



# Accelerating SBS On Demand's Agile Transformation

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SBS inspires all  
Australians to  
explore, respect  
and celebrate  
our diverse  
world and in  
doing so,  
contributes to a  
cohesive  
society.



Featured Program  
The Good Fight



Your curated content destination

*Home of cult classics, international dramas, home made cinema and more.*

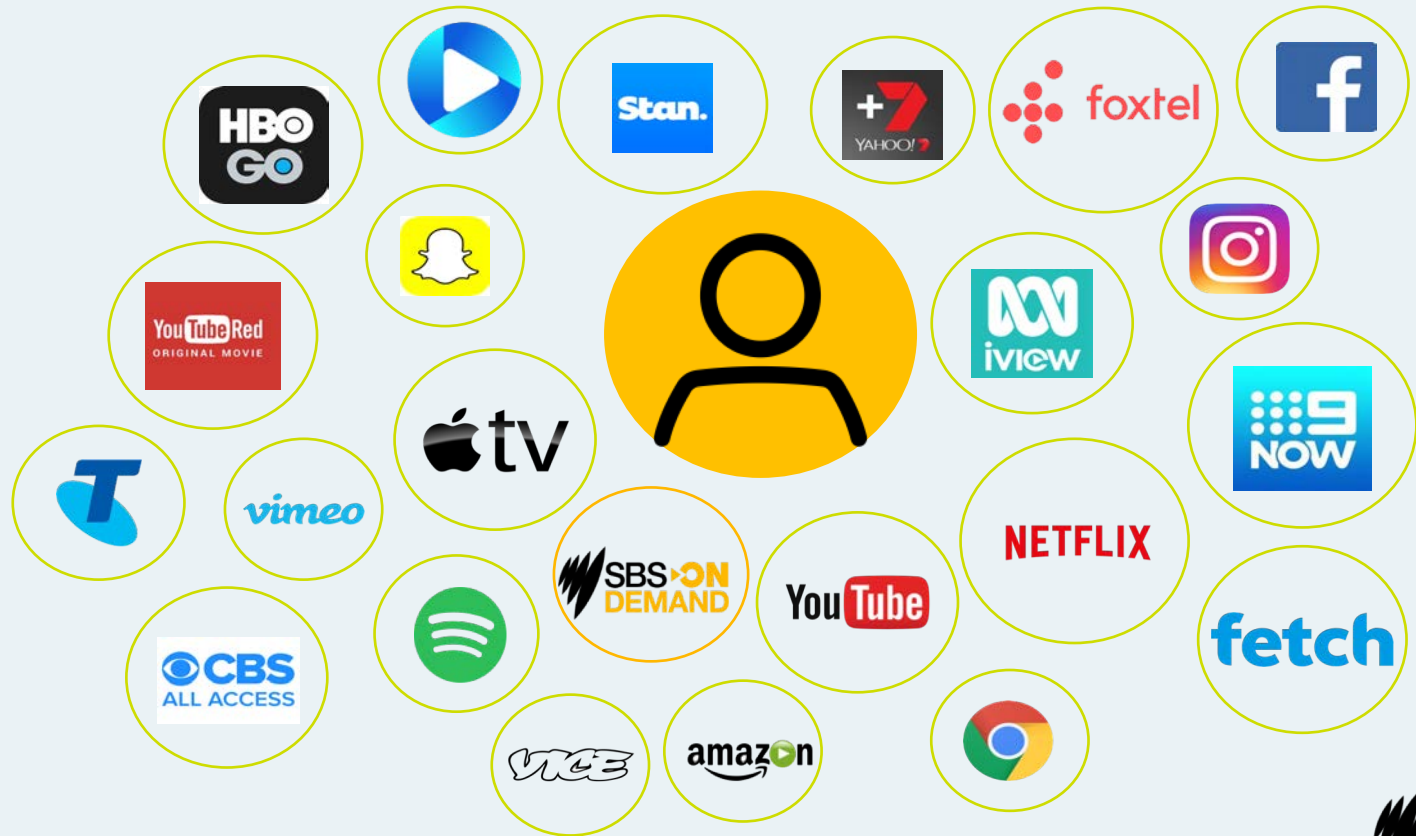
[SIGN IN OR CREATE AN ACCOUNT](#)

