked its 20th anniversary.

ABC1's flagship news and current affairs programs continue to underpin the channel's schedule and sustain ABC1's relationship of trust and credibility with audiences. Eighty per cent of Australians surveyed believe the ABC is balanced and even-handed when reporting news and current affairs.³⁰ Programs and features such as the award winning *Four Corners* story "A Bloody Business", as well as its features in 2012 on people smuggling and Gina Rinehart, all had an impact.

2011–12 saw the return of distinctive Australian drama to the ABC1 schedule, with the investment of increased drama funding in the 2009–12 triennium funding round continuing to pay dividends. Since the beginning of that triennium, the volume of drama on ABC1 has increased from 14 hours (in 2008–09) to 66 hours in 2011–12. Across ABC Television, 71 hours of first-run Australian drama were broadcast, with a further 21 hours of children's drama.

28 Regional TAM consolidated data, 2010–11 and 2011–12.

29 Regional TAM consolidated data, 2010–11 and 2011–12.

30 Newspoll, *ABC Awareness and Usage Survey*, 2012.

The television adaptation of Christos Tsiolkas' novel *The Slap* was one of the ABC's most popular series in 2011–12. *The Slap* achieved a national average audience of 1.2 million and an additional 267 000 on ABC2.³¹ It was one of the most viewed programs on ABC iview with 721 000 plays, an average of 90 000 plays per episode.³² The program received five AACTA Awards and two Logie Awards.

Miss Fisher's Murder Mysteries debuted with a national series average audience of 1.4 million on ABC1.³³ The series recorded a total of 716 000 plays on ABC iview (an average of 55 000 plays per episode).³⁴

The Straits was a project that highlighted Australia's cultural and regional diversity whilst the Indigenous telemovie *Mabo* marked the 20th anniversary of the historic High Court land rights decision. *Mabo* achieved a national audience of 904 000 viewers³⁵ and 33 000 plays on iview.³⁶ The ABC's first-ever Indigenous Australian drama *Redfern Now*, went into production in May 2012.

Documentary features included *Leaky Boat* and *I Can Change Your Mind About Climate Change*, as well as the special *Then The Wind Changed*, which marked the three-year anniversary of the Black Saturday bushfires. *Wide Open Road, Australia: The Time Traveller's Guide*, and *Australia On Trial* looked at recent Australian history and *Country Town Rescue* and *Two on the Great Divide* examined rural and regional Australia. The documentary slate also featured sport-related programming, including *Race to London* and *Sporting Nation*.

ABC1's comedy line-up included a number of Australian productions, including *At Home With Julia*, *Woodley* and *Outland*.

31 OzTAM and Regional TAM consolidated data, 2011.

32 WebTrends, 2011 (view website only).

33 OzTAM and Regional TAM consolidated data, 2012

34 WebTrends Feb–June 2012. From March 2012 ABC iview measured against multiple platforms.

35 OzTAM and Regional TAM consolidated data, June 2012.

36 WebTrends, June 2012.

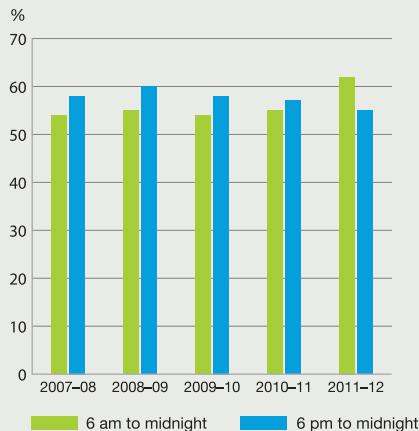
Australian content

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

62% of content broadcast on ABC1 between 6 am and midnight was Australian-made.

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.

In entertainment programming, *Spicks and Specks* concluded in November 2011 with a national audience of 2.4 million viewers for the series finale, making it the top ABC1 program of 2011–12. The final series achieved a national average audience of 1.5 million on ABC1³⁷ and recorded 235 000 plays via ABC iview.³⁸ *The Gruen Transfer* consistently achieved audiences over 1.1 million viewers every week³⁹ and evolved into *Gruen Planet*.

ABC1's prime-time arts programming is unique in Australia and featured *Mrs Carey's Concert*, which was the highest rating arts documentary with 735 000 viewers.⁴⁰ It also received the AACTA Award for Best Feature Length Documentary and a Logie Award nomination for Most Outstanding Factual Program.

³⁷ OzTAM and Regional TAM consolidated data, July–Nov 2011.

³⁸ WebTrends, July–November 2011 (iview website only).

³⁹ OzTAM consolidated data, Aug–Sept 2011.

⁴⁰ OzTAM and Regional TAM consolidated data, 2011.

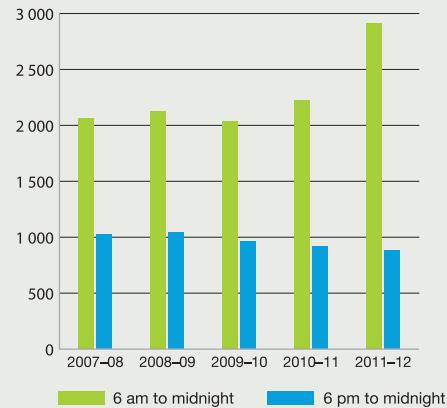
ABC-commissioned content

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

ABC1 broadcast 2 912 hours of first-release television content, commissioned by the ABC.

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.

In 2011–12, the ABC carried coverage of a range of regional sports, including the Western Australian Football League, the South Australian National Football League and AFL Victoria. Coverage was also provided of the New South Wales Rugby Union Shute Shield.

In 2011–12, the ABC continued to be the only broadcaster in Australia with a focus and commitment to the coverage of women's sport. During the year the ABC carried coverage of the Women's National Basketball League (WNBL), the Women's Football League (Westfield W-League), the national women's cricket team (the Southern Stars), the national women's basketball team (the Opals) and the women's national football team (the Matildas).

Coverage of ANZAC Day marches on ABC1 and ABC News 24 in 2012 reached 1.5 million viewers across the five metropolitan capital cities.⁴¹

⁴¹ OzTAM, five-city Metro, 25 April 2012, consolidated data 5 mins consecutive reach.

Top ABC Programs

Top ABC1 Programs* (2011–12) by peak episode—Metropolitan

Program	Average Audience	FTA Share %
1 Spicks and Specks Finale	1 718 000	32.7
2 Doc Martin	1 601 000	39.8
3 Midsomer Murders	1 381 000	26.5
4 The Gruen Transfer	1 346 000	28.3
5 New Tricks	1 338 000	31.6
6 Gruen Planet	1 231 000	25.8
7 At Home with Julia	1 180 000	27.3
8 Grand Designs	1 141 000	26.0
9 ABC News	1 127 000	19.7
10 Australian Story	1 127 000	19.5
11 Death in Paradise	1 127 000	27.0
12 Miss Fisher's Murder Mysteries	1 099 000	24.8
13 Four Corners	1 070 000	19.6
14 The Slap	1 028 000	20.4
15 The Diamond Queen	1 028 000	17.1
16 Silent Witness	988 000	20.0
17 The Hamster Wheel	987 000	23.1
18 Upstairs Downstairs	984 000	21.4
19 Randal	981 000	17.3
20 Grand Designs Revisited	974 000	17.5

Source: OzTAM metropolitan consolidated data 2011–12

Top ABC1 Programs* (2011–12) by peak episode—Regional

Program	Average Audience	FTA Share %
1 Doc Martin	709 000	37.5
2 Spicks and Specks Finale	672 000	29.3
3 New Tricks	644 000	30.8
4 Midsomer Murders	566 000	25.5
5 Grand Designs	539 000	25.1
6 Death in Paradise	523 000	25.7
7 ABC News	500 000	25.3
8 The Gruen Transfer	487 000	22.9
9 Miss Fisher's Murder Mysteries	469 000	21.5
10 Australia: The Time Traveller's Guide	453 000	18.3
11 Australian Story	446 000	18.9
12 Upstairs Downstairs	446 000	22.0
13 The Diamond Queen	435 000	16.0
14 Gruen Planet	434 000	19.6
15 Four Corners	433 000	17.8
16 Two on the Great Divide	429 000	16.7
17 Edinburgh Military Tattoo 2011	429 000	32.7
18 Grand Designs Revisited	418 000	16.5
19 Gardening Australia	415 000	22.1
20 Silent Witness	406 000	17.8

Source: Regional TAM consolidated data 2011–12.

* Note: Highlighted programs are Australian content.

ABC1: Genre mix

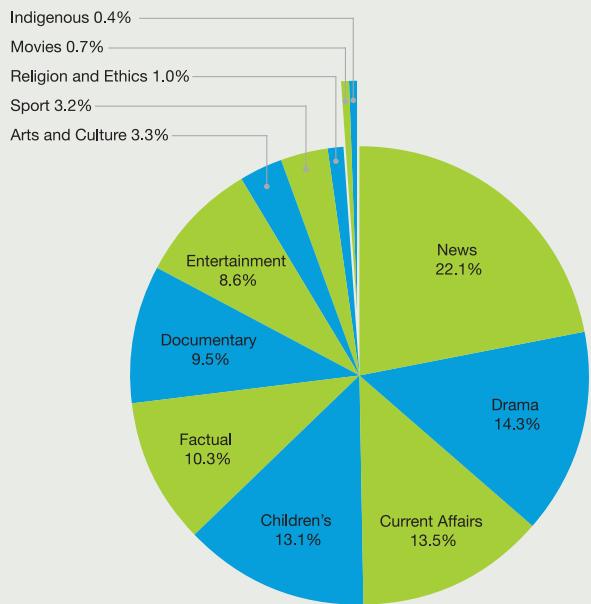
Broadcasting content across a range of genres demonstrates that the ABC provided programs of both wide appeal and specialised interest.

