

2015

ROADSHOW



A photograph of a brick house at night. The house has a dark roof and a chimney on the left. A large window on the left side shows a dog looking out. The text is overlaid in a white, hand-drawn font. The word 'AND' is underlined.

THE HOME OF
AUSTRALIAN
CONVERSATIONS AND
STORIES

ABC TV BUSINESS PLAN

VISION

To be the home of Australian conversations and stories

PURPOSE

We build a lifelong connection with our audience through distinct and diverse Australian content on all their screens

MISSION

To deliver 60+ weekly cross platform (i.e. digital and broadcast) TV reach by 2020, up from 58% today

1.

Deliver uniquely
Australian
content

2.

Grow our
digital
reach

3.

Optimise our
portfolio of cross
platform channel
brands

4.

Ensure efficient &
focused
investment

Be the best place to work in TV

A scenic landscape with rolling hills, trees, and a fence, with a car's rear view in the foreground. The image has a warm, golden-hour color palette. The text is overlaid on the center of the image.

REBECCA HEAP

HEAD OF STRATEGY & DIGITAL PRODUCTS

OVERVIEW

- Australia's favourite internet TV service
- Record 30 million plays in April 2016
- Significant growth opportunity

AUDIENCE

- 50% Australians watch broadcast and internet TV
 - Additional 5% watch internet TV only
- 18 – 35s greatest exclusive use on internet TV only

VISION

“iView aims to build a personal connection with our audience by pairing smart features with distinct, diverse and digital first Australian content on all their screens”

WHAT WORKS ON IVIEW

- Preschool: ABC KIDS iview
- Children's: ABC3 Best Fest
- Adult: Comedy, Drama, Entertainment, Cheeky Factual

WHAT ARE WE LOOKING FOR MORE OF?

- Digital first Australian commissions
 - 18 – 34s
 - Daily / Weekly / Stunt
 - Shareable / marketable
- Established or emerging on and off screen talent
 - Innovative models
 - Pitch via Genre Heads



DEIRDRE BRENNAN

HEAD OF CHILDREN'S

MARKET INFLUENCES

- Increased globalisation and consolidation
- Impact of new players (global SVOD, YouTube)
 - Tightening broadcaster investment
- Complex rights and windows management



WHAT DO WE CURRENTLY OFFER AUSTRALIAN CHILDREN?

- Linear Channels ABC KIDS, ABC3 (broadcast hours 10k+ per annum)
 - iview VOD (300+ hours)
- Websites (ABC KIDS, ABC3, Education)
 - ABC KIDS apps
- Minimum 25% Local Content (TX hours)



WHAT ARE WE DOING IN 2015-2016?

- Commissioned Hours - 353 hours
 - Budget Analysis
 - Content Highlights

*Ready for This, The Deep, Prisoner Zero, The New Adventures of Figaro Pho,
Winston Steinburger & Dudley Dingdong, Nowhere Boys Movie, The
Kazoops, Trip for Biscuits*



WHAT DO WE NEED IN 2016-2017?

- Creatively distinct & repeatable
- New production models & formats
- Live action 8-14 years + family appeal
 - Animated concepts 8-12 years
- Internal preschool only (Play School 50th, Giggle & Hoot)
 - Factual / game show / events under review



BRENDAN DAHILL

HEAD OF PROGRAMMING

PORTFOLIO OF BRANDS



- Broaden our audience
- Home of Australian stories
 - #1 in families
- Change the ratings conversation

ABC STRATEGY



- Channel proposition: Australia's home of intelligent, thought provoking news and entertainment
 - Brand filters: Entertaining, Engaging, Enlightening
 - Target audience: All Australians 18+



