

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2015

Communications Portfolio

Australian Broadcasting Corporation

Question No: 43

Program No. Australian Broadcasting Corporation

Hansard Ref: Page 34, 27/05/2015

Topic: Search Engine Marketing

Senator McGrath, James asked:

Senator McGRATH: How much have you spent so far to date in 2014-15 on search engine marketing?

Mr Scott: I will have to take that on notice. There has been no material increase and, as I said last time, we have a marketing budget; it is a fraction of the marketing budget of other broadcasters. We believe that search engine marketing and techniques around search engine and search engine optimisation and the like are very cost efficient. We are creating great content. We want the taxpayers who have funded that content to be aware of it and to use that content if they wish.

Senator McGRATH: Did the ABC purchase any search terms following the passing of the former Prime Minister, Malcolm Fraser?

Mr Scott: I will have to take that on notice; I am not aware of it.

Senator McGRATH: How much did the ABC receive from its commercial arm, ABC Commercial, in the last financial year?

Mr Pendleton: In the current financial year?

Senator McGRATH: The last financial year; and, if you have the figures up to date, for the current financial year.

Mr Pendleton: I might have to take that on notice.

Answer:

From 1 July 2014 27 May 2015, the ABC spent \$113,475 on search engine marketing (SEM).

The ABC did not purchase any search terms following the passing of former Prime Minister, the Hon Malcolm Fraser AC.

ABC Commercial's contribution to net revenue in the 2013-14 financial year was \$1.478 million. The results for the 2014-15 financial year are not yet finalised.