

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2016
Communications Portfolio
Australian Broadcasting Corporation

Question No: 8

Australian Broadcasting Corporation

Hansard Ref: Pages 87-88, 05/06/2016

Topic: Cannes Film Festival Product Costs

Senator McKenzie asked:

Senator McKENZIE: How much product did the ABC purchase from the Cannes Film Festival?

Mr Pendleton: I would have to take it on notice.

Senator McKENZIE: Could you—in dollar terms and actual programs?

Mr Pendleton: Yes.

Senator McKENZIE: And I want the eyeballs that actually watched those. Five to 10—how much does that cost?

Mr Pendleton: I would have to take it on notice. Let me take it on notice.

Answer:

The ABC does not purchase content from the Cannes Film Festival. There are two global entertainment markets held annually in Cannes, France - MIPTV (Marché International des Programmes de Télévision) in April and MIPCOM (Marché International des Programmes de Communication) in October.

At MIPTV 2016, ABC TV met with 77 companies, including broadcasters, distributors and producers to negotiate the acquisition of broadcast content.

Over the course of the event ABC TV secured over 100 hours of high-quality content for television broadcast and video on demand (VOD) on iView. The amount paid for each program is commercially sensitive, however, each fell within the ABC's benchmark content acquisition rates.

As these purchases have yet to be broadcast, the publication of a full list of titles would impact on the competitive advantage of the ABC. However, the ABC will be in a position to report on the audience viewing numbers for these programs once they have been broadcast.