



**Department of Infrastructure, Transport,
Regional Development and Communications**

MB21-000475

**To: Minister for Communications, Urban Infrastructure, Cities and the Arts,
the Hon Paul Fletcher MP (for information)**

Subject: Meeting with David Anderson, Managing Director of the ABC

Recommendation for Minister Fletcher: That you

1. Note the information contained in this Brief.	Noted / Please Discuss
Minister's signature:.....	Date:...../...../ 2021
Minister's Comments	Quality Rating
	1. Very Poor 2. Poor 3. Satisfactory 4. Good 5. Excellent

Purpose of Meeting:

1. This is your next quarterly meeting with the ABC Managing Director, Mr David Anderson.

Main Issues and Expected Outcomes:

s 22

s 22



9. s 22



ABC iview: log-in to play

10. ABC iview will soon require users to log-in to view content on the platform. The ABC is introducing this system in response to the needs and expectations of Australians, determined by a national survey conducted by the ABC in 2020.

Sensitivities:

s 22



Consultation: N/A

Attachments:

Attachment A: Biography – Mr David Anderson

s 22



Contact Officer: s 47E
Position: Director, Media Incentives
Branch: News and Media Industry
Phone/Mobile: s 47E

Cleared by: Mike Makin
Position: Assistant Secretary
Branch: News and Media Industry
Phone/Mobile: 6271 1031 S 47E

TALKING POINTS

s 22

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- | [REDACTED]

 Australian Government Department of Infrastructure, Transport, Regional Development and Communications	Biography Attachment A
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Name:

David Anderson, Managing Director

Organisation:

Australian Broadcasting Corporation (ABC)

Biography:

In May 2019, Mr Anderson was appointed as the Managing Director of the ABC, with a career in the broadcast television and media industry spanning more than 30 years.



Immediately before his appointment as Managing Director, Mr Anderson held the position of Director, Entertainment and Specialist at the ABC. This portfolio covers the ABC's broadcast television networks, including on-demand products and services and all associated websites and apps, along with all ABC radio music networks, podcasts and specialist radio content.

Mr Anderson was a board member of Freeview Australia until June 2020.

ADDITIONAL INFORMATION

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[REDACTED]



Australian Government

Department of Infrastructure, Transport,
Regional Development and Communications

Official

MEETING BRIEF

Subject:	Monthly catch-up with ABC – s 47F
Chair:	Pauline Sullivan and Mike Makin
Date and Time:	Monday, 13 September 2021 at 2:00pm
Location:	Skype

Key Issues:

No agenda has been provided for the meeting. Potential issues for discussion/noting are as follows.

Meeting with Minister Fletcher

- On 6 September 2021, Mr David Anderson, Managing Director of the ABC, met with Minister Fletcher for their quarterly meeting. The previous meeting was held at the end of May 2021.
- s 22 [REDACTED], ABC iView s 22 [REDACTED].

s 22 [REDACTED]

Contact Name: Mike Makin
Position: Assistant Secretary

Contact Number: 02 6271 1031 S 47E
Branch: News and Media Industry

Official

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ABC iview: log-in to play

- ABC iview will soon require users to log-in to view content on the platform. The ABC is introducing this system in response to the needs and expectations of Australians, determined by a national survey conducted by the ABC in 2020.

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Official



Australian Government

Department of Infrastructure, Transport,
Regional Development and Communications**MEETING BRIEF**

Subject:	Monthly catch-up with ABC
Attendees:	ABC: s 47F Department: Pauline Sullivan (Chair), Adam Carlon, s 47E
Date and Time:	Tuesday, 19 October 2021 at 11:00am
Location:	Skype

Key Issues:

No agenda has been provided for the meeting. Potential issues for discussion/noting are below.

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ABC meeting with Minister Fletcher

- On 6 September 2021, Mr David Anderson, Managing Director of the ABC, met with Minister Fletcher for their quarterly meeting. The previous meeting was held at the end of May 2021.
- At the meeting, they discussed s 22

ABC iview s 22 !