GENERIC PRIMETIME SCHEDULE

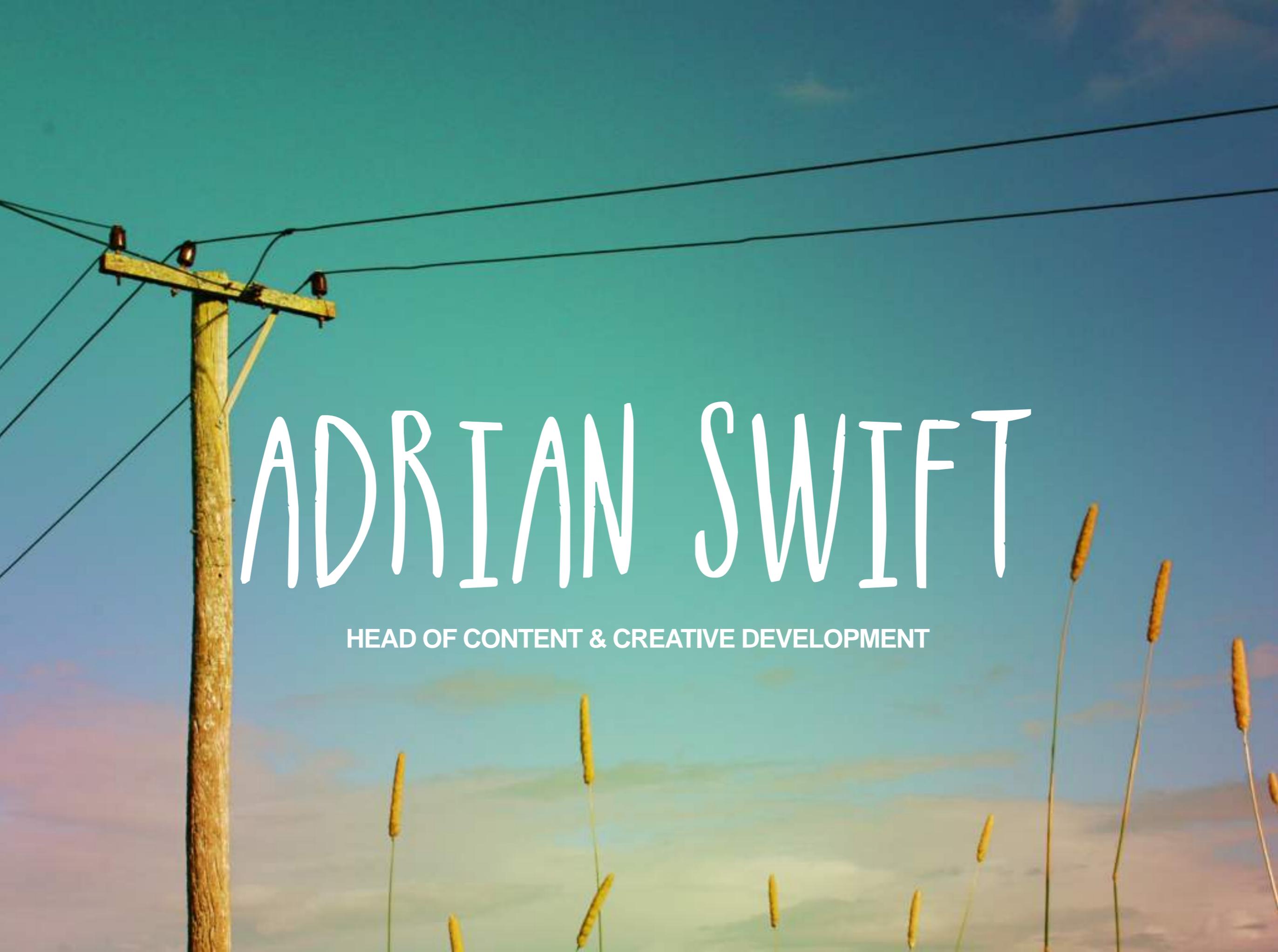
SUN : MON : TUE : WED : THUR : FRI : SAT

1700	DRAMA ENCORE	EARLY EDITION NEWS					MURDER MYSTERY REPEAT
1730		THE DRUM					
1800	THE BOOK CLUB OR FACTUAL REPEAT	LIFESTYLE / FACTUAL ENTERTAINMENT <small>ACQUIRED / REPEATS</small>					GARDENING AUST.
1830	COMPASS						
1900	ABC NEWS SUNDAY	ABC NEWS					FAMILY DRAMA <small>ACQUIRED</small>
1930	7.40PM LANDMARK FACTUAL SERIES	7.30					
2000		AUST. STORY	CATALYST / FOREIGN CORRESPONDANT	ENTERTAINMENT	FACTUAL & ENTERTAINMENT	ENTERTAINMENT <small>ACQUIRED & REPEATS</small>	
2030	8.40PM PREMIUM DRAMA	FOUR CORNERS	FACTUAL / ARTS <small>COMMISSIONED & ACQUIRED</small>	ENTERTAINMENT	AUSTRALIAN DRAMA OR NARRATIVE COMEDY	CRIME DRAMA <small>COMMISSIONED & ACQUIRED</small>	DRAMA <small>ACQUIRED</small>
2100		MEDIA WATCH		ENTERTAINMENT & COMEDY			
2130	9.40PM INTERNATIONAL DRAMA	Q&A	ARTS <small>COMMISSIONED & ACQUIRED</small>	COMEDY	FACTUAL ENT <small>NEW & REPEAT</small>	DRAMA REPEAT	DRAMA REPEAT
2200				COMEDY			
2230	SUNDAY ARTS UP LATE <small>ACQUIRED</small>	LATELINE					ENTERTAINMENT REPEAT
				COMEDY REPEAT	DIRTY LAUNDRY		

ABC2 STRATEGY



- ABC2 is currently under review. Our goal is to deliver a more appealing brand, with a clear cross platform remit and strong Australian tone
- Channel proposition: The home of the best younger skewing entertainment, factual and comedy from around the world
 - Brand filters: Naughty, Surprising, Entertaining
 - Target audience: Australians <40