ABC1 broadcasts content across 12 diverse genres.

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. In 2011, the following changes were made to genre reporting: Drama includes Australian Narrative Comedy, Factual includes Education and Science and Technology, and Documentary includes Natural History.

ABC1: Genre Mix

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



ABC2: Genre mix

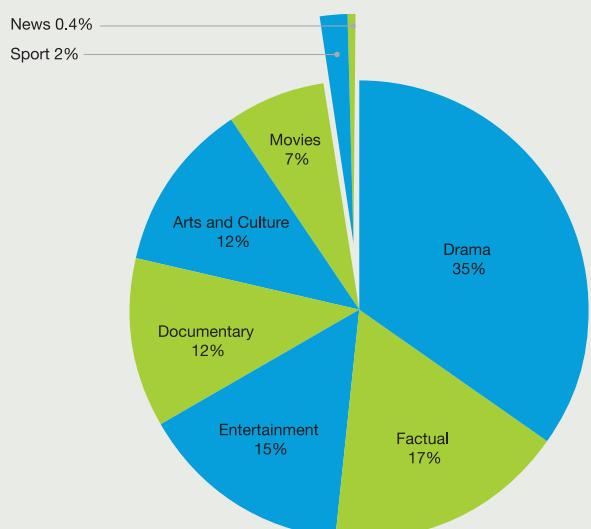
A diverse genre mix demonstrates that the ABC provided programs of both wide appeal and specialised interest.

35% of broadcast hours on ABC2 is dedicated to drama content.

Notes: ABC4Kids operates as a separate service on ABC2 between 6am and 7pm, broadcasting programming for pre-schoolers. 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.

ABC2 7pm – 2am: Genre Mix

(Percentage of hours broadcast, excluding interstitial material)



At least half of ABC1's top 20 programs in 2011–12 in both metropolitan and regional markets were Australian.

ABC2

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

Content on ABC2 from 7 pm to 2 am is focused on youth audiences, culture, comedy and entertainment. Daytime content is programming for pre-schoolers (see ABC4Kids below).

ABC2's prime-time free-to-air share in metropolitan areas increased to 2.5% in 2011–12 (from 1.9% in 2010–11).⁴²

In 2011–12, ABC2 continued to focus on content which addressed issues of interest to younger Australians. Continuing series *Good Game* increased its ratings in 2012, was one of the most played programs on iview, and its website was one of the most visited amongst ABC television sites.⁴³

In June 2012, ABC2 debuted *Dumb, Drunk & Racist* to a national audience of 433 000 viewers.⁴⁴ During June 2012, the series recorded 88 000 plays via ABC iview.⁴⁵ *Kitchen Cabinet*, hosted by Annabel Crabb was another programming highlight on ABC2. The series premiered on ABC2 in February 2012 and achieved a national series average audience of 237 000 viewers⁴⁶ and recorded 190 000 plays on ABC iview.⁴⁷

The original comedy series *twentysomething* received two AACTA Award nominations, including for Best Television Comedy Series. Amongst ABC2's commissioned programming was the indigenous AFL program, *The Marn Grook Footy Show*, which has reached its sixth season.

42 OzTAM Metropolitan Consolidated Data 2010–11, 2011–12.

43 WebTrends 2011–12.

44 OzTAM and Regional TAM consolidated data, 2012.

45 WebTrends, June 2012. From March 2012 ABC iview measured against multiple platforms.

46 OzTAM and Regional TAM consolidated data, 2012.

47 WebTrends, February–April 2012. From March 2012 ABC iview measured against multiple platforms.

In September 2011, a dedicated documentary timeslot, *Sunday Best*, was introduced at 8.30 pm on Sundays. *Sunday Best* has included a range of documentary features since its launch.

Arts programming on ABC2 featured *ABC2 Live* presentations of the *Sydney Theatre Company's Debt-Defying Acts! The Wharf Revue* and *Sydney Dance Company's 2 One Another*, as well as the comedic arts series about film, *The Bazura Project*. In April 2012, ABC2 launched *The Roast*, a two-minute news satire broadcast each weeknight. The program offers development opportunities for young comedy writers.

ABC4Kids

In 2011–12, ABC4Kids continued to be the highest ranking service during the day among children aged 0–4 years. Amongst children in that age group, ABC4Kids increased its average weekly reach in metropolitan markets to 629 000 or 61.7% (an increase from 537 000 or 54% in 2010–11).⁴⁸ ABC4Kids increased its free-to-air day-time share of children aged 0–4 years in metropolitan markets to 62.1%, up from 41.7% in 2010–11. Popular Australian programs on ABC4Kids in 2011–12 included *Giggle and Hoot*, *Play School*, *Bananas in Pyjamas* and *Justine Clarke: Songs to Make You Smile*.⁴⁹

Australian content constituted 24.3% of the total broadcast hours on ABC4Kids in 2011–12.⁵⁰

Children were able to access ABC4Kids content beyond the broadcasting schedule. The ABC4Kids website also recorded strong growth and the site received an Australian Interactive Media Industry Association (AIMIA) award for Best Children's Website. The *Play School Art Maker* app was launched in late 2011 and has proved highly successful with strong take-up and positive feedback from the audience (see page 63).

48 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

49 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

50 Comparison data for previous years is not available due to variations in ABC4Kids schedule hours.



NOW MORE THAN EVER

Now more than ever, Australians are concerned about what children are being exposed to in the media and are seeking safe, fun and educational children's content. The ABC can be trusted to provide entertaining content that is suited to children's needs.

The Play School Art Maker app connects the iconic ABC children's television program with the latest interactive technology.



The ABC is the leading children's broadcaster in Australia. Approximately 31 hours of children's content is broadcast each weekday on ABC1 and digital channels ABC2 and ABC3. This programming is supported by a rich variety of online content including catch-up video, games, blogs and message boards, that both children and parents can enjoy.

The *Play School Art Maker* app, released in November 2011, is just one example of traditional television content taking on a new life on a digital platform. Kids can express themselves and play by making their own pictures and movies with Big Ted, Little Ted, Jemima and Humpty, as well as a huge collection of handmade *Play School* objects.

At the end of June 2012, the app had been downloaded over 126 000 times.

ABC3

ABC3 broadcasts dedicated programming for children aged 6–15 years. In 2011–12, ABC3 continued to be the number one ranked channel during the day among children aged between five and 12.

ABC3 achieved a free-to-air share of the metropolitan day-time market of 28.2% among children 5–12 years (25.5% in 2010–11).⁵¹ In regional markets, ABC3's day-time share for that age group was 33.8%, up from 29.5% in 2010–11.⁵² ABC3 also increased its share of the 6 pm–9 pm market among children aged 5–12 years with a metropolitan share of 9.7%, up from 8.4% in 2010–11.⁵³ ABC3's share of the regional market in this age group in the 6 pm–9 pm period was 15.7% in 2011–12, up from 12.8% in 2010–11.⁵⁴

In 2011–12, ABC3's average weekly reach among children aged 5–12 years in metropolitan markets was 631 000, or 42.8% of children aged 5–12. This is an increase from 618 000, or 42.4% in 2010–11.⁵⁵

In regional areas, ABC3's average weekly reach among children aged 5–12 years was 347 000 or 49.5%. This is an increase from 322 000, or 46.0% in 2010–11.⁵⁶

In 2011–12, 50% of ABC3's total broadcast hours (5 490 hours) was Australian content.

In 2011–12, ABC3 continued to deliver content across a wide range of genres. This included drama (*My Place*, *Dance Academy*), comedy (*Mal.com*, *You're Skitting Me*), animation (*Horace in Slow Motion*), reality-comedy (*Splat!alot!*, *Prank Patrol Road Trip*), factual (*Adventure Quest*—co-produced with CCTV of China), news and current affairs (*News on 3*, *BTN Extra*), gaming (*Good Game Spawn Point*), music (*Stay Tuned*), documentary (*Dancing Down Under*), Indigenous (*Move it Mobstyle*, *Us Mob*), and sport, (*Rush TV*).

⁵¹ OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

⁵² Regional TAM consolidated data, 2010–11.

⁵³ OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

⁵⁴ Regional TAM consolidated data, 2010–11 and 2011–12.

⁵⁵ OzTAM metropolitan consolidated data 2010–11 and 2011–12.

⁵⁶ Regional TAM consolidated data, 2010–11 and 2011–12.

ABC3's content offering is enhanced through its website, which features program streaming, games and a range of user-generated content initiatives, which have attracted over 5 000 mixed media submissions.

Multiplatform

In 2011–12, the worldwide trend towards mobile and online consumption of media content continued. The ABC has responded to these shifts, developing and rolling out a range of online and mobile offerings. These offerings further enhance audiences' ability to access and enjoy the Corporation's content.

Online content associated with on-air programs

In 2011–12, audiences looked to deepen their engagement with the ABC's television programming through companion websites and online program enhancements. There was an average of 1.7 million visitors per month to ABC TV online in 2011–12, an increase of 8% from 2010–11. The number of visits also increased by 6% to an average of 2.7 million each month.⁵⁷

The most visited program websites in 2011–12 included programs such as *Gardening Australia*, *At The Movies* and *Good Game*. The *Catalyst*, *rage* and *Q&A* websites also achieved consistently high visits across the year.

Programs with strong broadcast audiences extended their popularity through their websites. The *Angry Boys* website was the top program website in July 2011 and *The Slap* website performed very strongly in late 2011. Both programs were successful first-release Australian broadcast content (see page 46).