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ABC iview: log-in to play

- ABC iview will soon require users to log-in to view content on the platform. The ABC is introducing this system in response to the needs and expectations of Australians, determined by a national survey conducted by the ABC in 2020.

Contact Name: Adam Carlon
Position: Assistant Secretary

Contact Number: 02 6271 7922 s 47E
Branch: Media Industry and Sustainability

Official

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[REDACTED]

[REDACTED]

[REDACTED]



**Department of Infrastructure, Transport,
Regional Development and Communications**

MEETING BRIEF

Subject:	Monthly catch-up with ABC
Attendees:	ABC: s 47F Department: Pauline Sullivan (Chair), Adam Carlon, s 47E
Date and Time:	Monday, 15 November 2021 at 3:00pm
Location:	Skype

No agenda has been provided for the meeting. Potential issues for discussion/noting are below.

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Contact Name: Adam Carlon
Position: Assistant Secretary

Contact Number: 02 6271 7922 **s 47E**
Branch: Media Industry and Sustainability

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ABC iview: log-in to play

- ABC iview will soon require users to log-in to view content on the platform. The ABC is introducing this system in response to the needs and expectations of Australians, determined by a national survey conducted by the ABC in 2020.
- The log-ins for iview were due to be implemented across July and August, but the ABC's 2020-21 Annual Report stated that it will not occur until 2022 at the earliest. The ABC has delayed the implementation of log-ins for iview due to concerns from the public about how it would secure viewers' personal information.

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OFFICIAL

Subject:	Monthly catch-up with ABC
Attendees:	ABC: s 47F [Redacted] Department: Pauline Sullivan, s 47E
Date and Time:	Wednesday, 2 February 11:00am – 1:00pm
Location:	Nishi, Williams meeting room

Key Issues:

No agenda has been provided for the meeting. Potential issues for discussion/noting are below.

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[Redacted]

[Redacted]

ABC to go ahead with compulsory iView logins

- On 13 January 2022, an article in iTWire reported that the ABC would go ahead with introducing compulsory logins for its iView service.
- The ABC had planned to introduce the measure on 1 July 2021, but was postponed due to privacy concerns, as it emerged that iView user data collected by the ABC through Google Analytics was being stored in the US.

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[Redacted]

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



Australian Government

**Department of Infrastructure, Transport,
Regional Development and Communications**

Meeting Brief

MB22-000022

**To: Minister for Communications, Urban Infrastructure, Cities and the Arts,
the Hon Paul Fletcher MP (for information)**

Subject: Meeting with Mr David Anderson, Managing Director, Australian Broadcasting Corporation (ABC)

Recommendation for Minister Fletcher: That you

<p>1. Note the information contained in this Brief.</p> <p>Minister's signature:.....</p>	<p>Noted / Please Discuss</p> <p>Date:...../...../ 2022</p>
Minister's Comments	Quality Rating
	<ol style="list-style-type: none"> 1. Very Poor 2. Poor 3. Satisfactory 4. Good 5. Excellent

Purpose of Meeting:

1. ABC Managing Director, Mr David Anderson, has requested a meeting with you prior to the upcoming Senate Estimates hearings and the first Parliamentary sitting week.

Main Issues and Expected Outcomes:

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[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

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ABC iview: log-in to play

14. ABC iview will soon require users to log-in to view content on the platform. The Department understands Mr Anderson may provide an update on this issue.

15. The ABC is introducing this system in response to the needs and expectations of Australians, determined by a national survey conducted by the ABC in 2020. The ABC had planned to introduce the measure on 1 July 2021, but it was postponed due to privacy concerns, as it emerged that iView user data collected by the ABC through Google Analytics was being stored in the US.

