

**Question on notice no. 159**

**Portfolio question number: 180**

**2020-21 Budget estimates**

**Environment and Communications Committee, Infrastructure, Transport,  
Regional Development and Communications Portfolio**

**Senator Sarah Hanson-Young:** asked the Special Broadcasting Service Corporation on 29 October 2020—

- (1. Does SBS measure advertising from the top of the clock hour to limit itself to not exceed 5 minute advertising "in any hour of broadcasting"?
2. Will SBS update its system of measuring advertising to check at every second in every hour, that "in any hour of broadcasting" - no matter where the hour commences - SBS does not exceed 5 minutes of advertising?

**Answer —**

Answer attached

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Budget Estimates October 2020**

**Communications Portfolio**

**Special Broadcasting Service**

**Question No: 180**

**Special Broadcasting Service**

**Written, 29/10/2020**

**Topic: Measuring advertising**

**Senator Sarah Hanson-Young asked:**

6. Does SBS measure advertising from the top of the clock hour to limit itself to not exceed 5 minute advertising “in any hour of broadcasting”?
7. Will SBS update its system of measuring advertising to check at every second in every hour, that “in any hour of broadcasting” – no matter where the hour commences – SBS does not exceed 5 minutes of advertising?

**Answer:**

6. No. SBS measures duration of advertising from the bottom of the clock hour (e.g. 6.30 pm – 7.30 pm). Historically, SBS programs have begun from the bottom of the hour, therefore, all systems and processes are set-up to measure the five minutes of allowed advertising from that point.
7. No. Adopting an approach of second-by-second advertising measurement would be both time and resource intensive, thus highly cost-prohibitive.