Similarly, in 2012, the websites for *Miss Fisher's Murder Mysteries* and *Dumb, Drunk & Racist* have been among the most visited websites.⁵⁸

⁵⁷ WebTrends.

⁵⁸ WebTrends.

In a new initiative, teaching materials have been incorporated into several program websites, with the websites for *Mabo* and *Miss Fisher's Murder Mysteries* featuring downloadable pages which teachers and students can use to understand more about both the historical and fictional context of programs.

In March 2012, the ABC4Kids portal won the AIMIA for Best Children's Website. The most visited children's television websites included *Dance Academy*, *Prank Patrol* and *Bananas in Pyjamas*.⁵⁹

⁵⁹ WebTrends.

iview

ABC iview is Australia's most popular on-demand or catch-up television service, with 48% of online Australians aged 16 years and over having accessed ABC television content via iview.⁶⁰

The iview website recorded 942 000 monthly visitors in 2011–12, an increase of 27% from 740 000 in 2010–11.⁶¹ iview on iPad recorded 157 000 monthly active users in 2011–12, an increase of 166% from 59 000 in 2010–11.⁶² In June 2012, iview measured a record 9.1 million program plays across all platforms.⁶³

⁶⁰ Nielsen Online Consumer Report, February 2012.

⁶¹ WebTrends.

⁶² Flurry, 2011–12.

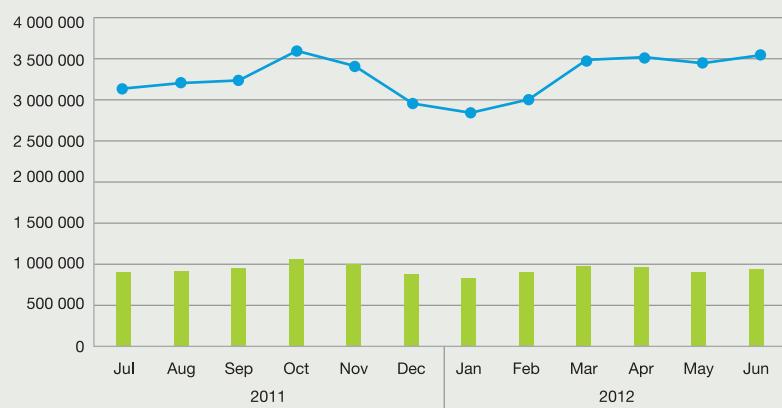
⁶³ WebTrends.

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.

The average monthly visits to ABC iview increased to 3.2 million.

ABC iview website: Monthly visitors and visits



Source: WebTrends.

ABC iview continues to expand the number of ways it can be accessed. In addition to its presence on internet-enabled televisions, set-top boxes and iPad, iview is now also available on leading consumer electronic devices including Microsoft Xbox LIVE gaming consoles and WD TV media centres. In June 2012, ABC iview released an app to extend the service to iPhone and iPod Touch devices, enabling viewing over 3G connections.

The most viewed program on the iview website in 2011–12 was *The Slap* with 721 000 plays.⁶⁴ Other popular dramas included *Crownies* and *Miss Fisher's Murder Mysteries*. Popular news and current affairs programs included the ABC News 24 Live Stream and *Four Corners*. Factual programs such as the *Sunday Best* documentaries and *Australian Story* were popular on iview, together with entertainment programs *QI*, *Good Game* and *The Gruen Transfer*. The long-running children's program *Play School* was the most viewed program on tablet devices, recording 1.5 million plays via iview and *Play School* Art Maker app.⁶⁵ Other popular children's programs on iview included *Play School*, *Peppa Pig*, *Octonauts* and *Dance Academy*.⁶⁶

ABC television content on mobile devices

In line with the ABC's strategy of engaging with audiences in the way most suitable for them, access to ABC television program sites via mobile devices grew considerably in the last year. As at June 2012 approximately 18% of ABC television site visits were from a mobile device (up from 8% in mid 2011).⁶⁷

In 2011–12, a number of new apps were launched which enhance audiences' experience of ABC television content, including the *Play School* Art Maker app for iPad, the *Four Corners* 50 Years app for iPad and the *Good Game* app for iPad (see page 63). 

Social television

The ABC is increasingly incorporating social media into the development and delivery of its programs and products. *Q&A* has a well-established reputation for making effective use of social media to encourage and enhance audience engagement. Facebook and Twitter are also being used as effective marketing tools for new programs, particularly on ABC2, where online presence and social media are very relevant to the target audience. In its upgrade of the online ABC television guide, the Corporation added social media links in addition to enhanced program pages and extended synopses.

The ABC continues to seek new ways of reaching its audiences and has performed strongly in utilising social media to further unlock the value of its programming investments. To this end, the Corporation has been developing a dual-screen application designed to allow audience interaction with online content directly linked to programs as they are broadcast, as well as allowing viewers to connect socially with others. ■

⁶⁴ WebTrends, 2011 (iview website only)

⁶⁵ WebTrends, from March 2012.

⁶⁶ WebTrends.

⁶⁷ WebTrends.

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.

WITH AUSTRALIAN AUDIENCES increasingly faced with a changing media landscape, the ABC's news services have remained relevant, reliable and accurate, providing comprehensive coverage of local, regional, national and international events and issues. In 2011–12, 80% of Australians believed the ABC is balanced and even-handed when reporting news and current affairs.⁶⁸

A continuing trend in consumer behaviour in 2011–12 was the fragmentation of free-to-air television audiences across digital channels. Audiences for news and current affairs programs on ABC1 declined in 2011–12, while audiences for ABC News 24 increased. In 2011–12, viewers were able to watch many ABC news and current affairs programs on ABC News 24.

In 2011–12, the ABC provided coverage of major national and international stories, including the shutdown of Qantas operations, President Obama's Australian visit, the Queensland state election and the Queen's Diamond Jubilee.

The ABC's ability to deliver in-depth and extended coverage of breaking stories to its audiences across a range of platforms was on show during the ALP leadership crisis in early 2012. The ABC's coverage of the leadership crisis was extensive from the moment Kevin Rudd announced his resignation as Foreign Minister on 22 February 2012. Live, in-depth reporting and analysis was available across ABC1, ABC News 24, a dedicated online portal, and ABC radio.

Alongside the coverage of unfolding events, ABC News broke a series of exclusive and agenda setting stories throughout the year, including the first images of the Costa Concordia vessel, *Four Corners'* exclusive report on conditions inside Australian detention centres and its investigation into people smuggling, and a series of exclusive reports on 7.30 about abuse concerns within the Australian Defence Force.

Cross-Division Reporting of News

The ABC has been at the forefront of the broadcast industry in embracing new technologies and new platforms. At the same time, online and mobile platforms have continued to expand, and ABC News 24 has quickly established itself as Australia's leading 24-hour news channel.

In response to ongoing changes in technology and consumer behaviour, the ABC has examined its news gathering processes to ensure they are fit for purpose in an evolving news environment. In 2011–12, a comprehensive review process involving news management, staff and specialist consultants was undertaken, and a series of practical and comprehensive recommendations were developed. The recommendations from the news gathering project will be considered and implemented over the next few years.

During the year the News Division also undertook a significant restructure of the reporting of business, finance and economic news. Key programming across ABC1, ABC News 24 and the Australia Network was reviewed, in order to improve coordination across platforms and in particular to create an improved online business site.

John Bean, Paul Lockyer and Gary Ticehurst

The ABC's normal news gathering activities were overshadowed in 2011 by the tragic death of three highly-skilled and widely admired colleagues—cameraman John Bean, journalist Paul Lockyer, and helicopter pilot Gary Ticehurst. The three were killed when the ABC's helicopter crashed near Lake Eyre on 18 August 2011. While the primary focus in the immediate days after the crash was support and assistance to the families of John, Paul and Gary, the ABC also put in place a series of processes to provide ongoing counselling and support to all staff affected by this tragedy.



Photo: John Bean

John Bean, Gary Ticehurst and Paul Lockyer at Lake Eyre.



The ABC has correspondents based in 12 international bureaus.

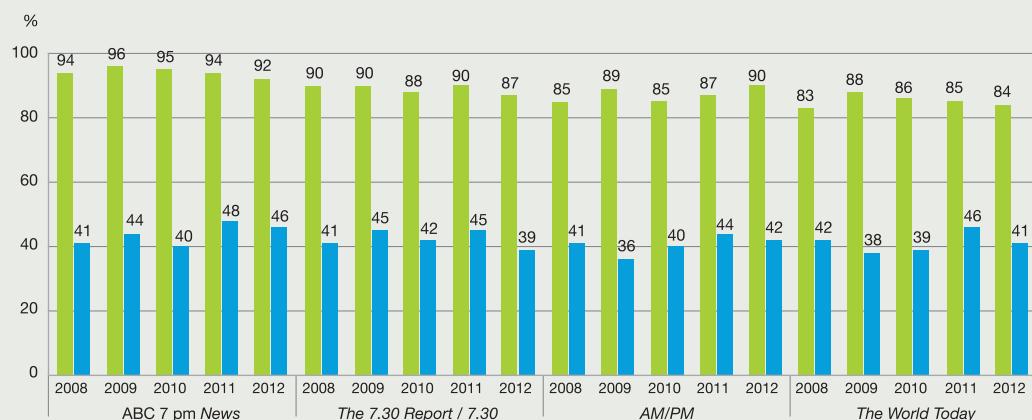
Balance

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

92% of Australians believe the ABC 7 pm News does a good job of being balanced and even-handed.