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Sensitivities:

18. N/A

Consultation:

19. Platforms & News Branch

Background:

20. N/A

Attachments:

Attachment A: Biography

Contact Officer: s 47E
Position: A/g Director
Branch: Media Industry & Sustainability
Phone/Mobile: s 47E

Cleared by: s 47E
Position: A/g Assistant Secretary
Branch: Media Industry & Sustainability
Phone/Mobile: s 47E


s 22 [REDACTED]

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 Australian Government Department of Infrastructure, Transport, Regional Development and Communications	Biography Attachment A
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Name:

Mr David Anderson, Managing Director

Organisation:

Australian Broadcasting Corporation (ABC)

Biography:

Mr Anderson was appointed the Managing Director of the Australian Broadcasting Corporation in May 2019 and his career in the broadcast television and media industry spans more than 30 years.



Immediately before his appointment as Managing Director, Mr Anderson held the position of Director Entertainment and Specialist at the ABC. This board portfolio spans the ABC's broadcast television networks, including on-demand products and services and all associated websites and apps, along with all ABC radio music networks, podcasts and specialist radio content.

Mr Anderson was a board member of Freeview Australia until June 2020.

From: s 47E
To: s 47E
Cc: s 47E
Subject: FW: LTW Talking Points 14022022.docx [SEC=OFFICIAL]
Date: Friday, 25 February 2022 8:08:07 AM
Attachments: [LTW Talking Points 14022022.docx](#)

OFFICIAL

s 47E can you please save this to our ABC iView file? These points were prepared by ABC and provided to Pauline to inform a briefing request received from the MO.

s 47E

OFFICIAL

From: Sullivan, Pauline <Pauline.Sullivan@communications.gov.au>
Sent: Thursday, 17 February 2022 9:45 AM
To: s 47E
Subject: LTW Talking Points 14022022.docx

From ABC

Sent from my iPhone



Login to watch ABC iview – Talking Points

- ABC iview is Australia's No 1 broadcaster streaming service, with more than 4500 hours of television shows, live performances and films to enjoy for free and ad free.
- ABC accounts enable our audiences to make the most out of ABC services. [Click here for a list of the benefits broken down by ABC service](#).
- There are currently almost 6 million ABC accounts and nearly 1 million account holders log in each week to receive the benefits of having an ABC account.
- Logging in when watching ABC iview provides users with additional features that improve their viewing experience, such as program recommendations, watchlists and the ability to pick up a show where they left off, across multiple logged in devices.
- To ensure that all Australians enjoy similar benefits, ABC iview users will need an ABC account to watch programs from March 2022.
- In a recent audience survey 95 per cent of respondents flagged a strong interest for ABC iview to add personalisation features that would require a login.
- Failing to keep pace with user expectations could lead to a danger that our Australian stories get lost in the mix, or don't get told at all.
- ABC iview started in 2008 as the nation's first on-demand viewing platform. Now it is part of an increasingly crowded market, dominated by international streaming services. An ABC account will ensure that ABC iview's unrivalled collection of Australian stories, faces and voices are not lost in the mix – safeguarding our national identity and culture.
- Australians are already used to having logins (and 96% of ABC iview users use other VOD services) to watch content on streaming services and the on-demand platforms of commercial and public broadcasters, such as SBS. Indeed, many of the personalised features now expected by viewers can be provided only to account holders.
- Our audiences similarly expect such features, with 95 per cent of ABC iview users telling us they want the benefits that come with having an ABC account. Such accounts also help the ABC to continue to provide relevant and engaging content and services to all Australians.
- We have given ABC iview viewers the better part of a year to get ready for this change. After initially intending to require ABC iview logins from mid-2021, we chose to delay

this decision to further enhance the ways we manage and protect users' personal information.

