

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2016
Communications Portfolio
Special Broadcasting Service

Question No: 85

Special Broadcasting Service

Hansard Ref: Written, 31/10/2016

Topic: Advertising and Sponsorship revenue

Senator Urquhart, Anne asked:

1. What was SBS's total advertising and sponsorship revenue for 2015-16?
2. Please provide a breakdown of advertising revenue across all platforms and networks, namely:-
 - (a) TV: SBS ONE, SBS 2, NITV, Food Network; and
 - (b) Radio; and
 - (c) Online; and
 - (d) Other?
3. What percentage of advertising and sponsorship revenue is generated in-
 - (a) the 6pm to midnight time slot; and
 - (b) sporting programs (regardless of time of broadcast)?

Answer:

1. SBS's total advertising and sponsorship revenue for 2015-16 was \$76.2 million.
2. This information is commercial in confidence.
3. This information is commercial in confidence.