Balance: news and current affairs programs

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



Based on those aged 14 years and over who ever watch/listen to the respective program. Does not include 'Don't Know' or 'Poor' responses.
Source: Newspoll, ABC Appreciation Survey 2012.

Total Good Job
Very Good Job

News and current affairs on radio

The ABC provides a comprehensive range of news, current affairs and analysis across its radio networks, online and through digital radio.

The morning *News*, broadcast Monday to Sunday at 7.45 am on Local Radio, had an average weekly reach of one million listeners in the five-city metropolitan market, down 6% on 2010–11.⁶⁹

The *AM* program, broadcast on Local Radio and Radio National, reached an average of 1.4 million listeners each week in the five-city metropolitan markets, down 3% on 2010–11.⁷⁰

News and current affairs on television

ABC News 24 continued to build on its early strengths and in 2011–12 was Australia's leading 24-hour news channel.

In 2011–12, ABC News 24 increased its average weekly reach in metropolitan areas, recording reach of two million people, or 13.1% of the metropolitan population (up from 1.8 million and 11.8% in 2010–11).⁷¹ Reach also increased in regional areas, with ABC News 24 achieving an average weekly reach of 1.2 million people, or 17.2% of the regional population (up from 985 000 or 14.3% in 2010–11).⁷² In 2011–12, ABC News 24 achieved a metropolitan free-to-air day-time share of 2.3%, up from 2.0% in 2010–11. ABC News 24's prime-time free-to-air share was 0.8% (0.7% in 2010–11).⁷³ The top programs on ABC News 24 in 2011–12 included coverage of *The Queen's Diamond Jubilee*, ANZAC Day events and *Queensland Votes 2012*.⁷⁴

ABC News 24 is streamed live via ABC News Online and ABC iview. There were 687 000 streams of the service on iview in 2011–12 and 2.6 million streams via the program website.⁷⁵

ABC News Breakfast is broadcast each weekday on ABC1 and ABC News 24. In 2011–12, *ABC News Breakfast* reached an average of 650 000 viewers on ABC1 and ABC News 24 every week, a 21% increase on 2011 (May–June).⁷⁶

On ABC1, the 7 pm weeknights broadcast of *ABC News* in the five-city metropolitan markets recorded an average audience of 903 000, a decline of 8% compared to 2010–11.⁷⁷ The Sunday edition of *ABC News* declined by 5% to an average 785 000 viewers in 2011–12.⁷⁸ The Saturday evening broadcast averaged 863 000 viewers in 2011–12, a decline of 6% compared to 2010–11.⁷⁹

The average five-city audience for the national edition of 7.30 (Monday to Thursday) on ABC1 was 645 000, a decline of 3% compared to the 2011 average of 662 000 (7 March – 30 June 2011).⁸⁰

Four Corners achieved an average audience of 705 000 on ABC1 across the five-city metropolitan markets, a decline of 3% on the previous year.⁸¹ On 25 June 2012, the episode "Gina Rinehart – The Power of One" achieved an average audience of 1.1 million viewers in metropolitan areas, the highest average audience for the program in 2011–12.⁸²

69 Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

70 Nielsen radio surveys, five-city metropolitan, 2011–12 and 2010–11.

71 OzTAM metropolitan consolidated data, 2010–11 and 2011–12 (2010 data available from 1 August 2010).

72 Regional TAM consolidated data 2010–11 and 2011–12 (2010 data available from 1 August 2010).

73 OzTAM metropolitan consolidated data, 2010–11 and 2011–12 (2010 data available from 1 August 2010).

74 OzTAM metropolitan consolidated data, 1 October 2011 – 30 June 2012.

75 WebTrends, August 2011–June 2012, includes international and domestic plays via the ABC News 24 site.

76 OzTAM metropolitan consolidated data (reach based on 5 minute consecutive viewing, ABC1 and ABC News 24), 1 May–25 June 2011 and 2011–12.

77 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

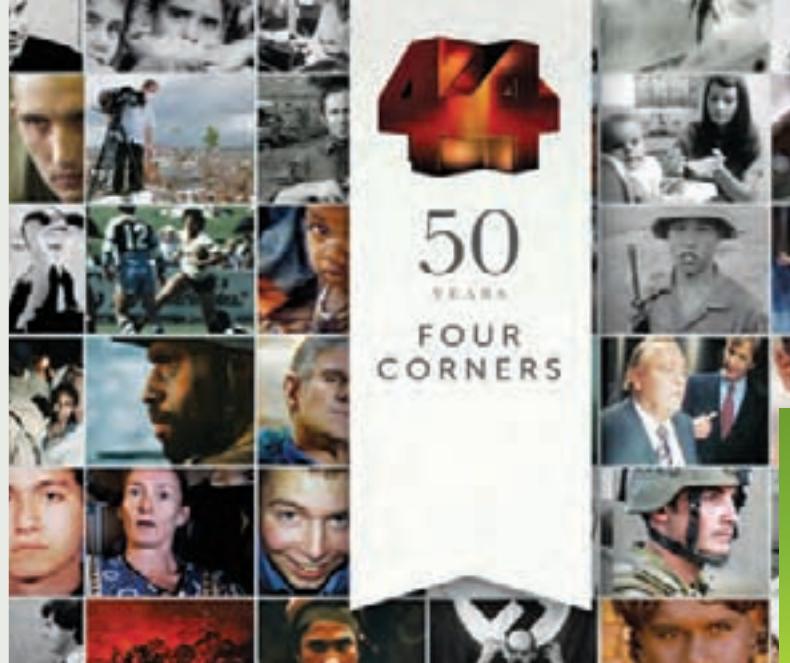
78 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

79 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

80 OzTAM metropolitan consolidated data, 7 March–30 June 2011 and 2011–12.

81 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

82 OzTAM metropolitan consolidated data, 2010–11 and 2011–12.



The Four Corners 50 Years app for iPad.

Now more than ever, Australians need free and universal access to high quality news and current affairs.

The ABC's *Four Corners* sets the benchmark for quality investigative journalism in Australia.

For 50 years *Four Corners* has exposed scandals, triggered inquiries, fired debate, confronted taboos and explored social trends and sub-cultures—a walk through 50 years of *Four Corners* is a walk through Australian history.

To mark this event, the ABC launched a range of media-rich content including a free *Four Corners* 50 Years app for iPad, featuring over 70 documentaries and an extensive archive of interviews and background material.

A dedicated website was also launched, showcasing the key stories, people and events that the program has covered over the past 50 years, providing a living archive to five decades of reporting.

In 2011, as in 1961, *Four Corners* still gives audiences the kind of stories that resonate in their lives, that awaken public interest and bring about changes in the community and opinions that in many cases ultimately contribute to change in public policy and the law.

At the end of June 2012, the app had been downloaded over 42 000 times.

The structure and presentation of *Foreign Correspondent*, currently celebrating its 20th year on-air, was refreshed during the year to allow for a more limited series of regular programs and the creation of longer, hour-long special editions throughout the year. In 2011–12, *Foreign Correspondent* averaged 562 000 viewers in metropolitan areas, a decline of 6% from 2010–11. The episode “The Real Great Escape” broadcast on 29 May 2012 achieved the highest average audience for the program in 2011–12, recording 738 000 viewers.⁸³

⁸³ OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

Audiences for *Insiders* on ABC1 declined by 14% in 2011–12 to 189 000 in metropolitan areas.⁸⁴ *Lateline* experienced a 12% decrease in average audience, to 208 000.⁸⁵ *Lateline Business* was re-launched as *The Business* on 30 January 2012. The average audience for the program in 2011–12 was 110 000, down 3% on the 2010–11 average.⁸⁶

⁸⁴ OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

⁸⁵ OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

⁸⁶ OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

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 online reached an average 1.7 million users each month.

ABC news and current affairs websites: Monthly reach



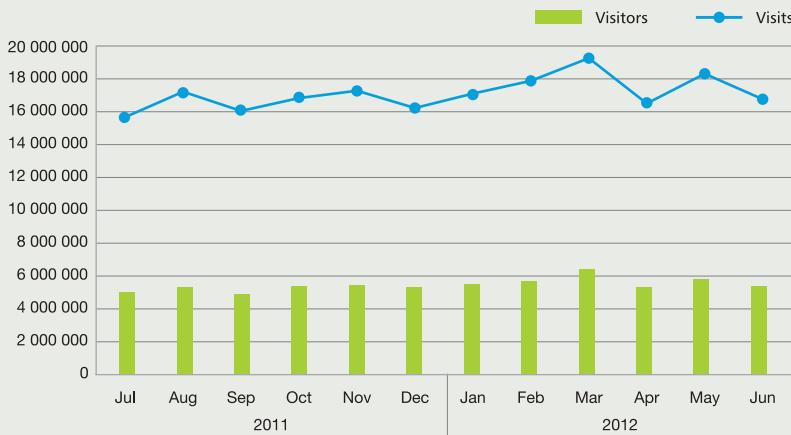
Source: Nielsen Online Ratings, Australia, people aged 2 years and over.
Note: As of September 2011, Nielsen Online Ratings changed data collection methodology. Comparative results are not available.

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.

Each month, ABC news and current affairs websites averaged 17 million visits and 5.5 million visitors.

ABC news and current affairs websites: Monthly visitors and visits



Source: WebTrends.



Mark Willacy in
Futaba, Japan,
reporting on the
aftermath of the
Japanese tsunami.