ADRIAN SWIFT

HEAD OF CONTENT & CREATIVE DEVELOPMENT

THE SIX QUADRANTS

1. Stories that demand to be watched.
2. Stories that start strong and stay strong.
3. Stories that appeal to a broad audience
4. Longer running, returning stories
5. Stories only the ABC can tell
6. Here's a story we made earlier

INDEPENDENT PRODUCTION

Home

Platforms & Channels

Pitching Your Project

Working with Us

ABC TV & Industry

Resources

Welcome to ABC Television's Independent Production site

ABC Television's work with independent producers is a feature of our diverse production slate of content, delivered across our many platforms and channels. This site is designed to provide you with specific information about ABC Television - who we are, useful guidance on how to pitch projects, and what you need to know about working with us.

INDEPENDENT PRODUCTION WEBSITE

Platforms & Channels



ABC TV

The first choice for Australian audiences seeking diverse, innovative and quality content.



ABC2

New & repeated programming with focus on music, culture and entertainment.



ABC3

Australia's only commercial-free



ABC iview

A free internet broadcasting service offers full-screen video, streamed on-demand and at a high resolution.

abc.net.au/tv/independent/

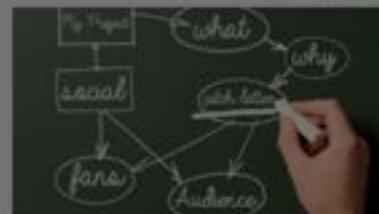
Working with us



You'll find useful information about how to work with ABC Television; from commissioning your project and engaging with our editorial standards, through to contracting, content delivery and marketing.

[Find out more >](#)

Pitching your project



ABC Television welcomes project proposals from producers and/or independent production companies. Project proposals should be sent to the most relevant department, as listed below:

