

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

2014 - 2015

**Department/Agency: ATO**

**Question: SBT 1989-1990**

**Topic: Media Monitoring**

**Reference: written - 31 October 2014**

**Senator: Ludwig**

**Question:**

Since Budget Estimates in June, 2014:

1989. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office during the specified period?
- Which agency or agencies provided these services?
  - What has been spent providing these services during the specified period?
  - Itemise these expenses.
1990. 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?
- Which agency or agencies provided these services?
  - What has been spent providing these services during the specified period?
  - Itemise these expenses

**Answer:**

1989. From 1 June to 31 October 2014, the ATO did not provide any media monitoring services, including press clippings, electronic media transcripts etcetera to the Minister's office.
1990. From 1 June to 31 October 2014, the ATO spent \$140,076 (GST exclusive) on media monitoring services.
- These services were provided by iSentia and Meltwater Group.
  - \$140,076 (GST exclusive)
  - An itemised list of media monitoring expenses is provided below.

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<b>Media Monitoring item</b>	<b>Amount (\$) (GST exclusive)</b>
Copyright	\$29,963
Print – Daily briefings service	\$26,615
Video/Audio	\$2,250
Connection service fee	\$5,353
Monitoring package – Fixed fee	\$66,033
Social media monitoring	\$9,862
<b>Total</b>	<b>140,076</b>