- As a starting point, the ABC is bound by the Privacy Act and the Australian Privacy Principles. We place a high priority on the protection of personal information, in line with the trust that Australians place in their public broadcaster.
- Over the past year, we have worked closely with the Office of the Australian Information Commissioner – the independent national regulator for privacy and freedom of information – to ensure ABC account holders enjoy greater privacy protections than for any other streaming service in the country.
- We have also consulted widely, including with Australian audiences and public broadcasters internationally, to develop a best practice approach to the management of personal information.
- In line with these discussions, the ABC now offers additional privacy features for account holders, such as an easy opt out from receiving email promotions and program recommendations.
- ABC account holders get the benefits of a modern, relevant and engaging ABC iview, with the confidence of being backed by our editorial independence and integrity.
- In line with our trusted reputation, we make the following guarantees:
 - Nothing about requiring an ABC iview login changes our editorial independence, integrity or responsibility, including the privacy and data protections people expect of the ABC.
 - Viewers will still be able to access all live broadcast streams on ABC iview web without logging in, including livestreams of ABC NEWS, ABC Kids and ABC ME.
 - Similarly, ABC broadcast channels on television and radio, and other digital platforms such as the ABC NEWS website, will remain available free and ad free without logins.
 - The ABC will never sell people's personal information.
 - ABC account holders are required to provide only a limited amount of information and may take further steps to withhold their personal details, such as using a pseudonym.
 - ABC account holders can opt out of receiving any promotional or marketing communications about other ABC programs.
- The ABC has a publicly available [Privacy Policy](#) and [Privacy Collection Statement](#), which sets out the reasons for collecting personal information and how we protect such information. Individuals can access any personal information held by the ABC about them by contacting our [Privacy Officer](#).
- The privacy landscape in Australia is rapidly evolving, from an industry and regulatory perspective, including a current review of the Privacy Act by the Attorney-General's Department.

- Australians can be assured that the ABC will continue to update its systems and measures, to ensure we go above and beyond any requirements in terms of privacy and the use of personal information.

From: [Sullivan, Pauline](#)
To: s 47E
Subject: Fwd: TPs - ABC login [SEC=OFFICIAL]
Date: Thursday, 17 February 2022 9:33:05 AM

Sent from my iPhone

Begin forwarded message:

From: "Sullivan, Pauline" <Pauline.Sullivan@communications.gov.au>
Date: 16 February 2022 at 8:57:22 pm AEDT
s 47E
Subject: Fwd: TPs - ABC login [SEC=OFFICIAL]

OFFICIAL

Hi

See below. I couldn't access my work account at home so it is all a bit clumsy (forwarding emails from gmail etc).

These are from ABC's TPs. I have culled and amended language but suspect more filleting is required.

Let me know if you need anything else. I think David Anderson is doing breakfast radio/TV.

Pauline

OFFICIAL

From: "Pauline Sullivan" <paulinemsullivan1@gmail.com>
Date: Wednesday, 16 February 2022 at 8:52:40 pm
To: "Sullivan, Pauline" <Pauline.Sullivan@communications.gov.au>
Subject: TPs - ABC login

Talking points – ABC Log in

- ABC iview is Australia's No 1 broadcaster streaming service, with more than 4500 hours of television shows, live performances and films to enjoy for free and ad free.
- There are currently almost 6 million ABC accounts and nearly 1 million account holders log in each week to receive the benefits of

having an ABC account.

- Logging in when watching ABC iview provides users with additional features that improve their viewing experience, such as program recommendations, watchlists and the ability to pick up a show where they left off, across multiple logged in devices.
 - To ensure that all Australians enjoy similar benefits, from March 2022 ABC iview users will need an ABC account to watch programs.
-
- In a recent audience survey 95 per cent of respondents flagged a strong interest for ABC iview to add personalisation features that would require a login.
 - Failing to keep pace with user expectations could lead to a danger that Australian stories get lost in the mix, or don't get told at all.
 - ABC iview started in 2008 as the nation's first on-demand viewing platform. Now it is part of an increasingly crowded market, dominated by international streaming services. An ABC account will ensure that ABC iview's unrivalled collection of Australian stories, faces and voices are not lost in the mix – safeguarding our national identity and culture.
 - Australians are already used to having logins (and 96% of ABC iview users use other VOD services) to watch content on streaming services and the on-demand platforms of commercial and public broadcasters, such as SBS. Indeed, many of the personalised features now expected by viewers can be provided only to account holders.
 - ABC research shows that its audiences similarly expect such features, with 95 per cent of iview users saying they want the benefits that come with having an ABC account. Such accounts also help the ABC to continue to provide relevant and engaging content and services to all Australians.
 - Viewers have been given a year to get ready for this change. It was initially intended that ABC iview logins would be required from mid-2021, however this decision was delayed to enable ABC to further enhance the way it manages and protects users' personal information.
 - The ABC is bound by the Privacy Act and the Australian Privacy Principles. Over the past year, ABC has worked closely with the Office of the Australian Information Commissioner to ensure ABC account holders enjoy greater privacy protections than for any other streaming service in the country.
 - ABC has also consulted widely, including with Australian audiences and public broadcasters internationally, to develop a best practice approach to the management of personal information.