[BROWSE THE CATALOGUE](#)

# SBS Streaming Evolution

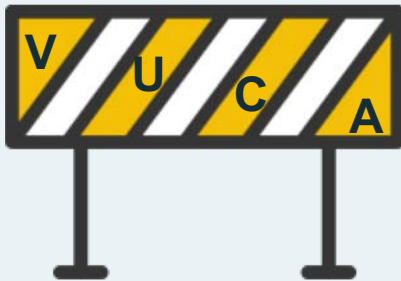


# Industry Disruption

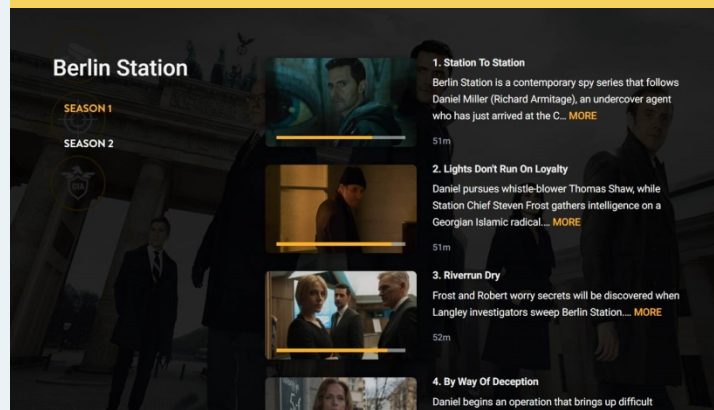


# Evolving SBS On Demand

We needed to go from this...



To this...



