

# Meet our valuable audience

SBS Media's radio sales specialists understand multilingual audiences and our platform has unparalleled capacity to reach people from culturally and linguistically diverse backgrounds.

SBS reaches **two-thirds** of multilingual audiences across TV, SBS On Demand and SBS Radio

Compared to the general population, multilingual audiences are:

- **54%** more likely to want to buy a prestige vehicle
- **46%** more likely to invest in realty in the next 12 months
- **41%** more likely to try new technologies
- **20%** more likely to rate luxury as important when choosing furniture for my home

Meet  
Ravi



SBS reaches 76.5% of the Indian community across TV, On Demand and Radio

Compared to the general population, Ravi is:

- **2** times more likely to want to buy a prestige vehicle
- **74%** more likely to describe himself as affluent
- **49%** more likely to fly/travel domestically in the next 12 months
- **28%** more likely to keep up with technology

Meet  
Annie



SBS reaches 49.7% of the Chinese community across TV, On Demand and Radio

Compared to the general population, Annie is:

- **34%** more likely to have the latest mobile phone handset
- **27%** more likely to love standing out in a crowd
- **21%** more likely keep up with the latest fashions
- **10%** more likely to pay extra for well-known brands at the supermarket

Meet  
Zara



SBS reaches 65.5% of Arabic-speaking people across TV, On Demand and Radio

Compared to the general population, Zara is:

- **96%** more likely to be the trendsetter amongst friends
- **91%** more likely to want to buy a prestige vehicle
- **57%** more likely to rate getting away on weekends as important
- **45%** more likely to undertake study to advance their career



Source: Nielsen Consumer Media View, Survey 1 2021 National Data. General population refers to people 14+.  
SBS refers to: Online content services used PMth (FTA catch up/Live-SBS On Demand) or All Channel SBS - Must See/Always try to watch or Radio Stn Claim P7D (Syd or Mel or Bri or Ade or Per)