- In line with these discussions, the ABC now offers additional privacy features for account holders, such as an easy opt out from receiving email promotions and program recommendations.
- ABC account holders get the benefits of a modern, relevant and engaging ABC iView, with the confidence of being backed by our editorial independence and integrity.
- The ABC has a publicly available [Privacy Policy](#) and [Privacy Collection Statement](#), which sets out the reasons for collecting personal information and how we protect such information. Individuals can access any personal information held by the ABC about them by contacting our [Privacy Officer](#).
- The privacy landscape in Australia is rapidly evolving, from an industry and regulatory perspective, including a current review of the Privacy Act by the Attorney-General's Department.
- Australians can be assured that the ABC will continue to update its systems and measures, to ensure we go above and beyond any requirements in terms of privacy and the use of personal information.
-

EVENT BRIEF FOR MINISTER FOR COMMUNICATIONS, URBAN INFRASTRUCTURE, CITIES AND THE ARTS

EVENT TITLE: EVENT: ABC Board meeting address – 22 February 2022

MB22-000168

SPEAKING POINTS FROM DEPARTMENT

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- I note the planned mandatory logins for ABC iView and welcome the anticipated improvements to the user experience, while recognising the importance of open access to ABC content.

EVENT DESCRIPTION

PURPOSE: You have been invited to address the ABC Board. Key issues you may wish to cover include:

STYLE: Board meeting address.

KEY INDIVIDUALS

- Ms Ita Buttrose, AC, OBE, Chair of ABC Board
- Mr Peter Tonagh, Deputy Chair of ABC Board
- Mr David Anderson, Managing Director of ABC
- Dr Jane Connors, Staff-Elected Director to ABC Board
- Mr Peter Lewis, ABC Board Director
- Ms Georgie Somerset, ABC Board Director
- Mr Joseph Gersh, ABC Board Director
- Ms Fiona Balfour, ABC Board Director
- Mr Mario D’Orazio, ABC Board Director

TIMING/ RUN SHEET

EVENT DATE / LOCATION

22 February 2022 / Microsoft Teams

ARRIVAL / DEPARTURE TIME

2:00 pm, 2:40 pm

ORGANISATION / CONTACT

N/A

TICKETS

N/A

MINISTER TO BE MET BY

N/A

MEDIA ATTENDING

No

ANY OTHER DETAILS

N/A

BRIEF PREPARED BY

s 47E, Director (National Broadcasters), s 47E

EVENT TITLE: ABC Board address – 22 February 2022

BACKGROUND/ADDITIONAL INFORMATION

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6. **Compulsory iView logins** – On 17 February 2022, the ABC announced it will introduce compulsory logins for its iView service from 15 March 2022. The ABC had planned to introduce the measure on 1 July 2021, but this was postponed due to privacy concerns that iView user data collected by the ABC through Google Analytics was being stored in the US. On 9 February 2022, the ABC published a privacy impact assessment regarding the introduction of logins.

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**EVENT BRIEF FOR MINISTER FOR COMMUNICATIONS, URBAN INFRASTRUCTURE, CITIES AND THE ARTS****EVENT TITLE: EVENT: Address - ABC Board meeting – 22 February 2022****BIOGRAPHIES****ATTACHMENT A****Name:**

Ms Ita Buttrose AC OBE

Organisation:Australian Broadcasting Corporation,
Chair**Biography:**

Ita Buttrose has held executive and editing roles for major Australian media companies including Australian Consolidated Press, News Ltd and Fairfax, and has run her own media company, Capricorn Publishing.

