

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2014

Communications Portfolio

Australian Communications and Media Authority

Question No: 137

Program No. Australian Communications and Media Authority (ACMA)

Hansard Ref: In Writing

Topic: Media monitoring

Senator Ludwig asked:

What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Department/Agency from 25 February, 2014 to date?

1. Which Agency or agencies provided these services?
2. What has been spent providing these services from 25 February 2014 to date?

Itemise these expenses.

Answer:

1. iSentia Media.
2. \$11,820.97 plus \$1,182.00 GST.

Description	Total expenditure ex GST
Broadcast Copyright - AAIM	\$55.40
Broadcast Summary - Metro	\$725.21
Broadcast Summary - Regional	\$114.35
Delivery - Email Audio & Video Clips	\$28.20
Downstream (Corp) per clip up to 50 users	\$126.75
Email/PDA Broadcast Summaries	\$165.82
Internet package 500 alerts	\$4,524.60
Press Clips	\$730.99
Monitoring Service - Mediaportal	\$3,488.13
Presentation Audio	\$528.00
Presentation Video	\$424.89
Press Briefing - Extract	\$582.70
Press Copyright - Digital	\$325.94
TOTAL	\$11,820.97