

Senate Standing Committee on Environment and Communications
Legislation Committee
Answers to questions on notice
Environment portfolio

Question No: 361
Hearing: Supplementary Budget Estimates
Outcome: Corporate
Programme: Policy Analysis and Implementation
Topic: PORTFOLIO WIDE - MEDIA MONITORING
Hansard Page: N/A
Question Date: 29 October 2014
Question Type: Written

Senator Ludwig asked:

Since Budget Estimates in June 2014, what was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency during the specified period?

- a. which agency or agencies provided these services?
- b. what has been spent providing these services during the specified period?
- c. Itemise these expenses.

Answer:

The Department of the Environment provides media monitoring services to the Australian Antarctic Division, Bureau of Meteorology, Clean Energy Regulator, Climate Change Authority, Director of National Parks, National Water Commission and Sydney Harbour Federation Trust.

Media monitoring services of portfolio agencies the Great Barrier Reef Marine Park Authority and Murray–Darling Basin Authority are maintained separately.

Total cost: \$133,513.44 (GST inclusive) for the period 1 July 2014 to 29 October 2014.

Department of the Environment

- a. iSentia Pty Ltd
- b. \$133,513.44 (GST inclusive)

c. Itemised media monitoring expenses:

Itemised breakdown	Itemised expenses
Mediaportal radio, TV, print items	\$7,437.14
Fixed media plan June 2014	\$32,450.00
Press copyright - digital/broadcast/press	\$7,968.84
Instant download video/audio/copyright	\$1,142.54
Copyright refund	- \$66.91
Fixed media plan July 2014	\$32,450.00
Mediaportal radio, TV, print items	\$8,273.02
Fixed media plan August 2014	\$32,450.00
Press copyright - digital/broadcast/press	\$9,474.70
Instant download video/audio/copyright	\$1,934.11
Total	\$133,513.44

Great Barrier Reef Authority

a. iSentia Pty Ltd

b. \$21,769.97 (GST inclusive)

c. Itemised media monitoring expenses:

Itemised breakdown	Itemised expenses
Qld Gov discount* Jan- Mar 2014	- \$271.52
Media monitoring services April 2014	\$3,339.73
Media monitoring services May 2014	\$4,252.04
Press Copyright - digital mediaportal analytics	- \$30.53
Media monitoring services June 2014	\$4,312.68
Media monitoring services July 2014	\$4,641.35
Reef HQ Aquarium 2013/2014 media analysis	\$1819.13
Media monitoring services August 2014	\$3707.09
Total (including *discount)	\$21,769.97

Murray–Darling Basin Authority

a) iSentia Pty Ltd

b) \$12,639.85 (GST inclusive)

c) Itemised media monitoring expenses:

Itemised breakdown	Itemised expenses
Broadcast copyright	\$354.46
Downstream (govt) per clip up to 350 users	\$328.96
Instant download audio	\$1,649.34
Instant download video	\$97.02
Mediaportal online news	\$1,226.63
Mediaportal Print Item	\$1,903.44
Mediaportal radio & TV - metro	\$363.22
Mediaportal radio & TV - regional	\$1,429.14
Mediaportal software & services: multiple licenses	\$3,758.81
Presentation audio	\$86.63
Press copyright - digital	\$1,442.20
Total	\$12,639.85