

**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: 9**

**Australian Broadcasting Corporation**

**Hansard Ref: Page 88, 05/06/2016**

**Topic: Cannes Film Festival Costs**

**Senator McKenzie, Bridget asked:**

**Senator PATERSON:** What class of airfare did they fly on?

**Mr Pendleton:** It varies. It was a mix of business, premium economy and economy.

**Senator McKENZIE:** Could you provide a breakdown for us?

**Mr Pendleton:** For the mix?

**Senator McKENZIE:** Yes, and for the accommodation and entertainment costs. Ms Guthrie, given it is what, 150 grand for 10 people. That is at least a couple of rural and regional presenters in local radio that we value so much. How many people will the ABC be sending to Cannes this year?

**Ms Guthrie:** I cannot tell you.

**Senator McKENZIE:** On notice, because we will be asking this again, provide information about your plans—how many, who and what class of travel would they be on. That would be great.

**Mr Pendleton:** The majority of people who would attend that conference are our commercial people who are selling our content at—

**Senator McKENZIE:** Okay, so I want to know how much we sold. Hopefully, it is more than \$148,000.

**Mr Pendleton:** Definitely more than that.

**Answer:**

MIPTV (Marché International des Programmes de Télévision) and MIPCOM (Marché International des Programmes de Communication) are held annually in Cannes, France each April and October respectively. They are the two main global entertainment markets and are separate to the Cannes Film Festival, which is held in May each year.

In April 2016, the ABC sent eight staff from its Commercial and Television divisions to MIPTV. These staff were responsible for the acquisition of new content for the ABC as well as the sale of ABC content to other distributors and broadcasters.

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All travel was approved in accordance with the ABC's Travel Policy. The category of air travel taken by ABC staff attending the event was as follows:

<b>MIPTV 2016</b>	<b>Class of Travel</b>		
Total no of people	Business	Premium Economy	Economy
8	5	2	1

The total cost of ABC staff attendance at the event was as follows:

<b>Airfare</b>	<b>Travel Allowance</b>	<b>Accommodation</b>	<b>Attendance Fees</b>	<b>Other</b>	<b>Total</b>
57,118	12,079	24,830	4,857	10,303	<b>109,187</b>

As on-sales are still being negotiated, the gross revenues from the sale of ABC distributed content at the MIPTV 2016 market is commercial-in-confidence, however, it is expected to exceed \$1.5 million by financial year 2019, once the sale and distribution of the content is fully realised.

No travel requests have been submitted for ABC personnel to attend MIPCOM 2016.