In 2011–12, the average metropolitan audience for *Australian Story* was 803 000, a decline of 8% from 2010–11. The program achieved a metropolitan audience of more than 1 million people on three occasions in 2011–12. Part 1 of “Her Hour Upon the Stage” achieved the highest audience for the program in 2011–12 with 1.1 million viewers.⁸⁷

News and current affairs online

There has been a growth in the range and style of innovative, in-depth journalism content online. In particular, ABC News is increasingly using new techniques to present extended content online. For example, the *Japanese Tsunami—One Year On* project used “before and after” sliders to provide worldwide audiences with a dramatic visualisation of the rebuilding efforts in Japan after the devastating tsunami and earthquake in 2010.

Throughout the year, the ABC has focussed on extending the reach and impact of ABC news using popular social media platforms, such as Facebook and YouTube. The ABC’s Twitter account, @abcnews, which is used to alert followers to significant ABC news content across a range of platforms, is now the biggest mainstream Australian news Twitter account (in terms of followers).

In 2011–12, ABC news and current affairs websites reached an average 1.7 million users each month from September 2011–June 2012.⁸⁸ The sites attracted an average of 5.5 million domestic and international visitors each month, down 30% on 2010–11. The number of visits was also down 12%, to an average 17.1 million a month.⁸⁹ The previous year’s results include a record 25 million visitors to ABC News and Current Affairs Online in March 2011, driven by interest in the ABC’s coverage of the Japanese Tsunami. ■

⁸⁷ OzTAM metropolitan consolidated data, 2010–11 and 2011–12.

⁸⁸ Nielsen Online Ratings, Australia, people aged 2 years and over. As of September 2011, Nielsen Online Ratings changed data collection methodology. Comparative results are not available.

⁸⁹ Webtrends.

Online

abc.net.au

Continuing growth of mobile

Social platforms

New projects

Improving digital delivery

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

ABC ONLINE REACHED an average 3.7 million users each month between September 2011 and June 2012.⁹⁰ There was an average of 13 million domestic and international visitors each month to ABC Online, a decrease of 7% from 2010–11.⁹¹ Visits in 2011–12 increased 3% to an average 35 million a month (from 34 million in 2010–11).⁹² For an explanation of “visits” and “visitors”, see page 65. 

abc.net.au

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

In 2011–12, the ABC extended the availability of its iview service, launching iview for iPhone in June 2012. The iPhone is the latest platform to secure its own version of the iview player, which can already be accessed on newer internet-connected TVs, set-top boxes, video streamers and games consoles.

Continuing growth of mobile

In 2011–12, the ABC continued to design and deliver smartphone and tablet experiences which complement existing content delivery. To develop these offerings, the ABC followed global trends, identifying audience shifts and implementing strategies to ensure the Corporation remains relevant to Australian audiences in the years to come.

⁹⁰ Nielsen Online Ratings, Australia, people aged two years and over. As of September 2011, Nielsen Online Ratings changed data collection methodology. Comparative results are not available.

⁹¹ The previous year's results include a record 25 million visitors to ABC News and Current Affairs Online in March 2011, driven by interest in the ABC's coverage of the Japanese Tsunami.

⁹² WebTrends.

In June 2012, approximately 19% of weekly visits to abc.net.au came from a smartphone or tablet, up from 7% in June 2011.⁹³ To address this shift in audience behaviour the ABC is exploring ways to improve the browsing experience for abc.net.au on smartphones and tablets. This includes the development of tools which detect the kind of smart phone or tablet that is being used and deliver an optimised service tailored to that device, and the creation of interface guidelines for designing mobile-friendly websites. These projects are in development and the ABC is assessing this work via pilot programs using key content from ABC News Online.

A number of new applications for mobile devices were launched in 2011–12 including:

- **ABC app for Android**—released in May 2012, the app addresses the need to improve the ABC's offering to the growing number of audience members using Android devices. The app features the latest news stories, live streaming of ABC News 24, and live streaming of all of the ABC's national radio networks, the metropolitan Local Radio stations and the Radio Australia services.
- **Play School Art Maker app for iPad**—released in November 2011, the app is designed for 2–6 year olds and encourages imagination and creativity through pictures, animated movies and story slideshows using the popular *Play School* toys and hand-made craft items from the iconic television series.
- **Four Corners 50 Years app for iPad**—released in December 2011, the app provides access to more than 70 hours of investigative journalism from the past 50 years of *Four Corners* programming.
- **Good Game app for iPhone**—launched in April 2012, this app immediately reached the iTunes top ten. The app has attracted over 31 000 reviews (compared to only 500 reviews submitted to the website in one year).

• **iView app for iPhone**—launched in June 2012, the iView app for iPhone delivers iView's complete catch-up television offering, including programs from ABC1, ABC2, ABC3 and ABC4Kids, the ABC News 24 live stream and ABC iView exclusives.

For further information regarding multiplatform television content refer to page 52. 

Social platforms

Social media was again a focus for the ABC in 2011–12. As well as providing new opportunities for consuming content, social media offers new ways for the ABC to increase audience awareness of content. Research conducted by Screen Australia in 2012 shows the growing influence of social media on viewing choices, with 30% of those surveyed reporting that they often read social media posts regarding content before deciding what to watch.⁹⁴ Half of those posted comments back once they had viewed that content. The ABC's content strategy aims to keep pace with these growing audience trends and preferences.

In 2011–12, the ABC's Facebook presence continued to build, with ABC Australia now the 8th largest media page in Australia (measured by number of fans),⁹⁵ and is the second largest Australian account in any genre on Google+. The Corporation has renewed its partnership agreement with YouTube and is focussed on more regularly sharing ABC content across social media platforms.

Social media platforms also enable active “pushing” of content to audiences. In June 2012, the ABC launched a trial ABC Science social reader app on Facebook. The app operates on the principle of “frictionless sharing” whereby if a user opts-in, the app will post activity to the user's Facebook friends each time the user interacts with ABC Science content. By alerting the user's friends to ABC content, the potential reach of the ABC's content and services are being extended in new ways. The trial will continue for six months.

⁹³ WebTrends.

⁹⁴ Screen Australia *What to Watch?*, 2012.

⁹⁵ Social Bakers, *Top Aussie Facebook Pages*, May 2012.

Social media continues to offer the ABC new opportunities to gain feedback, undertake research and build ongoing relationships with audiences.

New projects

ABC Education Portal

In December 2011, the Government announced funding for a new online education portal to be developed by the ABC and Education Services Australia (ESA). The portal will feature a rich media library of archival and contemporary ABC content which is aligned to the Australian Curriculum (the Curriculum is currently in a process of phased-development and implementation). The portal will also offer a range of interactive learning projects and services which demonstrate the potential for high-bandwidth digital delivery to students, teachers and parents at home and in schools across Australia. The portal represents an opportunity for the ABC to further develop its online presence and audience reach and also fulfill its Charter obligations in new, innovative ways. The project is expected to soft-launch in October 2012, with the full site to be launched in early 2013.

Wikimedia Commons

In March 2012, the ABC partnered with Wikimedia Commons and Creative Commons Australia to create an Australian-first by releasing video content from the ABC archives directly to Wikimedia Commons. It is the first time that an Australian broadcaster—commercial or public—has donated video footage directly to Wikimedia, making it available to the general public under a Creative Commons licence.

Twenty three individual video items were contributed to Wikimedia Commons and ABC content was featured on 60 Wikipedia pages. Over 2.4 million page views were generated to ABC content on Wikimedia Commons between March and May 2012.⁹⁶

⁹⁶ Wikimedia page view data.

80 Days That Changed Our Lives

On 21 March 2012, the Corporation launched a rich media website *80 Days That Changed Our Lives*, to help celebrate the 80th birthday of the ABC. The site presents a wealth of archival material setting out the audio-visual history of Australian news, current affairs, documentaries, entertainment, education and sport since 1932 when the ABC made its first broadcast. The site also allows users to share their own memories and photographs of the featured days, enhancing user interaction. The site recorded over 300 000 views.⁹⁷

Enhancing emergencies coverage

In 2011–12, the ABC implemented two new initiatives relating to its coverage of emergencies which provide the audience with new ways to receive and explore content. Information about the ABC's new emergencies page (<http://www.abc.net.au/news/emergency>) and the *Mapping Emergencies* trial web portal are provided at page 137. 

Improving digital delivery

Content Delivery Network

As audience demand for online video content grows, the ABC must adapt and find new ways to distribute content online in an efficient and cost-effective manner. In 2011–12, the growing popularity of services such as iview and the streaming of ABC News 24 placed increased demands on the ABC's content delivery networks. The ABC tendered for its content delivery network services and entered a two year contract in July 2011.

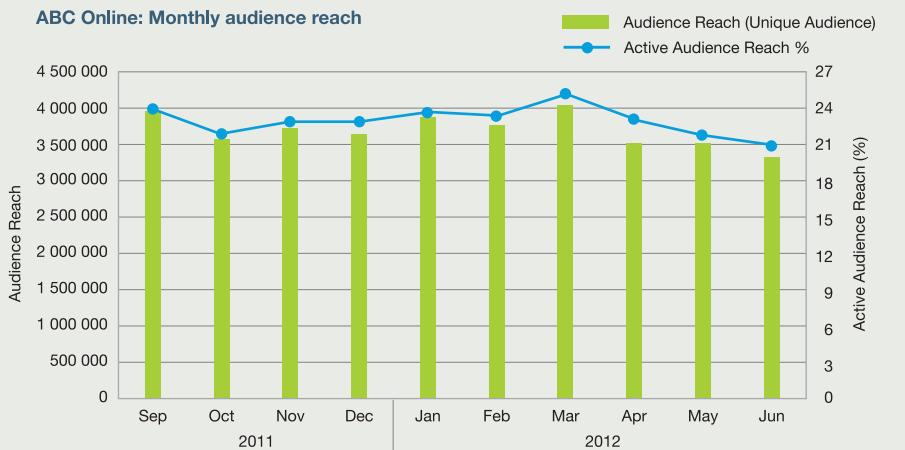
With the successful completion of Phase 1 of a new web content management system (WCMS) designed to improve website publishing, planning has begun for the next stage of the project. The WCMS provides a more robust way to produce, manage and deliver online content. The new WCMS will improve the functionality of ABC Online, creating better audience experiences. The project is central to the ABC's

⁹⁷ Webtrends statistics from launch on 21 March 2012 to the end of the campaign on 26 May 2012.