Arts

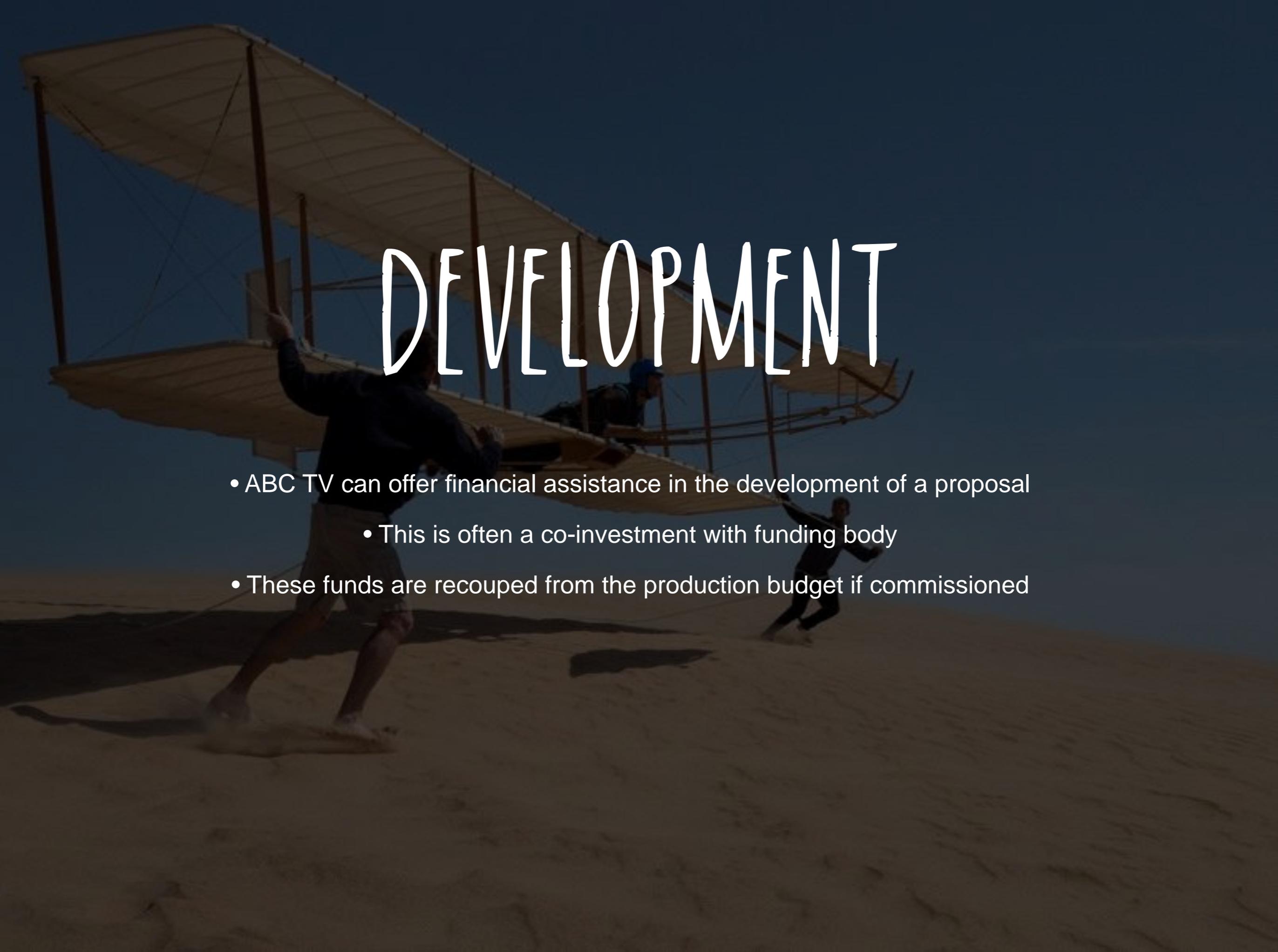
Entertainment

Factual & Documentary

Children's

Fiction

News



DEVELOPMENT

- ABC TV can offer financial assistance in the development of a proposal
 - This is often a co-investment with funding body
- These funds are recouped from the production budget if commissioned



GENERIC PRIMETIME SCHEDULE DRAMA

Carole Sklan, Head of TV Fiction
sklan.carole@abc.net.au

SUN

MON

TUE

WED

THUR

FRI

SAT

1700

DRAMA
ENCORE

EARLY EDITION NEWS

1730

THE DRUM

MURDER
MYSTERY
REPEAT

1800

THE BOOK CLUB OR
FACTUAL REPEAT

LIFESTYLE / FACTUAL ENTERTAINMENT

ACQUIRED / REPEATS

1830

COMPASS

GARDENING AUST.

