

ABC

Australian Broadcasting Corporation

THE MARKET

The ABC is Australia's largest radio and television network: Australia's only non-commercial national broadcaster. In today's global media markets dominated by commercialism and multi-national ownership, the role of the public broadcaster as an independent voice is vital. The ABC is no exception and for this reason holds a special place in the hearts of Australians.

Over the past sixty years the ABC has been an integral part of Australian life. Every day, millions of Australians access the ABC in one of its many different formats from the far reaches of the continent, ABC being the only broadcaster to cover 98% of this vast country.

The ABC's original charter pronounced by the then Prime Minister, Joseph Lyons, in 1932, was "to provide information and entertainment, culture and gaiety", and to "serve all sections and to satisfy the diverse tastes of the public". Carrying this objective through the decades, the ABC has evolved through the portrayal and representation of Australia's cultural diversity, uncompromised news coverage and the promotion of educational and community-based services for all Australians.

In the ever-changing, multi-cultural, multi-generational, multi-faceted Australia in which we live today, the ABC continues to represent all Australians and reflect the distinctive Australian psyche.

ACHIEVEMENTS

Through ABC Television, Australians enjoy internationally acclaimed, award winning local and overseas television productions. The ABC radio network spans the depth and breadth of a diverse population offering everything from regular, local weather reports for farmers, to rock bands for the youth of Australia. ABC On-line consistently ranks in the top five most visited web sites in Australia. ABC Enterprises, the commercial arm of ABC promoting program related merchandising, has doubled in the last three years. The ABC Symphony Orchestras in each state add to, and reflect, the rich tapestry of Australian cultural life.

In each medium the ABC has been responsible for exploring the depths of Australian creativity, bravely producing programming commercial broadcasters consider cutting edge. In this pursuit the ABC has been responsible for introducing programs and personalities that have become Australian cultural icons. Each ABC medium



draws upon the largest staff of international correspondents of any Australian broadcaster, offering up-to-date and comprehensive coverage of global news and current affairs. Australians respect the integrity and quality of ABC coverage and expect the national broadcaster to maintain and consistently raise the standards of journalistic integrity in Australia.

Whilst the ABC rates annually amongst the top performers in local and international industry awards across all mediums, it is not only this criterion by which ABC's achievements should be

judged. The real achievement is that it continues to strive to represent and serve all Australians. No other broadcaster in Australia can lay claim to the richness and diversity of the services offered by the ABC.

HISTORY

On July 1, 1932, Australians in every state of the federation heard the 8 o'clock chimes from Sydney's General Post Office on their wireless. "This is the Australian Broadcasting Commission," announced Conrad Charlton, the first ABC presenter.

By 1939 on-air content had expanded to incorporate news, drama, music, sport and rural programming. The ABC had also established a symphony orchestra in each state for live and broadcast performances.

On November 19, 1956, ABC Television broadcast for the first time from its Melbourne studios. By June 1960 the service was national.

Throughout the '70s and '80s the various national and regional radio networks established their presence in the Australian market. The first ABC Shop opened in 1974. The recent development of ABC On-line complements the media mix and places the ABC in a strong position to take advantage of digital broadcasting.

From its first radio broadcast, the ABC has expanded and kept abreast of advances in communications enabling it to become a vast network representing a variety of modern media formats. Still true to its original Charter, the various arms of the Corporation that form the ABC as we know it, will continue to evolve and serve Australians in numerous ways as we move towards the millennium.

THE PRODUCT

Through production, programming, acquisitions and promotions, ABC Television has a charter to deliver the best quality television to the Australian public. Groundbreaking programming has been the hallmark of ABC Television, with programs such as Countdown, Four Corners and Playschool now institutionalised in Australia's culture.

The five national radio mastheads include Triple J, Radio National, NewsRadio, Radio Australia and ABC Classic FM. Each produce quality specialist radio providing a nationwide coverage.

