

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates May 2017

Communications Portfolio

Special Broadcasting Service

Question No: 57

Special Broadcasting Service

Hansard Ref: Page 84, 24/05/2017

Topic: Deselect advertising data collection option

Senator Ludlam, Scott asked:

Senator LUDLAM: Thank you for that. Before I carry on, I will acknowledge that, once you have created your mandatory user account, there is an option to deselect advertising data collection. What proportion of your users avail themselves of that option and deselect that data collection?

Mr Ebeid: I would be very happy to take that on notice and let you know.

Senator LUDLAM: I would not expect you to have it at the table, but it is an important metric.

Mr Ebeid: I am very happy to share that with you.

Answer:

Approximately three per cent of users have opted out of advertising targeting.