1900

ABC NEWS
SUNDAY

ABC NEWS

1930

7.40PM
LANDMARK
FACTUAL
SERIES

7.30

FAMILY
DRAMA
ACQUIRED

2000

AUST. STORY

CATALYST /
FOREIGN CORRESPONDANT

ENTERTAINMENT

FACTUAL &
ENTERTAINMENT

ENTERTAINMENT
ACQUIRED & REPEATS

2030

8.40PM

PREMIUM
DRAMA

FOUR CORNERS

FACTUAL /
ARTS
COMMISSIONED & ACQUIRED

ENTERTAINMENT

AUSTRALIAN
DRAMA OR
NARRATIVE
COMEDY

CRIME
DRAMA

COMMISSIONED & ACQUIRED

DRAMA
ACQUIRED

2100

MEDIA WATCH

ENTERTAINMENT
& COMEDY

2130

9.40PM
INTERNATIONAL
DRAMA

Q&A

ARTS
COMMISSIONED & ACQUIRED

COMEDY

FACTUAL ENT
NEW & REPEAT

DRAMA
REPEAT

DRAMA
REPEAT

2200

COMEDY

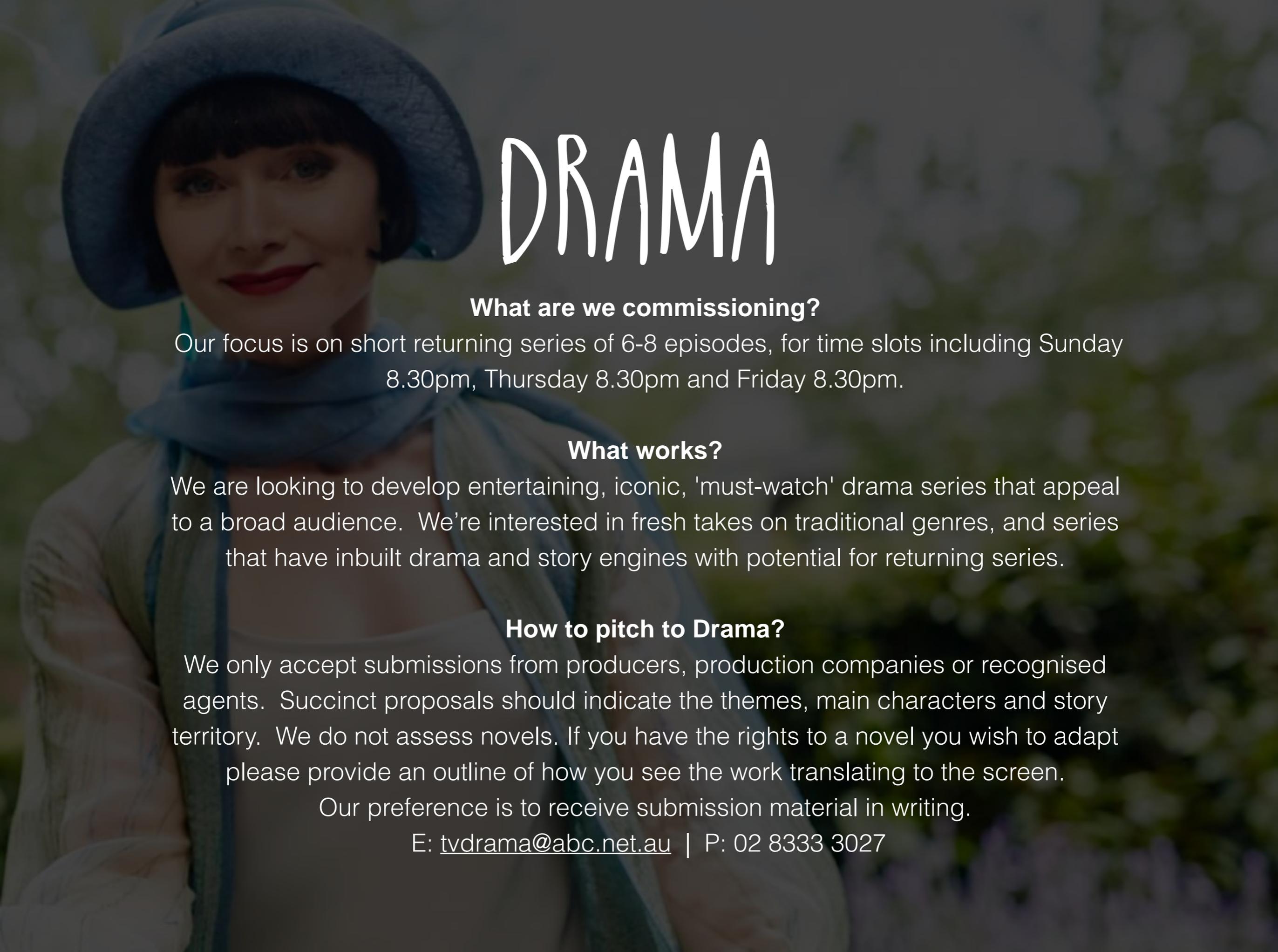
DIRTY LAUNDRY

2230

SUNDAY ARTS
UP LATE
ACQUIRED

LATELINE

ENTERTAINMENT
REPEAT



DRAMA

What are we commissioning?

Our focus is on short returning series of 6-8 episodes, for time slots including Sunday 8.30pm, Thursday 8.30pm and Friday 8.30pm.

What works?

We are looking to develop entertaining, iconic, 'must-watch' drama series that appeal to a broad audience. We're interested in fresh takes on traditional genres, and series that have inbuilt drama and story engines with potential for returning series.

How to pitch to Drama?

We only accept submissions from producers, production companies or recognised agents. Succinct proposals should indicate the themes, main characters and story territory. We do not assess novels. If you have the rights to a novel you wish to adapt please provide an outline of how you see the work translating to the screen.

Our preference is to receive submission material in writing.

E: tv drama@abc.net.au | P: 02 8333 3027



GENERIC PRIMETIME SCHEDULE **FACTUAL**

Steve Bibb, Head of TV Factual
bibb.steve@abc.net.au

SUN

MON

TUE

WED

THUR

FRI

SAT

1700

DRAMA
ENCORE

EARLY EDITION NEWS

1730

THE DRUM

MURDER
MYSTERY
REPEAT

1800

THE BOOK CLUB OR
FACTUAL REPEAT

LIFESTYLE / FACTUAL ENTERTAINMENT

ACQUIRED / REPEATS

1830

COMPASS

GARDENING AUST.

1900

ABC NEWS
SUNDAY

ABC NEWS

1930

7.40PM
**LANDMARK
FACTUAL
SERIES**

7.30

FAMILY
DRAMA
ACQUIRED

2000

AUST. STORY

CATALYST /
FOREIGN CORRESPONDANT

ENTERTAINMENT

**FACTUAL &
ENTERTAINMENT**

ENTERTAINMENT
ACQUIRED & REPEATS

2030

FOUR CORNERS

**FACTUAL /
ARTS**
COMMISSIONED & ACQUIRED

ENTERTAINMENT

**AUSTRALIAN
DRAMA OR
NARRATIVE
COMEDY**

**CRIME
DRAMA**
COMMISSIONED & ACQUIRED

DRAMA
ACQUIRED

2100

8.40PM
**PREMIUM
DRAMA**

MEDIA WATCH

ENTERTAINMENT
& COMEDY

2130

9.40PM
INTERNATIONAL
DRAMA

Q&A

ARTS
COMMISSIONED & ACQUIRED

COMEDY

FACTUAL ENT
NEW & REPEAT

DRAMA
REPEAT

DRAMA
REPEAT

2200

COMEDY

DIRTY LAUNDRY

2230

SUNDAY ARTS
UP LATE
ACQUIRED

LATELINE

ENTERTAINMENT
REPEAT

FACTUAL

What are we commissioning?

We are looking for ambitious long running, contemporary social documentaries, featuring character driven stories told in the present. Projects that are thought provoking, diverse, emotive and relatable, told through intelligent storytelling are a priority. We will consider one-offs however there is a current preference for bold returnable series. We are presently focussed on contemporary issues and themes over retrospective historical content.

