

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings November 2014
Communications Portfolio
Special Broadcasting Service

Question No: 464

Program No. Special Broadcasting Service

Hansard Ref: Hansard Page 93, 20 November 14

Topic: Dilution value of advertising

Senator Dastyari asked:

Senator DASTYARI: You said before that you had done your own analysis with the department's analysis. Was that figure of \$20 million to \$30 million part of what was released yesterday?

Mr Khalil: The minister mentioned this yesterday in his speech. He said that the total advertising market is something over \$3 billion. We are talking about \$20 million to \$30 million over five years. That is not even a 0.1 per cent increase.

Senator DASTYARI: Are you able to take on notice what part of the analysis and calculations? Because some of this has obviously been running on publicly available information and calculations that allow you to get to a figure of between \$20 million and \$30 million. Take on notice what you can give us, that would not be commercially sensitive, to say how you get to a figure of that. Because I am going to similarly be asking free TV. I will be writing to them to ask them to give us a breakdown and estimation of why they are getting to a figure of—

Mr Khalil: We will take it on notice. I can tell you, though, that we went through a process where our executives looked at our advertising revenue. They know our market very well. They went through and did a very robust analysis to get to those figures.

Answer

Please see the attached document which is SBS's response to this question –document title is “Comparison of SBS model (\$20-30 million) with Free TV model (\$190 million)”.