Local ABC Radio is a network of nine metropolitan stations and regional stations in 49 locations across Australia, providing news, current affairs, information, sport, entertainment, rural and

special events coverage.

ABC Online is the ABC's internet network and one of Australia's most visited websites, consistently rating in the top Australian websites.



ABC Enterprises creates, licenses, markets and retails quality consumer products which reflect and extend the scope of ABC programs and services. ABC Enterprises operates 26 shops and has ABC Centres in over 100 retail outlets. All profits from ABC Enterprises are returned to the ABC to support more quality programming.

Symphony Australia and the ABC Orchestras provide a comprehensive range of concerts and performance activities and are active in recording and broadcast. More than 700 performances are enjoyed each year by over 1,000,000 people.

RECENT DEVELOPMENTS

Recently, when the ABC polled Australians to test the mood toward the national broadcaster, the key finding was that the overwhelming majority of Australians use and appreciate the ABC.

For over 60 years, the ABC in its many forms, has provided a unique forum for Australia's culture to be explored and developed. Age is no barrier. Diverse taste, beliefs, ethnicity and interests are catered to and welcomed.

The ABC is now preparing to enter the digital broadcasting era. This broadcasting environment will enhance ABC's capabilities to serve its Charter as the nation's voice.

The advent of digital broadcasting will begin to blur the boundaries between the different mediums. The ABC will have the capability to transmit to more people in more places, with more variety, than seemed possible just a few years ago. In the media markets of the future, globalisation will provide access to masses of programming content. In this context, the relevance of the local broadcaster will become even more important.

PROMOTION

The recent series of television identities acknowledge and remind the Australian public (and the ABC) that it belongs to all Australians. In order to meet its mandate, the ABC must be relevant and accessible to everyone. In a changing society such as ours, this is a constant challenge.

The promotions for the ABC have centred around the ownership of the ABC and the depiction of real Australians taking ownership by signing the "wave" logo in-the-air. The series has shown more than 75 real life scenes depicting the diversity of Australia in terms of geography, population, age and ethnicity to



capture the significance of the ABC throughout Australian society. This visual treatment of the logo has generated one of the highest levels of brand recognition in the world. Everyone in Australia knows how to draw the ABC logo.

In keeping with the ABC's charter to produce the highest standards, these station identities were voted Australian Commercial of the Year at the 1996 Australian Television Awards. The ABC has also achieved international acclaim by way of advertising awards in London and New York.

The campaign continues in 1999 under the new theme 'Celebration' as Australia prepares for the Olympic Games and the new millennium. It also positions the ABC as a central force in promoting the cultural vitality of the nation.

BRAND VALUES

At the heart of the ABC brand lie the principles of 'News and Information', 'National Unity', 'Imagination and Innovation' and 'Education'. All ABC offerings revolve around one or more of these pillars.

'News and Information' encapsulates the world in which we live, the issues central to it, and how we live. It is represented by the extensive news and current affairs programming across the various ABC media.

'National Unity' represents the common values that Australians share and the right for all Australians to have access to the nation's broadcaster. Only the ABC is committed to coverage of the entire country and therefore holds a unique position in the media market.

'Imagination and Innovation' encompass the bravery that ABC puts behind its programming choices. The ABC is emphatic that it not be driven by audience ratings alone, but by the artistic imperative to break new ground.

The ABC has taken upon itself the responsibility for 'Education' programming, believing that we can only grow as a nation through learning in its broadest sense. For Australian viewers, this starts early in life with extensive children's programming reaching far into adulthood with a rich and diverse array of practical, social and emotionally fulfilling programming.

THINGS YOU DIDN'T KNOW ABOUT THE ABC

- 98% of the Australian population has access to at least one ABC service.
- The ABC has become the largest and most diverse entrepreneurs of orchestral music in the world.
- The ABC TV station identities were voted Australian Commercial of the Year at the 1996 Australian Television Awards.
- Playschool is Australia's longest running television program at 32 years.
- All profits from ABC Enterprises are reinvested back in to the ABC to support programming.