

**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: 54**

**Program No. Australian Broadcasting Corporation**

**Hansard Ref: Written, 5/6/2015**

**Topic: Facebook Advertising**

**Senator McGrath, James asked:**

In 2014-15 to date, how much has the ABC spent on Facebook advertising to promote its content?

**Answer:**

Research indicates that:

- 26 per cent of Australians follow news organisations on social media as a way to keep informed of news and current affairs on a day-to-day basis.
- over 13 million Australians use Facebook and that almost half use it as their main source of news or the main way they locate news stories<sup>1</sup>.

The ABC, along with all major Australian media organisations, recognises this trend and uses Facebook to ensure that their news material is available to Facebook audiences.

From 1 July 2014 to 27 May 2015, the ABC spent \$292,060 on Facebook advertising.

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<sup>1</sup> Reuters Digital News Report, June 2015 (online): <http://www.digitalnewsreport.org/survey/2015/australia-2015/>