# Our Agile Approach



# Adopting Agile

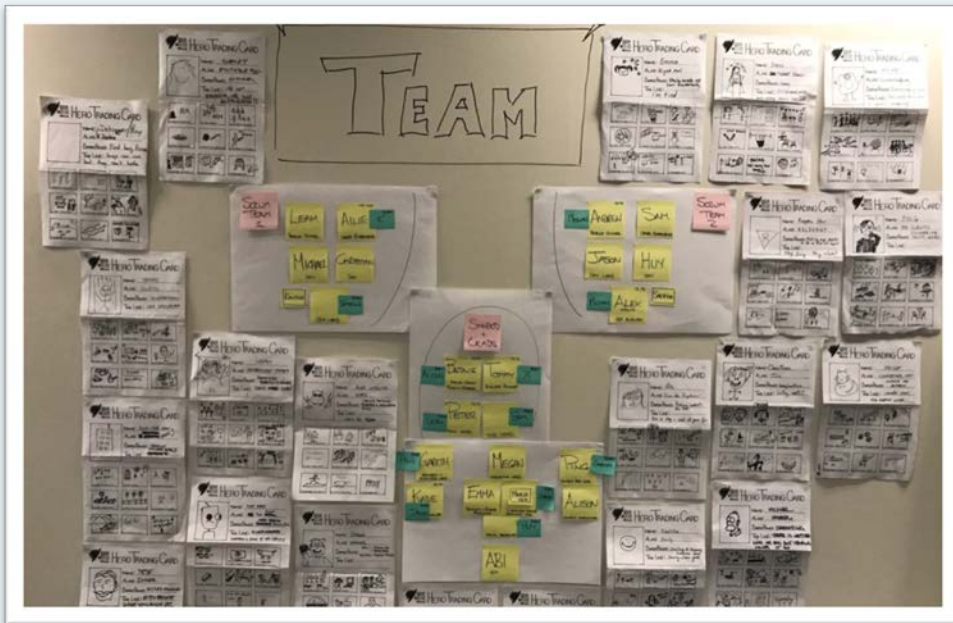




# Internal Approach to Agile



# Enabling Agile



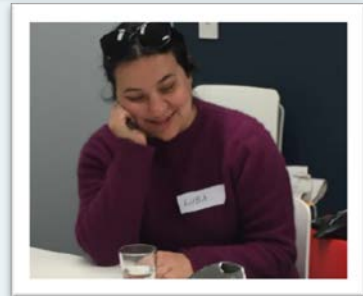
# Agile Achievements



# 2018 FIFA World Cup



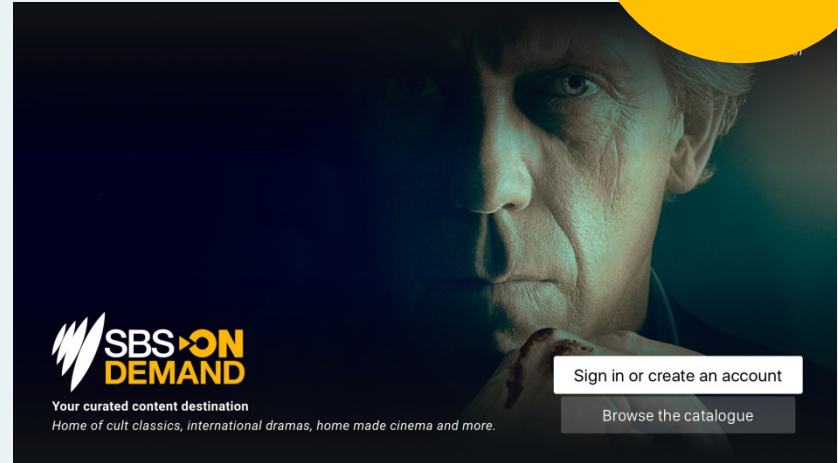
# Audience Approach



# Login Redesign

3  
steps

14  
steps



# Key Improvements

Major app upgrades  
and features



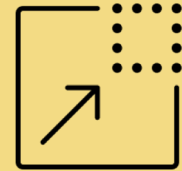
Personalisation  
enhancements



New customer  
service approach



Streamlined  
platforms



Improved live event  
streaming



Stability and  
scalability



Overhauled core  
platform  
components



Rigorous customer  
service



# SBS On Demand Today



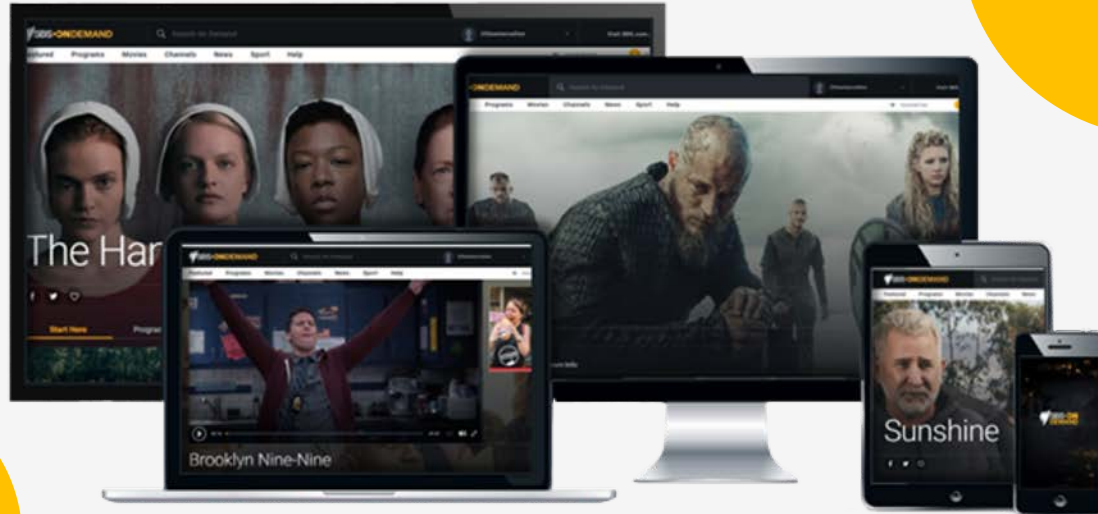


# SBS On Demand Today

6000+  
hours of  
programm  
g

Product  
upgrades

5M  
Registered  
users



Content  
innovation

75%  
LOTE  
dramas

Always on  
customer  
service

Looking Forward



# What's Next

**Personalisation**

**Awareness**

**An SBS  
approach to  
streaming**

**Always  
evolving  
agile**

**Engagement**



Thank you

