

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

Australian Communications and Media Authority

Question No: 198(e)

Australian Communications and Media Authority

Hansard Ref: Written, 19/02/2016

Topic: Media Monitoring

Senator Ludwig, Joe asked:

Since the change of Prime Minister on 14 September, 2015:

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office during the specified period?
 - (a) Which agency or agencies provided these services?
 - (b) What has been spent providing these services during the specified period?
 - (c) Itemise these expenses.
2. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency during the specified period?
 - (a) Which agency or agencies provided these services?
 - (b) What has been spent providing these services during the specified period?
 - (c) Itemise these expenses

Answer:

1. No media monitoring was provided to Minister's office.
2. Total cost of media monitoring services from Sept 1 2015 to 29 January 2016 was \$10,539.
 - (a) Isentia Pty. Ltd. provided media monitoring services.
 - (b) Spending on these services was \$10,539 itemised as follows:

Press Clip	1,749.26
Press Copyright - Digital	774.84
Downstream (Govt) per clip up to 350 users	193.71
Internet package 500 alerts	6,215.00
Radio & TV - Regional	161.88
Radio & TV - Metro	991.25
Batched email	453.18
Total Spend	10,539.12