

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.