

STATEMENT FROM THE ABC

The ABC provides its content free of charge to Australian and overseas audiences on a range of platforms – radio, television, online and mobile.

However, the ABC also makes some of its content available for sale to the public and to other organisations via ABC Commercial.

There are two reasons why the ABC licenses its content to third parties. The first is in order to gain additional revenue to fund its content making activities. The second is to get its content out to new audiences in new locations, to introduce them to the quality and the value of ABC content.

In a converged, digital media environment, the widespread sharing and dissemination of content on a variety of third party platforms is an important part of the audience strategy of any modern media organisation, and the ABC is no different.

The ABC makes its content available commercially through a range of activities, including:-

- Selling DVDs, CDs and other merchandise via ABC Shops, other retail locations and online;
- Licensing ABC content for third party use by other content makers;
- Licensing ABC content for use on third party online and mobile sites.

This is all well known, well understood, and entirely compatible with the ABC Charter.

It is publicly reported each year in the ABC Annual Report.

The latest Annual Report (for 2012) disclosed that ABC Commercial achieved net revenues for ALL of its activities of \$5.5 million, which is a modest but significant contribution to the funds available for ABC content.

The Yahoo deal is a fairly typical example of the licensing of ABC content for subsequent re-use on a third party site, and is entirely in keeping with the ABC Charter and the normal practice of ABC Commercial. The deal has been in place for ***more than ten years***.

Typically, these deals allow for ABC content to appear on sites where advertising may also be present, but there are guidelines around the conditions under which this occurs.

These guidelines typically ensure that ABC content is clearly labelled and identified as ABC content, that it is not edited in any way or interrupted by advertising inside the content itself, and that in most cases there are direct links back to ABC websites. There are also some restrictions on the kind of advertising that can appear on third –party sites where ABC content also sits. These guidelines are monitored by ABC Commercial.

In committing to any such deals, the ABC also scrutinises the arrangement to ensure it is editorially appropriate. Commercial deals are not permitted to drive editorial decision making in News – they are simply ways to broaden the audience for existing content which has already been produced in accordance with normal ABC editorial processes.

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ABC