What works?

Australian stories with compelling characters appeal to an ABC audience. Programs that are authentic, promote diversity and break the mould of what is expected are popular. Programs without a foundation of strong journalism and intelligence, including factual entertainment, generally don't work on the ABC. We will also interrogate why we should be telling your story now.

How to pitch to Factual?

We'd like to receive an outline of between two to three pages that describes the narrative arc of your film and gives us a strong sense of the key characters. A short sizzle reel is helpful but not essential.

Initially, please send your proposals to:

Nicky Ruscoe, Development Producer | E: Ruscoe.nicky@abc.net.au | P: 02 8333 4476



GENERIC PRIMETIME SCHEDULE **ARTS**

Mandy Chang, AHead of TV Arts
chang.mandy@abc.net.au

SUN

MON

TUE

WED

THUR

FRI

SAT

1700	DRAMA ENCORE	EARLY EDITION NEWS					MURDER MYSTERY REPEAT
1730		THE DRUM					
1800	THE BOOK CLUB OR FACTUAL REPEAT	LIFESTYLE / FACTUAL ENTERTAINMENT <small>ACQUIRED / REPEATS</small>					GARDENING AUST.
1830	COMPASS						
1900	ABC NEWS SUNDAY	ABC NEWS					FAMILY DRAMA <small>ACQUIRED</small>
1930	7.40PM LANDMARK FACTUAL SERIES	7.30					
2000	8.40PM PREMIUM DRAMA	AUST. STORY	CATALYST / FOREIGN CORRESPONDANT	ENTERTAINMENT	FACTUAL & ENTERTAINMENT	ENTERTAINMENT <small>ACQUIRED & REPEATS</small>	DRAMA <small>ACQUIRED</small>
2030		FOUR CORNERS	FACTUAL / ARTS <small>COMMISSIONED & ACQUIRED</small>	ENTERTAINMENT	AUSTRALIAN DRAMA OR NARRATIVE COMEDY	CRIME DRAMA <small>COMMISSIONED & ACQUIRED</small>	
2100	MEDIA WATCH	ENTERTAINMENT & COMEDY		COMEDY	FACTUAL ENT <small>NEW & REPEAT</small>	DRAMA REPEAT	
2130	9.40PM INTERNATIONAL DRAMA	Q&A	COMEDY				DIRTY LAUNDRY
2200	SUNDAY ARTS UP LATE <small>ACQUIRED</small>	LATELINE					ENTERTAINMENT REPEAT
2230							

ARTS

What are we commissioning?

Our documentaries can be long form, process based, presenter-led, polemic, thematic or be artworks in-and-of themselves. We commission a broad range of Arts programs across the prime-time schedule spanning: one off hour or landmark series. Feature commissions or acquisitions for Sunday Arts Up Late and occasional interstitial series. We also seek to commission projects exclusively for our iView Arts Channel

What works?

We want content that is innovative and entertaining, challenging and distinctive, culturally diverse and informative. We engage with arts across the spectrum – mainstream to the avant-garde – covering visual art, film and video, literature, music, design, performance, architecture, games, events and cross art-form or hybrid practices. We have a strong focus on finding stories about Australian art and culture that have depth and a strong contemporary resonance. Our arts-based documentaries celebrate and engage with some of the most exciting arts practice in Australia today and encourage innovation and exploration of the filmmaking form.

How to pitch to Arts?

We welcome ideas for programs and will consider proposals without a producer or production company attached.

We prefer a 2-3 page document that contains a one-liner that neatly sums up the concept, a one paragraph synopsis and an additional one page outline that goes into more detail about the style and approach you want to take and what makes your idea of interest to an audience. Where possible we like to see a rough trailer to give an idea of style, storyline, access and key characters.

E: tvarts@abc.net.au | P: 02 8333 3509



GENERIC PRIMETIME SCHEDULE ENTERTAINMENT

Jon Casimir, Head of TV Entertainment
casimir.jon@abc.net.au

SUN

MON

TUE

WED

THUR

FRI

SAT

1700

DRAMA
ENCORE

EARLY EDITION NEWS

1730

THE DRUM

MURDER
MYSTERY
REPEAT

1800

THE BOOK CLUB OR
FACTUAL REPEAT

LIFESTYLE / FACTUAL ENTERTAINMENT

ACQUIRED / REPEATS

1830

COMPASS

GARDENING AUST.

