

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Budget Estimates Spill-over Hearing June 2017**

**Communications Portfolio**

**NBN Co Limited**

**Question No: 298**

**NBN Co Limited**

**Hansard Ref: Written, 27/06/2017**

**Topic: Cost of commissioned research**

**Senator Urquhart, Anne asked:**

Please provide the costs associated with each of the following pieces of NBN commissioned research/reports:

- (a) The nbn GranTechie Report
- (b) The nbn Season of Connectivity Report
- (c) The Ovum report on regional connectivity and fixed wireless
- (d) The nbn Digital Parenting Report
- (e) The nbn Digital Dream Report
- (f) Aussie App-etite: connected devices building the future home (Telsyte)
- (g) Internet Uninterrupted 2016: Australian Households of the Connected Future
- (h) nbn: Future of sport Report
- (i) nbn Broadband Index
- (j) Going Glocal
- (k) Gen nbn: 2020 and beyond
- (l) Towards a super connected Australia
- (m) SME cloud-based services: overseas successes & Australian opportunities (Ovum)
- (n) Super connected lifestyle locations

**Answer:**

nbn has a publicly available advertising and marketing budget within which it operates in order to generate revenue and ensure a return on investment to taxpayers. Within that budget, nbn runs a number of consumer campaigns and research insights are commissioned as part of these campaigns to make sure people are aware of the benefits of the nbn network in an aim to drive activations. As nbn commissions research from a variety of sources, the cost of individual studies is commercially sensitive. The cost of published research in support of consumer campaigns in FY 2017 is \$582,155.