

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2016

Communications Portfolio

Special Broadcasting Service

Question No: 228(c)

Special Broadcasting Service

Hansard Ref: Written, 19/02/2016

Topic: Market Research

Senator Ludwig, Joe asked:

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

1. List any market research conducted by the department/agency:
 - (a) List the total cost of this research
 - (b) List each item of expenditure and cost, broken down by division and program
 - (c) Who conducted the research?
 - (d) How were they identified?
 - (e) Where was the research conducted?
 - (f) In what way was the research conducted?
 - (g) Were focus groups, round tables or other forms of research tools used?
 - (h) How were participants for these focus groups et al selected?
 - (i) How was the firm or individual that conducted the review selected?
 - (j) What input did the Minister have?
 - (k) How was it approved?

Were other firms or individuals considered? If yes, please detail.

Answer:

1. SBS conducts ongoing market research regularly for the period in question.
 - (a) \$364,316.
 - (b) Expenditure and cost by division and program:
 - Wave 6 of the SBS Brand Tracker:
 - The total cost of \$39,750 was for an online quantitative questionnaire.
 - The cost was charged to Audience Strategy & Insights.
 - Overarching Research Study:
 - Knowledge audit and share = \$5,000.
 - Quantitative and segmentation component = \$62,800.
 - Qualitative component = \$57,200.
 - The cost was charged to Audience Strategy & Insights.
 - Diversity Study:
 - Scoping workshop = \$1,000.
 - Qualitative components (Dinner with Series and Cultural Cafes) = \$79,000.
 - Quantitative component = \$40,000.

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- The total cost was charged to SBS Media.
 - In-language Research Studies for Cantonese, Mandarin and Hindi:
 - \$26,522 per language
 - Half the cost (\$39,783) was charged to Audio Language and Content and the other half (\$39,783) was charged to Audience Strategy & Insights.
 - Internal studies cost \$0.
- (c) Different companies were employed for the different studies:
- Wave 6 of the SBS Brand Tracker was conducted by Clarity Strategic Research
 - Overarching Research Study is being conducted by EY Sweeney.
 - Diversity Study was conducted by Pollinate Research.
 - In-language Research Studies were conducted by McNair Ingenuity Research.
 - Internal studies were conducted by the Audience Strategy and Insights department of SBS.
- (d) They were identified either from having used the companies in the past and having received good quality research from them previously, or from knowing that they are experts in a certain field (eg McNair are experts in in-language studies).
- (e) The research was conducted in numerous locations:
- Wave 6 of the SBS Brand Tracker:
 - National study done online.
 - Overarching Research Study:
 - National study conducted online (quantitative component).
 - Focus groups conducted in Sydney, Melbourne and Wollongong (currently under way).
 - Diversity Study:
 - National study conducted online (quantitative component).
 - Focus groups conducted in Sydney and Melbourne.
 - In-language Research Studies:
 - Cantonese study done by Computer-assisted telephone interviewing (CATI) – focussed on Sydney and Melbourne.
 - Mandarin study done by CATI – focussed on Sydney and Melbourne.
 - Hindi study done by CATI – focussed on Sydney and Melbourne.
 - Internal studies:
 - National studies conducted online via an internal panel at SBS.
- (f) The research was conducted in numerous ways:
- Wave 6 of the SBS Brand Tracker:
 - Conducted online.
 - Overarching Research Study:
 - Conducted online (quantitative) and in focus groups (qualitative).
 - Diversity Study:
 - Conducted online (quantitative) and in focus groups (qualitative).
 - In-language Research Studies:

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- Cantonese, Mandarin and Hindi studies all done via CATI by interviewers who spoke each language.
 - Internal studies:
 - Conducted online via an internal panel at SBS.
- (g) Yes, focus groups were used for the Overarching Research Study and the Diversity Study.
- (h) The participants were selected to be nationally representative for all studies. Note the language studies were based where the majority of the speakers of each language were based, which for all three languages was Sydney and Melbourne. SBS ensured that there was a representative sample of languages other than English speakers for each study conducted by external research companies and for the in-language studies, all respondents had to speak Mandarin (Mandarin study), Cantonese (Cantonese study) or Hindi (Hindi study).
- (i) For each study conducted externally, a brief was sent out to three research companies and each was asked to submit a proposal. Once the proposal was presented, the three proposals were compared to one another and the best one out of the three was selected. This was the one that SBS felt addressed the research needs of each individual study best.
- (j) None.
- (k) By the Head of Strategy & Insights along with the Chief Content Officer (Brand Tracker and Overarching Research Study), the Director of Sales (Diversity Study) and the Director of ALC (In-language Studies).