1900

ABC NEWS
SUNDAY

ABC NEWS

1930

7.40PM

LANDMARK
FACTUAL
SERIES

7.30

FAMILY
DRAMA
ACQUIRED

2000

AUST. STORY

CATALYST /
FOREIGN CORRESPONDANT

ENTERTAINMENT

FACTUAL &
ENTERTAINMENT

ENTERTAINMENT
ACQUIRED & REPEATS

2030

FOUR CORNERS

FACTUAL /
ARTS
COMMISSIONED & ACQUIRED

ENTERTAINMENT

AUSTRALIAN
DRAMA OR
NARRATIVE
COMEDY

CRIME
DRAMA
COMMISSIONED & ACQUIRED

DRAMA
ACQUIRED

2100

8.40PM
PREMIUM
DRAMA

MEDIA WATCH

ENTERTAINMENT
& COMEDY

2130

9.40PM

INTERNATIONAL
DRAMA

Q&A

ARTS
COMMISSIONED & ACQUIRED

COMEDY

FACTUAL ENT
NEW & REPEAT

DRAMA
REPEAT

DRAMA
REPEAT

2200

COMEDY

DIRTY LAUNDRY

2230

SUNDAY ARTS
UP LATE
ACQUIRED

LATELINE

ENTERTAINMENT
REPEAT

ENTERTAINMENT

What are we commissioning?

We commission studio satire, panel shows, comedian-led journeys, interview programs, and factual entertainment shows. But we're always looking for new ideas. Primarily for Wednesday night: 8pm, 8.30 and 9pm slots. and Thursday 8pm and 9.30pm.

What works?

Our best shows are "Entertainment Plus". They are entertaining, but also more than that. These shows aren't just fun to have around. They need to exist. They provide something of value to the viewer. Entertainment shows: Educate, entertain, surprise. Create conversations Australians want to have. Have a reason to exist. Take risks and nurture new talent. Are Digital and Social. Embrace diversity: generational, geographic, gender, ethnicity. Aim at 35-49s, but don't alienate audiences either side of that group. Cannot be smart enough or funny enough.

How to pitch to Entertainment?

We take pitches at any stage of their development. It's always worth calling or emailing with a top line idea to see if we're interested, rather than slaving for months on a document, only to find we already have something similar. If it's a pitch document, please let it have: a description of what the show is, a strong argument for why the viewer would watch it, a minute-by-minute rundown, a genuine sense of the talent and a ballpark budget estimate.

E: tventertainment@abc.net.au | P: 02 8333 4389



GENERIC PRIMETIME SCHEDULE COMEDY

Rick Kalowski, Head of TV Comedy
kalowski.rick@abc.net.au

SUN

MON

TUE

WED

THUR

FRI

SAT

1700

DRAMA
ENCORE

EARLY EDITION NEWS

1730

THE DRUM

MURDER
MYSTERY
REPEAT

1800

THE BOOK CLUB OR
FACTUAL REPEAT

LIFESTYLE / FACTUAL ENTERTAINMENT
ACQUIRED / REPEATS

1830

COMPASS

GARDENING AUST.

1900

ABC NEWS
SUNDAY

ABC NEWS

1930

7.40PM
LANDMARK
FACTUAL
SERIES

7.30

FAMILY
DRAMA
ACQUIRED

2000

AUST. STORY

CATALYST /
FOREIGN CORRESPONDANT

ENTERTAINMENT

FACTUAL &
ENTERTAINMENT

ENTERTAINMENT
ACQUIRED & REPEATS

2030

8.40PM
PREMIUM
DRAMA

FOUR CORNERS

FACTUAL /
ARTS
COMMISSIONED & ACQUIRED

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ENTERTAINMENT
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AUSTRALIAN
DRAMA OR
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CRIME
DRAMA
COMMISSIONED & ACQUIRED

DRAMA
ACQUIRED

2100

MEDIA WATCH

2130

9.40PM
INTERNATIONAL
DRAMA

Q&A

ARTS
COMMISSIONED & ACQUIRED

COMEDY

COMEDY

FACTUAL ENT
NEW & REPEAT

DRAMA
REPEAT

DRAMA
REPEAT

2200

COMEDY REPEAT

DIRTY LAUNDRY

2230

SUNDAY ARTS
UP LATE
ACQUIRED

LATELINE

ENTERTAINMENT
REPEAT

COMEDY

What are we commissioning?

Our focus is on returning series of 6-8 x half-hour episodes for ABC TV including 8.30pm, 9pm and 9.30pm Wednesdays and Thursdays. For iview we are looking for comedy of varying lengths. We are also interested in developing comedy series for ABC radio (varying lengths, sketch or narrative comedy).

What works?

We are looking for original, memorable and overtly funny narrative comedy concepts (both sitcom and sketch). For ABC our priorities are (i) talent-driven and/or high concept series with broad appeal for 830pm / 9pm or (ii) creatively outstanding, lower budget projects that will help us nurture new comic talent, at 930pm. For iview, we are interested in exploring funny, highly sharable content of shorter running time (eg. 5-15 mins per ep), aimed at younger audiences (18-35) and that can be produced well at lower budget.

How to pitch to Comedy?