Reach

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

ABC Online reached an average 3.7 million unique users each month.



Source: Nielsen Online Ratings, Australia, people ages two and over.
Note: As of September 2011, Nielsen Online Ratings changes data collection methodology. Comparative results are not available.

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.

Each month, the ABC averaged 35 million visits to abc.net.au.



Source: WebTrends.

future strategic direction. As audiences take up smart phone and tablet technologies as well as increasingly internet-connected televisions, the ABC aims to deliver digital content in a range of sizes and formats. A contemporary, robust enterprise level WCMS will drive improved multi-platform content delivery.

An efficient WCMS provides the opportunity to take advantage of the ABC’s strong cross-platform positions to create a range of solutions accessible for all divisions in web development and that can be expanded over time. ■

International audiences

Australia Network

Radio Australia

International Development

Asia Pacific News Centre

International Relations

ABC International facilitates cross-cultural communication, encourages awareness of Australia and builds regional partnerships.

THE ABC BROADCASTS to millions of people in Asia and the Pacific through Radio Australia and the Australia Network, supported by news and analysis from the ABC's Asia Pacific News Centre.

On 7 November 2011, the Federal Government announced that the tender process for the provision of the Australia Network service had been terminated. On 5 December 2011, the Government further announced that the service would become "a permanent feature" of the ABC. The terms and conditions under which the ABC will operate Australia Network on a perpetual basis have not been finalised.

Australia Network

Australia Network is Australia's international television and online service. Australia Network is available in an estimated 31.2 million homes in 46 countries across Asia, the Pacific and the Indian sub-continent.

The service supports Australia's global role by providing trusted and impartial news and information, as well as showcasing the best of Australian culture, talent and innovation to an Asia-Pacific audience. It strives to accurately portray the nation as a democratic, culturally diverse, environmentally sensitive, successful trading nation. Timely consular information is provided on-air and online for Australians overseas who find themselves in emergency situations.

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



Programs commissioned in 2011–12 included:

- A new series of *My Australia*, which looks at Australia through the eyes of young people from the Asia-Pacific region. The program enlisted international visitors, including students, as participants in a diverse range of activities in order to learn more about Australia, meet the locals and engage in social and cultural life. Ten episodes were commissioned. This program also features its own Facebook page, designed to broaden participation and interest from Australia Network's younger audience.
- A series of short pieces called *My Australian Impressions* featuring guests interviewed on *My Australia*, in which they reveal additional insights on their experiences in Australia and what they have learned.

- A further 15 episodes of the popular English Language Learning series *English Bites*. Episodes have also been made available through the English Language Learning website, Australia Network's viewer "Watch Now", and the "Learning English with Australia Network" Facebook page.
- A further five episodes of *Pacific Pulse* were produced, including some user-contributed content, new stories shot locally and repeats of popular stories.

In addition to its television service, Australia Network has an online presence. Programs produced by Australia Network continue to be popular with audiences through the network's website, with 4.7 million downloads of video content in 2011–12, an increase of one million from 2010–11.⁹⁸

Media markets across the globe are undergoing rapid change as audiences make greater use of digital platforms. In response to these trends, Australia Network has continued to diversify its digital presence with the launch of an iPhone application. The app provides news and sport, a television guide, nine Radio Australia streams and popular Australia Network video content (including English Language Learning and emergency push notifications).

In 2011–12, Australian Network also launched its web-based “Watch Now” catch-up service, delivering greater access to the network’s programming. Since February 2012, over 2 500 hours of content has been viewed on the service.⁹⁹

Australia Network has also sought to enhance its audience engagement through increasing use of social media including Facebook, Twitter and YouTube. A new Sina Weibo (a social media platform based in China) page was created, targeted at a Chinese-speaking audience.

Measurement of Pan-Asian viewership of international channels is limited to the Synovate PAX Cable and Satellite Survey. Audiences increased in six markets in this survey period: Jakarta, Manila, Hong Kong, Bangkok, Singapore and Kuala Lumpur. Decreases in audience numbers were recorded in Taipei, Seoul and India. Compared to 2010–11, audiences increased 85% in Hong Kong; 27% in Kuala Lumpur; and 17% in Jakarta.¹⁰⁰

Australia Network maintained its position in a very competitive environment by adding 21 new rebroadcasting partners, taking the total number of partners to 667.¹⁰¹

Radio Australia

Radio Australia provides content to Asia in six languages: English, Chinese (Mandarin), Indonesian, Vietnamese, Cambodian (Khmer) and Burmese, as well as English, Pidgin (Tok Pisin) and French for the Pacific. These services are available across a number of platforms, including FM transmitters, rebroadcasts over local Asian stations, shortwave, satellite and digital platforms.

In 2011–12, Radio Australia increased audience reach in markets with 24-hour FM transmitters. A 2011 Intermedia survey reported that the network’s weekly reach in Cambodia grew from 700 000 (7% of total population) to 1.1 million (11% of total population) between June 2010 and September 2011. As at September 2011, Radio Australia was ranked third in weekly reach for international broadcasts in Khmer behind Radio Free Asia (RFA) and Voice of America (VOA), and remains the most listened-to English broadcaster in Cambodia.¹⁰²

A 2012 Intermedia survey in Papua New Guinea reported that Radio Australia achieved 18% weekly reach in PNG from the survey sample (aged 15+) through a combination of FM and short wave radio.¹⁰³ Radio Australia provided local audiences in Papua New Guinea with coverage of major stories, including the sinking of the Rabaul Queen in February 2012. Radio Australia provided up-to-date information and breaking news to the community affected by the tragedy.

Radio Australia continued to expand its 24-hour FM network in the Pacific in the last 12 months. Radio Australia is now available in Pohnpei, the capital of the Federated States of Micronesia, and in Majuro, the capital of the Republic of Marshall Islands.

99 WebTrends.

100 Synovate PAX Cable and Satellite Survey, 2010–11 and 2011–12.

101 In 2010–11, the number of rebroadcasting partners was reported as ‘over 660’. This figure included three rebroadcast partners which had been double counted and three direct-to-home users incorrectly classified as rebroadcasters. Nine rebroadcast partnerships ended in 2011–12.

102 *InterMedia National Survey Cambodia 2011*.

103 *Citizen Access to Information in Papua New Guinea: ABC/NBC National Study*, 18 June 2012.

In June 2012, Radio Australia recommenced 24-hour FM broadcasts in Fiji. New 24-hour FM frequencies in Suva, Nadi and Labassa have been switched on after successful discussions with authorities in Fiji that reviewed the forced closure of the network's 24-hour FM transmissions on 15 April 2009.

During 2011–12, Radio Australia continued its transformation into a multi-platform, multi-language content provider. On 29 February 2012, Radio Australia launched a new multi-language website comprising ten sites, with eight languages and nine audio streams. Designed to offer audiences across Asia and the Pacific the ability to consume content and interact with content makers in eight Radio Australia languages, the new sites provide greater immediacy in the coverage of breaking news, major stories, activities and events as they happen in Asia, the Pacific and Australia.

As well as a variety of audio and video across eight languages, Radio Australia's website includes: geo-targeted pages that allow audiences in each market to receive Radio Australia online content in the language of their choice; a range of tools to allow audiences to join the discussion; a new mobile website; and Radio Australia content on a variety of social media applications.

The new website was accompanied by a dedicated social media strategy, which contributed to significant increases in Mandarin audience interaction through Sina Weibo.

In 2011–12, Radio Australia achieved significant cost savings through the strategic reduction of shortwave services to particular areas. The result of this strategy ended a 10-year association with Radio Taiwan International who had provided short wave transmission facilities into South East Asia and China. The funds saved from ending this service were redeployed into increasing digital and online services. In 2011–12 this included restructuring the network from a traditional, language-based model to a digitally-focused structure.

Coverage of major events in the Pacific included extensive broadcasting of the Pacific Games from New Caledonia and highlights from the Fest'Napuan music festival in Vanuatu. Pacific Break, Radio Australia's Pacific-wide competition seeking the best unsigned original music brought the winners, BSQ, a four piece band from Fiji, to Vanuatu to perform and experience live music at Fest'Napuan.

Major issues including the political crises in Papua New Guinea, the funeral of the King of Tonga and the first visit of the Australian Foreign Minister to Fiji since the coup have all featured in Radio Australia content.

International Development

ABC International Development offers assistance in the form of strategic advice, training and mentoring, technical support and secondments to support the development of robust media institutions in the Asia-Pacific region. It is a self-funding enterprise with 34 staff (including 13 locally-engaged staff) based in Cambodia, Papua New Guinea, Solomon Islands, Vanuatu and Australia.

The core goals of these activities are to support communications for development in partner countries, and increase the demand for good governance. These goals align with the strategic direction of the Australian Agency for International Development (AusAID), the principal source of funding for ABC International Development.



Radio Australia's Caroline LaFargue interviews Tony from Guadalcanal at the 2012 Festival of Pacific Arts.

Now more than ever, audiences are personalising their media consumption.

Audiences expect to be able to shift programs to the device most convenient to them and to watch or listen at a time of their choosing.

