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17TH IDP AUSTRALIAN INTERNATIONAL EDUCATION CONFERENCE

*securing the FUTURE for International Education:
Managing growth and Diversity*

ABC Asia Pacific

- **OUR HISTORY AND AUDIENCE**
- **AUDIENCE RESEARCH**
- **PROGRAMMING MIX**
- **SUPPORTING EDUCATION**
- **TRANSMISSION**
- **DISTRIBUTION**
- **ONLINE**
- **MARKETING & PROMOTIONS**
- **ADVERTISING WITH US**
- **FUTURE DIRECTIONS**

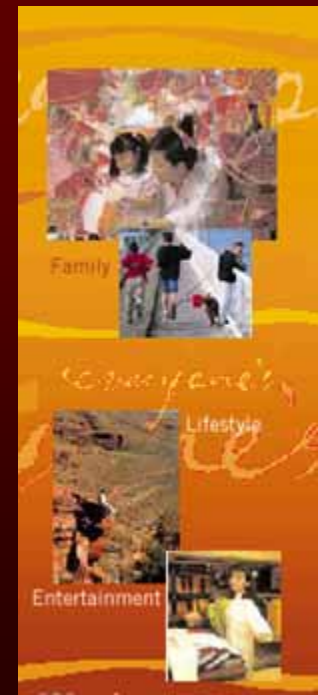
Who is ABC Asia Pacific?

 24 hour free-to-air satellite TV and online service catering to the Asia Pacific region

 Commenced telecasting in December 2001

 Reflects Australian lifestyle and culture

 Fostering understanding and engagement



Our Audience

 **Educated, affluent, opportunistic residents of the Asia Pacific region (25-40)**

 **Affluent young people and students (18-25)**

 **Regional business and political leaders**

 **Australian expatriates**



Audience Research - TV*

Ranking 32 out of 80+ channels in all research cities

Pass 12.5 million homes across Asia and the Pacific

Potential to reach audience surpasses BBC World, CNN and ESPN in certain categories

All Affluent

Business Decision Makers

3 + Business Trips a year



Audience Research - Online*

- Traffic has increased by 50% since January 2003
- Education content accounts for 40% of traffic online
- Ask Australia received over 1500 questions in 12 months.
- Average age of Ask Australia users is 18-25
- Users from Hong Kong, Singapore, Korea, The Philippines, Indonesia and Thailand
- Over 60% watch 7 days a week in prime time



Programming Mix



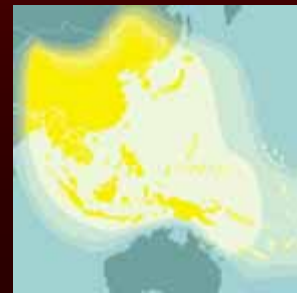
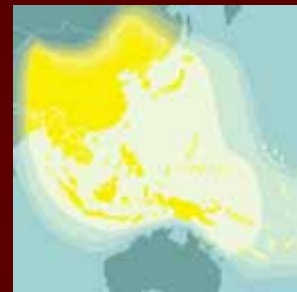
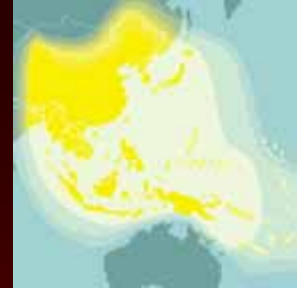
How do we broadcast ABC Asia Pacific?