We accept submissions from producers, production companies, recognised agents, and from writers/content creators directly in short outline form (concept, characters, series arc, tone and style, episode examples), where the writer has a track record of quality produced work with ABC or another TV broadcaster. Where the writer doesn't yet have a produced track record, we accept submissions that are accompanied by either audio/visual material for the project, and/or a full script for that project, that demonstrate the concept and show the writer's/creator's capacity to execute the concept. Our preference is to receive submission material in writing.

E: tvcomedy@abc.net.au | P: 02 8333 3027



GENERIC PRIMETIME SCHEDULE **INDIGENOUS**

Sally Riley, Head of TV Indigenous
riley.sally@abc.net.au

SUN

MON

TUE

WED

THUR

FRI

SAT

1700		EARLY EDITION NEWS					
1730	DRAMA ENCORE	THE DRUM					MURDER MYSTERY REPEAT
1800	THE BOOK CLUB OR FACTUAL REPEAT	LIFESTYLE / FACTUAL ENTERTAINMENT <small>ACQUIRED / REPEATS</small>					
1830	COMPASS						GARDENING AUST.
1900	ABC NEWS SUNDAY	ABC NEWS					
1930	7.40PM	7.30					FAMILY DRAMA ACQUIRED
2000	LANDMARK FACTUAL SERIES	AUST. STORY	CATALYST / FOREIGN CORRESPONDANT	ENTERTAINMENT	FACTUAL & ENTERTAINMENT	ENTERTAINMENT ACQUIRED & REPEATS	
2030	8.40PM	FOUR CORNERS	FACTUAL / ARTS <small>COMMISSIONED & ACQUIRED</small>	ENTERTAINMENT	AUSTRALIAN DRAMA OR NARRATIVE COMEDY	CRIME DRAMA <small>COMMISSIONED & ACQUIRED</small>	DRAMA ACQUIRED
2100	PREMIUM DRAMA	MEDIA WATCH		ENTERTAINMENT & COMEDY			
2130	9.40PM	Q&A	ARTS <small>COMMISSIONED & ACQUIRED</small>	COMEDY	FACTUAL ENT <small>NEW & REPEAT</small>	DRAMA REPEAT	DRAMA REPEAT
2200	INTERNATIONAL DRAMA			COMEDY			
2230	SUNDAY ARTS UP LATE <small>ACQUIRED</small>			COMEDY REPEAT	DIRTY LAUNDRY		ENTERTAINMENT REPEAT
		LATELINE					



INDIGENOUS

What are we commissioning?

We are commissioning for almost all sub-genres. Landmark drama. Comedy that deals with the Indigenous experience . Factual series that reveal unique stories, worlds we haven't seen before, characters that we don't see on TV every day. They can be issue based, political, historical or character lead but must be contemporary in feel and tone. One off documentaries that are big untold stories of personalities or movements.

What works?

Shows that are bold and spikey, that push people buttons. They should create conversations and make you think, laugh or cry. Even better is to have all of the above!

How to pitch to Indigenous?

Pitch document or outline of no more than 5 pages. From this document it should be clear to the reader what kind of show they are in, the story arc, who the characters are, what the world is and the tone of the show.

E: indigenous.assistant@abc.net.au | P: 02 8333 4014



SPORT AND EVENTS

What are we commissioning?

We commission Sport based on a 'Green & Gold Event' strategy, where we look to cover Sports that have a national and international focus and where Australian teams or individuals are up with the best in the world. We commission Events that are of national importance that tell significant Australian Stories and/or mark important national, historical milestones. Also events that bring all Australian together for national celebrations.

What works?

The Sports that work are major national or international competitions like the Asian Cup or Australian Women's Open Golf. The Events that work are Anzac Day Services, the Australian of the Year Awards and New Years Eve.

How to pitch to Sport & Events?

We are happy to hear from anyone who has a Sporting Event or National Event that they know all Australians would love to be part of and they should contact us directly. The key is they must have a national and broad focus.

E: linton-mann.kay@abc.net.au | P: 02 8333 4321



ROBERT PATTERSON

DIRECTOR OF ABC COMMERCIAL



ABC
Commercial

ABC COMMERCIAL

There is now great opportunity for the monetisation of quality content. With this opportunity comes a level of complexity without precedent and a sound strategic approach is required to maximise revenues. ABC Commercial offers extensive knowledge and expertise, strong market presence and a full suite of businesses that extend the reach of high quality content into every sector of Australian and international markets.

ABC Commercial:

Optimises content value

SVOD monetisation and discussions

Expands audiences

Leverages the ABC brand to create demand and generate sales

Delivers global opportunities

Extends content lifecycles

E: abccommercialacquisitions@abc.net.au | P: 02 8333 3345

A photograph of a sunset over a beach. The sun is low on the horizon, creating a bright orange and yellow glow with lens flare effects. The sky transitions from orange near the horizon to a pale blue at the top. The beach is in the foreground, with waves breaking on the right side. In the background, there are silhouettes of buildings and streetlights. The text "THANK YOU" is overlaid in the center in a white, hand-drawn, sans-serif font.

THANK YOU