

# Australian Broadcasting Channel

## How the ABC expanded their weekly reach by 500,000 Australians

### About ABC

The ABC, Australia's largest public broadcaster, stays in tune with the changing mindsets, attitudes and interests of Australians through its YourSpace community. As a result, the ABC has influenced one of the most important socio-environmental issues of our time, waste and recycling, and increased their weekly reach by 500,000 viewers.

### Company Overview

The ABC is Australia's largest public broadcaster reaching 71 percent of all Australians across five television stations, 11 radio networks and digital offerings each week. As a not-for-profit business, the ABC places its audience at the centre of its activities and strategies for the future, focused on delivering superior experiences that builds enduring relationships over time.

Expanded  
weekly reach by  
**500,000**  
Australians

Measures  
**7 out of 9**  
corporate KPIs  
with the  
community

**13%**  
increase  
in NPS

Highest rated  
factual program in  
**2017**

### Adapting to evolving audience interests

The reach of the ABC has been on slow decline for the past five years due to media fragmentation and changing audience behaviours. In order to achieve their goal of reaching 100 percent of Australians each week, the ABC needed to better understand their audiences' attitudes, emotions and intent. The broadcast platforms, TV and radio, that give the ABC scale, are being challenged by more convenient ondemand platforms where the major competitors are global and support larger investments in customer experience and content. In order to stay competitive, the ABC launched an insight community, YourSpace, to continually engage audiences and keep pace with their interests and needs.

### Building content that resonates with a nation

Over the last two years, the ABC has actively engaged with Australians - building deep relationships, learning about their mindsets and interests to keep an active pulse on what Australians care about and how they're thinking.

Using their YourSpace community, the ABC tests program concept ideas and gathers audience feedback directly from Australians within hours, fuelling their content roadmaps and arming multiple divisions across the ABC with valuable audience insight. The result? Within the last year, the ABC has expanded their audience reach by two percent, equating to half a million more audience members each week.

### Market traction

Ahead of its launch in May 2017, the ABC worked with the YourSpace community to develop a deep understanding of the attitudes and behaviours of Australians regarding waste and recycling. As part of the development of the series, the ABC engaged with YourSpace members and the broader Australian community (via social posts and websites) to understand audience attitudes and behaviours and measure how these changed over the course of the series.

### Why is Platform One the ABC's secret weapon?

- Understand evolving mindsets of Australians, as interests shift and change quickly
- Generate insight in hours to fuel decisions and support the audience centric business model
- Building content that resonates, the right programs to the right people in real-time after launch

# WAR ON WASTE



### War on Waste -raising awareness for recycling and waste reduction:

The War on Waste program reached four million viewers across Australian television and, on one occasion, saw over 21 million views on a related Facebook post, making it the ABC's largest ever Facebook engagement.

Following the series, there were significant increases in the proportion of Australians using BYO recyclable coffee cups, composting and using worm farms. Several major supermarket chains announced the phasing out of single use plastic shopping bags and plastic bottle recycling schemes were introduced. What's more, the program is now featured as an educational resource in schools across Australia.

The War on Waste, co-created with the community, became one of the largest and most insightful studies on waste conducted in Australian history, successfully changing the mindset and behaviours of Australians around waste and recycling.

“There are very few areas of the ABC now who don't look to the community to complement and inform our decision making, from marketing, to content makers, analysts and our strategy team.”

**Leisa Bacon,**  
**Director Audiences**

**Request a demo at [info@platform1.cx](mailto:info@platform1.cx)**

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