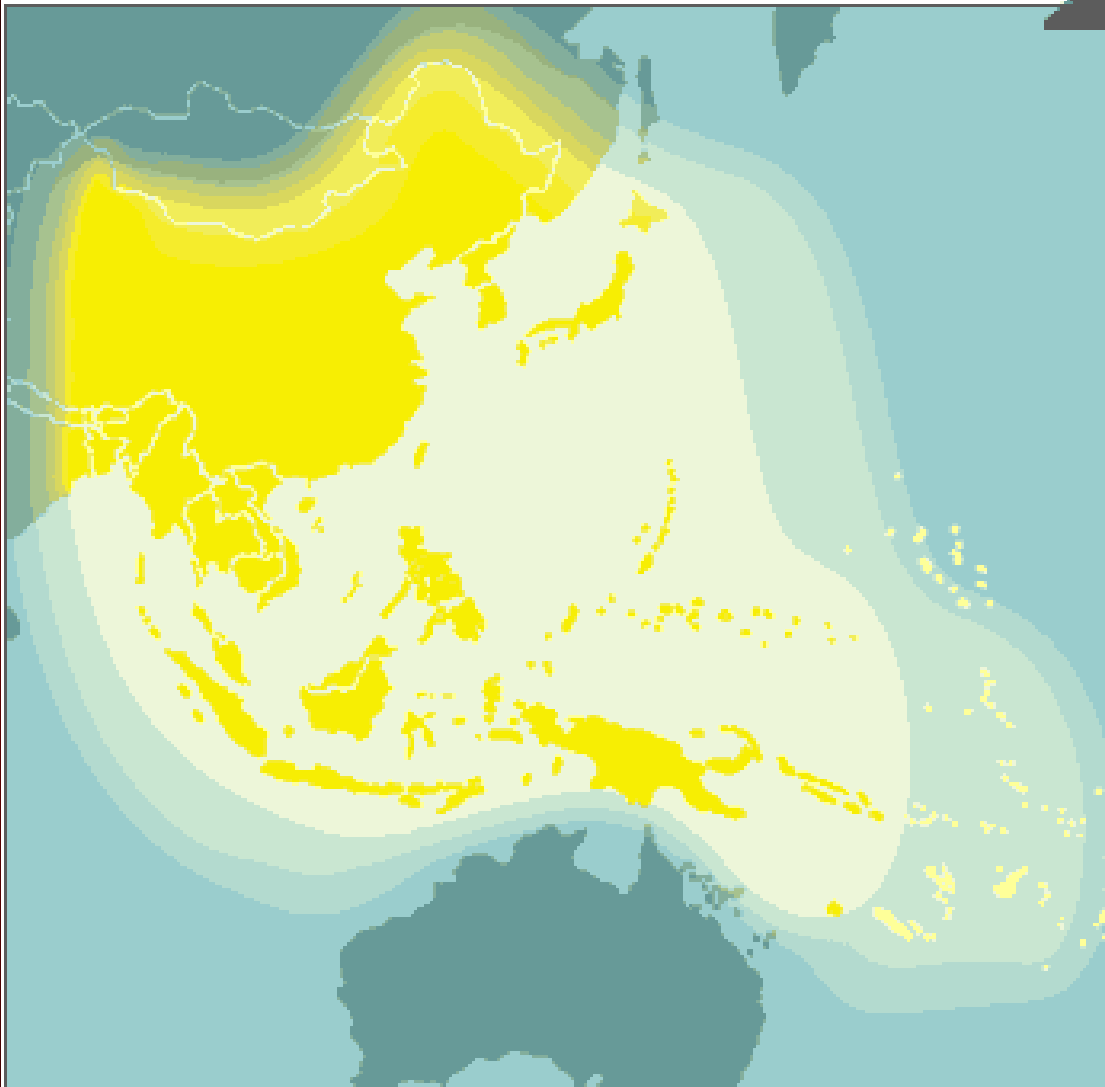
PAS-8 and PAS-2 Satellite

 Uplinked from Newcastle, Australia

 Footprint covers Asia Pacific region from:

- Eastern Russia (North)
- Bangladesh (West)
- Pacific Islands (East)





Included within
the satellite
coverage are:

Bangladesh
Brunei
Burma
Cambodia
China
East Timor
Federated States
of Micronesia
Fiji
Guam
Hong Kong
Indonesia
Japan
Kiribati
Korea
Laos
Malaysia
Marshall Islands
Nauru
New Caledonia
Northern Marianas
Palau
Philippines
Papua New Guinea
Samoa
Singapore
Solomon Islands
Taiwan
Thailand
Tonga
Vanuatu
Vietnam

How do people receive ABC Asia Pacific?

 **Direct to home via satellite**

 **Re-broadcasting arrangements**

- Currently passing 12.5 million homes
- In 30 countries

 **Hotel services**



Online – abcpacific.com

- Supports television programming
- Launch of new site – October 2003
- Average of 50,000 visitors a week
- Ask Australia portal
- Contact Us
- Accepts advertising – offers additional benefit to advertisers



Marketing and Promotions

■ REGIONAL AND LOCAL

■ REGIONAL

- Online marketing
- Austrade partnership
- Auscham relationships
- Point of Sale Material
- Publicity material

■ LOCAL

- Rebroadcaster Competitions/ Promotions
- Retail promotions e.g Taiwan cooking fair through RTMart
- Exhibitions/ Trade Fairs e.g Taiwan/ Jakarta Education Shows
- Sponsorship of events e.g. ACO/ Taiwan Zoo/ CASBAA
- Mainstream media advertising (newspaper, television)



How we support Education

■ Educational Programming (17% of total channel mix)

■ Nexus, English Bites, Living English

■ English for Students with Insearch

■ Support of International Education Fairs

■ Taiwan, Jakarta, Melbourne



How we support Education



- Delivery of Education content onto wireless into Asia

- Ask Australia portal

- Profiles Education Institutions

- Encourages questions on Australian Education



- Online Education Content

- English Bites/ Nexus content accounts for 40% of overall site traffic



Why Advertise with Us

REACH

Coverage across whole Asia Pacific region

NATURE OF AUDIENCE

Attracts an audience with a high disposable income

EXTEND YOUR BRAND

Opportunities across television and online

INCREASED CONSUMER ASSOCIATION WITH BRAND

Through specific programming and programme production

VALUE FOR MONEY

Cross media advertising allows for better return on investment



Example Cross Media Case Study

Package included programme production, television spots, online and event sponsorship.

- Development of English Language Learning Programme with ABCAP for on-air broadcast and online publication
- In-programme logo placement
- Opening and Closing billboards
- Austrade Education Show sponsorship
- ABCAP on-air spots
- Banner advertising around online programme content



How can you advertise with us?

 **Spot Packages**

 **Programme Sponsorship**

 **Programme Production**

 **Online Advertising/ Advertorials**



What other services do we offer?

 **Commercial Production**

 **Website production**

 **Editorial services**

 **Programming production**

 **Creative direction**



Future Directions

- Distribution into China, India and Middle East
- Consolidation of audience in key territories
- New programming both collaborative and bought in
- Further brand extension onto new platforms e.g mobile
- New website