She has served on the boards of Australian Consolidated Press, News Corp Australia, and Television & Telecasters Pty Ltd. (Network TEN). She has worked in print, radio and television and has written 11 books. She was inducted into the Australian Media Hall of Fame in 2017.

Current appointment term: 7/3/19 – 6/3/24



Name:

Mr David Anderson

Organisation:

Australian Broadcasting Corporation,
Managing Director

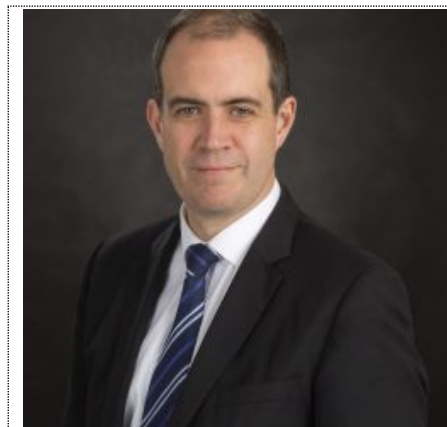
Biography:

David Anderson is the Managing Director at the Australian Broadcasting Corporation and his career in the broadcast television and media industry spans more than 30 years.

A leader in television production who has been responsible for commissioning successful programs across all genres as well as overseeing the corporation's digital transformation, he joined the ABC in 1989.

A succession of high-level positions has ensured his familiarity with every aspect of the ABC. David has played a pivotal role in leading its transition from a broadcaster into a modern digital media organisation, providing trusted on-demand content for the changing needs and expectations of audiences.

Current appointment term: 3/5/19 – 2/5/24

**Name:**

Mr Peter Tonagh

Organisation:

Australian Broadcasting Corporation,
Deputy Chair

Biography:

Peter Tonagh has a background as a senior executive in large Australian media companies and as a Partner of The Boston Consulting Group. Current appointment term: 11/11/21 – 12/5/26.



Name:

Dr Jane Connors

Organisation:

Australian Broadcasting Corporation,
Staff Elected Director

Biography:

Jane Connors has been with the ABC for more than 25 years. Her previous roles included Executive Producer of the Social History Unit, Manager of Radio National and Head of Industry Policy and Strategy at ABC Radio. Current appointment term: 1/5/18 – 30/4/23

**Name:**

Mr Peter Lewis

Organisation:

Australian Broadcasting Corporation,
Board Director

Biography:

Peter Lewis is the Chair of McGrath Ltd, a member of the Advisory Board for Anacacia Capital and an advisor for Gravity Media Group. Current appointment term: 2/10/19 – 1/10/24.

**Name:**

Ms Georgie Somerset

Organisation:

Australian Broadcasting Corporation,
Board Director

Biography:

Georgie Somerset is a rural industry leader and strategist with a background in regional development across Australia. Based in Queensland's South Burnett, she is actively involved in the operation of the family beef business. Current appointment term: 23/2/17 – 22/2/22.

**Name:**

Mr Joseph Gersh

Organisation:

Australian Broadcasting Corporation,
Board Director

Biography:

Joe Gersh practised law for 20 years as a senior partner and has had significant business experience with a range of public and private companies. Current appointment term: 10/5/18 – 9/5/23.



Name:

Ms Fiona Balfour

Organisation:

Australian Broadcasting Corporation,
Board Director

Biography:

Fiona Balfour is a non-executive director with an executive background in information technology.
Current appointment term: 13/5/21 – 12/5/26.

**Name:**

Mr Mario D'Orazio

Organisation:

Australian Broadcasting Corporation,
Board Director

Biography:

Mario D'Orazio has more than 40 years' experience in media as a journalist, including print as a reporter and columnist, radio as a producer and talkback presenter, and TV as a reporter, presenter and executive producer of news, current affairs programs and lifestyle programs.
Current appointment term: 13/5/21 – 12/5/26.

