

As someone who took part in the first pilot programs of SBS years ago, I feel very strongly about the current proposal to change the charter of SBS and am entirely against the increased advertising on SBS TV, in fact it should be reduced to a short break only on half and whole hours or at the beginning or end of a program. The uniqueness of SBS is world renowned and other countries are quite jealous of this Special Broadcasting station we are privileged to have in Australia. As a NESB Australian there is nothing more important in terms of television viewing for me personally as the existence of SBS.

The character of SBS is entirely opposite to advertising and actually in its present form creates already often discord with the programs it interrupts. Increasing this and even introducing product placement makes of SBS a copy of all the commercial stations, which are overloaded with ads to the detriment of programs, where more and more the programs have become the fillers for marketing products.

I am sure the original idea of introducing SBS TV in Australia would be completely negated with an emphasis on increased commercialisation. They just do not mix. SBS TV should be protected federally from any intervention by commercial marketing forces, and I sincerely ask the Committee to seriously think about this important issue as an undermining of the Statutes of the original SBS TV and going against its charter.

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