

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

Question No: 654

Program No. Australian Broadcasting Corporation

Hansard Ref: Page 28 1 December 14

Topic: Search Engine Marketing

Senator McGrath asked:

Mr Scott: For that key phrase on that day. But, all in all, our search engine optimisation marketing is minimal. The initial report on that—in, I believe it was, *The Australian*—was in error. We have pointed that out to them on a number of occasions, although the figure never quite disappeared.

Senator McGRATH: You will be able to come back to—

Mr Scott: We will be able to talk about our strategy and our spend in search engine optimisation and we will explain how it works.

Senator McGRATH: I would also like a list of phrases and—

Mr Scott: We can talk about how we go about it and some phrases we use. We will provide an explanation of how it works marketing over the past year?

Answer:

Refer to the ABC's response to Question Notice 570 from Supplementary Budget Estimates, November 2014.