These trends are particularly dominant across Asia. In late 2011, there were an estimated 2.9 billion mobile phone subscriptions—73.9 subscriptions per 100 people—in Asia and the Pacific.

The ABC's international broadcasting services, Radio Australia and Australia Network, are responding positively to these changes, realigning their services for fragmented audiences that expect to consume content on a range of different devices.

In February 2012, Radio Australia launched new multi-lingual web and social media services. As well as continuing to offer high quality news and current affairs radio programs in eight languages, the new web services encourage the sharing, participation and collaboration of stories. The website uses the latest location detection technology to tailor content to suit the user's location and language.

Radio Australia is today a multi-channel, multi-platform and multilingual service, with nine new audio channels for radio and online, broadcasting 24 hours a day.

During 2011–12, ABC 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 affect their lives.

The group has also improved the way it monitors and evaluates its work. Development projects now include a research component as a standard feature. This establishes base-line data against which future results

and the effectiveness of the group's work can be measured.

In 2011–12, ABC 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.

Asia Pacific News Centre

The Asia Pacific News Centre (APNC) provides Australia Network and Radio Australia with on-air and online news and analysis, tailored for international audiences in Asia and the Pacific. This ensures alignment with the objectives of the international networks and reinforces Australia's place in the region.

Located in Melbourne, the APNC is a multi-platform operation that generates television, radio and digital content and is managed by the ABC's News Division. The APNC has 55 editorial staff, including many who speak Asian languages. This is the largest concentration of Australian journalists focused on the Asia-Pacific region.

During 2011–12, the APNC significantly expanded its digital output and as a result, secured an increase in online traffic, including through YouTube, Facebook and Twitter. The APNC also provided specialist regional commentators to ABC News 24, ABC NewsRadio and News Online.

Original on-the-ground reportage included editions of *Newsline* with Jim Middleton presented from the Boao Forum for Asia conference on Energy, Resources and Sustainable Development (Perth, Western Australia), the Commonwealth Heads of Government Meeting (Perth, Western Australia), the East Asia Summit (Bali) and the historic by-elections in Burma (Rangoon). Correspondents in Beijing, New Delhi and Jakarta undertook extensive field coverage including coverage of the leadership crisis in Papua New Guinea.

The APNC's Melbourne-based video journalists undertook assignments to Afghanistan, East Timor, Cambodia, Indonesia, Tonga and the Solomon Islands. The APNC also provided coverage of the Pacific Games, the Fiji floods and the 10th anniversary of independence in East Timor.

International Relations

The ABC's International Relations department facilitates interaction between the ABC and public broadcasters and broadcasting associations around the world. Through these relationships the ABC aims to raise the profile of public broadcasting, support and help other broadcasters in the region and to participate in the policy debate on matters relevant to public broadcasters.

ABC International represented the ABC at various key regional conferences in 2011–12, including: the Asia-Pacific Broadcasting Union's (ABU) General Assembly in New Delhi; Group of 6 in Canada; the RadioAsia conference in Jakarta; the Cable & Satellite Broadcasting Association of Asia (CASBAA) conference in Hong Kong; the Media Partners Asia Pay Television Operators Summit in Bali; and the Asia-Pacific Institute for Broadcast Development's Asia Media Summit in Bangkok. In addition, the ABC hosted the Commonwealth Broadcasting Association's 29th General Conference, which brought together 150 senior media professionals in Brisbane's South Bank precinct.

ABC International facilitated visits from international media organisations from China, Indonesia, Thailand, Korea, India, Vietnam, Hong Kong, Egypt, Tunisia, Singapore, Mongolia, Malaysia, Kenya, Nigeria, Jamaica, Canada and Sweden. ■

Consumer experiences

Financial performance

ABC Retail

ABC Digital

ABC Music

ABC Publishing

ABC Sales and Distribution

ABC COMMERCIAL OPERATES a range of businesses which create, licence and market products and services related to ABC programming and Charter activities. ABC Commercial is responsible for the development of new revenue streams for the Corporation, with a particular focus on the fast-expanding digital market.

Financial performance

In 2011–12, ABC Commercial achieved a net result including interest revenue of \$5.5 million, a decrease of \$2.4 million from 2010–11. This result reflects the adverse impacts of the economic environment on the retail, DVD, CD and publishing markets, the general downturn in retail, and technology-driven structural shifts.

Retail activities, including DVD sales, are a critical part of the ABC's Commercial business. On average, over the last five years, Retail and DVD sales have constituted 74.5% of ABC Commercial gross revenue. However, these industry sectors are currently experiencing both cyclical and structural change, which is placing downward pressure on sales. The impact of this downturn is reflected in the revenue performance of ABC Commercial in recent years. In the wider context, ABC Retail activities have performed comparatively well and have not declined to the same degree as other retail businesses.

ABC Commercial has continued to invest in and grow its digital business, with a range of measures to develop new revenue streams in growth markets. This activity reflects the division's strategic focus on addressing the structural shift in ABC Commercial's traditional markets.

The division has continued the development of a variety of digital offerings, ABC Shop Online and differentiated exclusive ABC Shop product ranges, which have all delivered strong growth.

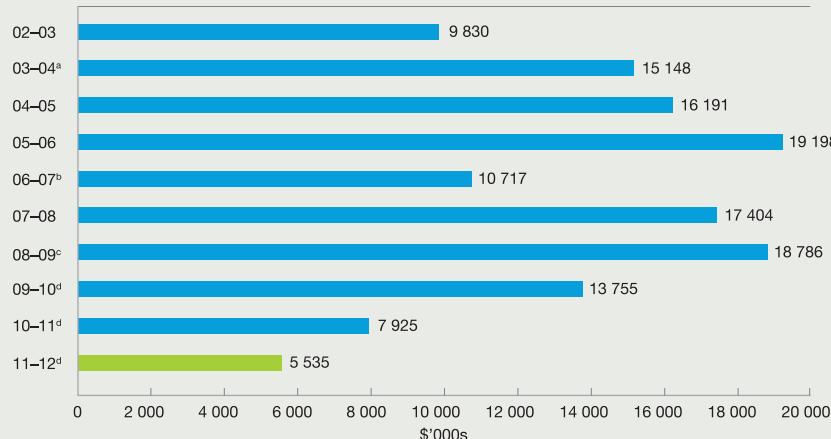
ABC Commercial manages a range of media businesses delivering products and services to the global marketplace. Revenue earned is returned to the Corporation for investment in the production of ABC content.

Contribution to revenue

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

**ABC Commercial contributed
\$5.5 million to ABC net revenue.**

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.

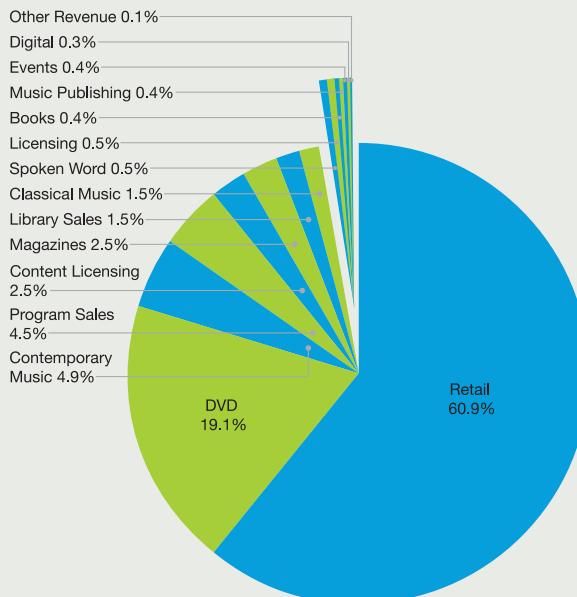
d. Includes interest.

Revenue by activity

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

60.9% of ABC's Commercial's revenue came from its retail business.

ABC Commercial: Gross revenue by activity



The year saw strong growth from ABC Commercial's digital products, including ABC Music's digital sales, reflecting the strong response of audiences to digital music platforms. ABC Publishing saw an increase in market share, outperforming the domestic book and magazine markets in what continued to be a challenging year for the publishing industry. Despite a general downturn, ABC Retail experienced strong comparative growth over the second half of the financial year.

ABC Retail

Despite a general decline in the retail sector, ABC Retail experienced strong comparative growth in top line sales of 2.4 % over the second half of the past year.

ABC Retail's strategy of transitioning from a DVD/CD-based product range to a broader product range continues to deliver improved results. The transition is based around key brand extension into merchandising, toys and apparel and an overall extension of the children's range. Toys and general merchandise has risen from 8% to 14% as a total of all ABC Retail sales year on year, contributing to a 1.1% rise in gross margin.

ABC Retail has continued to expand its footprint with a focus on the growing contribution of ABC Shop Online. At the end of the financial year, ABC Retail had 160 outlets trading throughout Australia, encompassing 54 ABC Shops and ABC Shop Online as well as 106 ABC Centres.

In 2011–12, ABC Retail opened two new ABC Shops—Doncaster in New South Wales and Mackay in Queensland—and five existing shops underwent refurbishment. Shop construction incorporate environmentally-friendly and sustainable fixtures and fittings. Two ABC Shops were closed—South Yarra in Victoria and Chatswood in New South Wales.

The links between ABC Commercial products, ABC Retail and ABC programming were evidenced through 262 local promotions across ABC Shops and

Centres nationally. The most successful of these were the appearances of Jimmy Giggle from *Giggle and Hoot* and Chris Lilley from *Angry Boys*, which drew up to 1 800 fans per event.

The ABC continues to invest in and improve the ABC Shop Online platform to deliver a better service to consumers. A total rebuild of the platform has been undertaken and further improvements to search and shopping functionality are currently in development.

