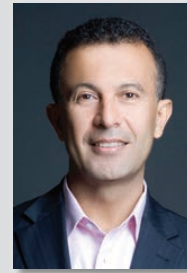


## Michael Ebeid

*Special Broadcasting Service*  
Chief Executive Officer and Managing Director



Michael Ebeid commenced as Managing Director of SBS in June 2011. He has over 25 years experience in senior management and executive roles across the technology, telecommunications and media industries.

During Michael's time at the organisation, SBS has launched Australia's first National Indigenous Television (NITV) free-to-air television channel, refocused SBS 2 to attract younger audiences to the network, expanded in-language programming across analogue and digital radio, and increased its commercial revenues. Under his leadership, the organisation has embraced digital technologies and opportunities, with catch-up service SBS ON DEMAND now available on more platforms and devices than any other Australian broadcaster, and the SBS website awarded "Best Publisher of the Year" by AMIA in 2014.

In 2012, SBS secured the media rights for three FIFA World Cups through to 2022, the free-to-air rights for the domestic A-League until 2017, and the pinnacle cycling event the Tour de France media rights were secured under a new 10-year rights deal until 2023.

Prior to SBS, Michael was the Executive Director of Corporate Strategy and Marketing at the ABC, and before that was the Commercial Operations Director at Optus Communications for 10 years, managing the Consumer and Multimedia Division, Optus' largest division with over 3,000 staff, which included Pay TV. Michael began his career at IBM where he held numerous positions over nine years, across finance, sales and marketing, also working in Tokyo, Japan, and other Asian countries.

Michael completed a Bachelor of Business (Charles Sturt University), International Executive Development Program (INSEAD Business College, France), and Media Strategies Program (Harvard Business School, Boston).

## The Role of Media in Advancing Social Cohesion in Australia

The media is crucial to social harmony as it shapes the way we think about each other and understand the world. Media has the ability to perpetuate stereotypes, or the power to break them down and encourage greater understanding and tolerance. With a history as Australia's multicultural broadcaster and a Charter unlike any media organisation worldwide, SBS embraces that responsibility and the opportunity to promote the benefits of diversity and build on our success as a migrant nation. SBS's core purpose is to inspire all Australians to explore, appreciate and celebrate our diverse world, and in doing so, contribute to social cohesion. We do this through our distinctive content, telling important stories that no other network would tell. We provide information in the face of misinformation, give topics greater context and depth, explore different perspectives and consider how global issues affect our shores. For 40 years SBS has united communities and – particularly through our in-language services and community engagement initiatives – helped Australians participate in society, form a sense of belonging, and feel connected. As Australia grows in cultural complexity, there is an even greater role for media to play in shaping community relations and attitudes, and SBS's unique position in the Australian media landscape is more valuable and relevant today than ever before.

