

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings 2015**  
**Communications Portfolio**  
**Australian Broadcasting Corporation**

**Question No: 170**

**Australian Broadcasting Corporation**

**Hansard Ref: Written, 4/12/2015**

**Topic: Reporting – Restoration Australia**

**Senator Xenophon, Nick asked:**

1. I note that ABC is currently repeating the UK series Restoration Home (Series 2 Episode 7 due to be aired on Dec 5). Given that program is also about restoring old homes, does the ABC intend commissioning a second season of Restoration Australia, given the apparent demand for such programs on the ABC and its ratings success in season 1?
2. What program was the last ABC factual/documentary series to rate as well or better than Restoration Australia?
3. Restoration Australia is wholly owned by the ABC and as such it is now for sale as a DVD in ABC Shops for \$20 (see attached) and the ABC can show the program again as repeats whenever it sees fit and sell it into overseas markets. Has the ABC estimated the total additional revenue it will earn from Restoration Australia from both DVD sales and overseas distribution deals?
4. What markets has Restoration Australia currently sold it into and for what price?

**Answer:**

1. ABC Television is considering a number of programs for its factual slate and *Restoration Australia* is one of the programs under consideration.
2. *Restoration Australia* achieved an average audience of 949,000 (OzTAM and RegionalTAM). A number of factual/documentary series broadcast by the ABC in 2015 drew larger audiences, including *The Killing Season* with an average of 1.5 million across the series; *Stop Laughing...This is Serious* with 1.143 million; *Hitting Home with Sarah Ferguson* with 1.039 million; *Redesign My Brain with Todd Sampson* with 1.02 million and *Life on the Reef* drew an average audience of 1.017 million. The single episode of *Arthur Phillip: Governor, Sailor, Spy* achieved 1.2 million.
3. The ABC's Commercial Division made internal estimates on the possible revenue return for the sale of *Restoration Australia* series 1. These estimates are commercial-in-confidence and were not shared with the ABC's Television Division prior to the commissioning of series one and such estimates would not be taken into account in commissioning a second series. This is because the ABC's Editorial Policies require that editorial decisions are not improperly influenced by commercial interests.

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4. *Restoration Australia* series 1 has been made available for sale on Electronic Sell Through platforms in Australia for \$19 and it is available as a DVD in the Australian retail market for \$20. The ABC hopes to sell the series into international territories, however there have been no international sales to date.