

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates February 2017
Communications Portfolio
NBN Co Limited

Question No: 247

NBN Co Limited

Hansard Ref: Written, 14/03/2017

Topic: Advertorial Content

Senator Urquhart, Anne asked:

1. What media corporations has NBN Co entered into advertising or other agreements with that include promoted or 'advertorial' content being published in regional and local newspapers?
2. How much of NBN Co's marketing or PR budget is dedicated to promoted or 'advertorial' content in regional and local newspapers?

Answer:

1. nbn has not entered into any agreements that include promoted or advertorial content being published in regional and local newspapers.
2. There is no dedicated marketing or PR budget allocated to promoted or advertorial content in regional and local newspapers.