The ABC Shop's loyalty program, ABC ViP, continued to grow and had registered more than 270 000 members at 30 June 2012.

ABC Digital

ABC Commercial's Digital Business saw strong growth during the year. The business continued to develop and successfully launch a number of new digital products and apps, with a particular focus on the pre-school and primary school educational market.

ABC Reading Eggs (published in partnership with Pascall Press) continued to be the strongest performing digital product along with the *Spicks and Specks Quiz* iPhone app. This year saw the launch of a new extension to ABC Reading Eggs—ABC Reading Eggspress, developed for children aged 7–10 years.

Reading Eggspress is designed to build reading and comprehension skills using a range of learning resources, lessons, motivational games, e-books and a comprehensive reporting system that create a unique learning environment.

An iPhone app was launched for *Angry Boys* as well as three iOS apps for *Bananas in Pyjamas*.

ABC Music

ABC Music continued to experience strong growth in digital content sales as well as the extension of its global digital distribution network.

ABC Music's solid performance for the year reflects the growth of digital content coupled with the sustained sales of physical product which continues to resonate strongly with the ABC customer-audience.

ABC Music iTunes sales continued to grow during the year, further cementing this channel as a significant revenue stream and distribution platform.

In 2011–12, the ABC Music website was rebuilt to better showcase the roster of artists and the catalogue of content. Also last year, ABC Music's social media footprint and databases grew significantly through the expansion of its Facebook site and Twitter channel and through triple j's *Hottest 100* Facebook page, which now has 47 000 "Likes".

During the year, ABC Music released 238 titles—101 ABC Classics, 105 ABC Contemporary and 32 ABC for Kids titles. Many of these releases achieved top 20 places in the Australian Recording Industry Association (ARIA) charts including *triple j's Hottest 100 Volume 19* (CD and DVD), *triple j's Like a Version Volume 7*, *Hit Country 2011*, *Rewiggled*, *Play School's 45th Anniversary Collection*, Chopin's *Nocturnes* and Bach's *Brandenburg Concertos*.

The bestselling release for ABC Music was *triple j's Hottest 100 Volume 18*, surpassing platinum status with sales in excess of 100 000 units to date. *Like a Version Volume 7* also surpassed platinum status selling more than 70 000 units, doubling the previous year's sales. ABC Music's ABC for Kids label continued as the number one selling label for children in Australia.

The success of the business was recognised through five ARIA Awards from 17 nominations across nine categories (see Appendix 15).  The Wiggles' *Ukulele Baby!* won the ARIA Award for Best Children's Album. This is the 10th ARIA Award for the Wiggles who were also inducted into the ARIA Hall of Fame.

ABC Publishing

During the year ABC Books published approximately 90 new titles in print form and approximately 90 new titles in eBook format. Best-selling releases included *A Generous Helping* published with Madonna King and ABC Local Radio Brisbane, *Lake Eyre* by Paul Lockyer, *What's Your Dog Telling You?* by Martin McKenna, and *Simply the Best* by Valli Little. Children's titles included *The Fartionary* by Andy Jones, *Hoot's Lullaby* and *Gigglemobile* by Giggle and Hoot.

During the year, ABC Publishing partnered with Read How You Want to produce a number of large print editions of ABC Books for the visually impaired, including the *Boyer Lectures 2011–Geraldine Brooks*, *Great Australian Flood Stories* by Ian Mannix and *Australian Story* by Graham Bauer.

ABC Magazines reached onto new platforms to extend the reach of existing products. *ABC Gardening Australia*, *ABC delicious.* and *ABC Limelight* magazines were launched digitally via the online magazine platform Zinio, enabling readers to access the magazines on PCs, laptops, tablets and mobile devices. *ABC Limelight* magazine also launched the 100 Best Classical Recordings app in November 2011. In partnership with ABC Grandstand, ABC Magazines successfully launched the *ABC Football* magazine during the year. The new magazine, edited by Gerard Whateley, met with good sales and reviews and ABC Magazines plans to publish a second issue for the 2012–13 season.

In the Audit Bureau of Circulation report for June – December 2011, *ABC delicious.* magazine was audited at 120 704 copies. It continued to maintain its presence internationally with magazines published in the United Kingdom and in the Netherlands collectively selling just fewer than two million copies during the year.

Gardening Australia magazine was audited at 81 094 copies, retaining its spot as the gardening category leader with a market share of 48%.

ABC Sales and Distribution

In 2011–12, ABC Sales and Distribution made organisational changes to integrate the digital sales and international sales teams, bringing an international focus to sales of ABC content across platforms. In addition, the iTunes business was linked to the DVD business to maximise the home entertainment offering within Australia.

The ABC's iTunes presence expanded during the year, with the ABC label experiencing a total iTunes growth of almost 100% over the 12-month period. The most successful genre was pre-school content under the ABC for Kids label. A new partnership with the US-based online streaming service, Hulu, further increased the reach of ABC content.

Against the continuing decline of the domestic DVD market—down 7% in the year to 30 April 2012—the ABC DVD catalogue grew by 1%, gaining market share in its core genres. This result was offset by a decline in overall sales of the BBC catalogue.

ABC Sales and Distribution continued to explore the potential offered by digital distribution platforms through sales of key titles to Hulu. Sales included *The Librarians*, *Very Small Business* and *Catalyst*. More than one million views have been achieved since launch in October 2011. Other new digital sales included an ABC for Kids package to the online streaming service Quickflix, a 200-hour output deal to Telstra T-Box, and a large entertainment package to Fetch TV on Optus.

ABC for Kids has continued to perform well, growing its market share in DVDs in 2011–12 to 48%. A number of significant pre-school catalogues were either secured or renewed for both DVD and digital distribution during the year including *The Wiggles*, *The Octonauts*, *Jim Henson's Pajanimals* and *Sesame Street*.

A continuing focus for the ABC for Kids brand has been the development of an ABC for Kids for Parents Facebook page featuring links to ABC parenting sites in addition to information about home entertainment and book releases, event information and licensed merchandise. This site has grown to more than 34 000 “Likes”.

ABC for Kids events were held across shopping centres, community festivals and key community events with more than 75 000 children around Australia enjoying ABC for Kids characters, including The WotWots, Miffy, Postman Pat and ABC Music's Teddy Rock. A number of ABC Events concerts also entertained children throughout the year, including Play School, Charlie and Lola and the new Bananas in Pyjamas live show.

Other key titles released under the ABC home entertainment label during the year on both DVD and digital platforms included *Angry Boys*, *Miss Fisher Regrets*, *Crownies* and *Being Human Series 4*. Strong documentary releases on DVD included *Wide Open Road*, *Australia – Time Travellers Guide* and the *Lake Eyre Commemorative Edition*.

ABC program sales to domestic and international broadcast and digital partners were strong during the year. A record 20 titles were released at the key Marché International des Programmes des Télévision (MIPTV) market in April 2012 and a number of sales were made to both traditional and digital broadcasters, including *Outland*, *Art&Soul* and *twentysomething* in Europe and *Skin Deep*, *Big Blue*, *The Nutcracker* and *Cup of Dreams* in the United States. Asian markets performed well this year led by sales of *Poh's Kitchen Series 2* to Discovery Channel Asia. Format sales included commissions for *Review* and *New Inventors*.

A new *Four Corners* output deal was also concluded with SMH.TV—a Fairfax online video streaming service and more than 120 hours of *Australian Story* was sold domestically to the Bio Channel.



Now more than ever, the ABC is looking for ways to extend the life of its content investments through commercial offerings in ABC Shops and online.



2

Hootabelle joined the Giggle and Hoot Goodnight Hour in 2012. ABC Commercial developed and released a range of Hootabelle-themed products for ABC Shops and ABC Shop Online.

The ABC has long been the leading and dominant broadcaster of children's content. From *Play School*, to *Mr Squiggle* through to *Giggle and Hoot* today, ABC Commercial has brought these iconic characters to life with books, toys, pyjamas and more. Together with DVDs and digital downloads, which allow children to watch the programs whenever they want and as many times as they want, these products enhance children's engagement with and enjoyment of the content well after its original broadcast.

2012 marked the arrival of Hootabelle, who has joined *Giggle and Hoot* as Hoot's best owl pal. To celebrate her arrival, every ABC Shop hosted a special day of Giggle and Hoots on 9 June 2012, featuring Hootabelle storytelling, Giggle, Hoot and Hootabelle colouring-in activities and Hoot-tastic giveaways. A range of Hootabelle books, toys and clothes was also released into ABC Shops and ABC Shop Online.

This year major sales of footage were made to SBS and into pay television commissioned productions including the *Tough Nuts* series and the *Who We Are* series, as well as a wide range of other productions locally and internationally.

ABC Events continued to bring live, compelling entertainment to Australian audiences, promoting a diverse slate of concerts, performances and expos including the final Gardening Australia expo in Sydney, the Spicks and Speck-tacular national tour and *QL Live* with Stephen Fry.

Excellent sales were delivered during the year from *Giggle and Hoot* merchandise and ABC Licensing,

together with the Division's other business units, successfully delivered a range of new ABC-branded merchandise. This included a major extension of the apparel and sleepwear ranges, general plush toy line, interactive plush toys, luggage and accessories. The *Giggle and Hoot* brand was successfully licensed to other retailers including Target, Myer and Toys R Us.

New *Play School* apparel and toys were launched in mid-2012 through ABC Shops and Centres and continue to be popular with consumers. ABC for Kids also saw new products developed for launch through ABC Shops in mid-2012, such as baby wear and premium wooden toys. ■