

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 160

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

How much does it cost the ABC to run its iview platform? Please break this down into staff / hardware / software / agreements with third parties and any other relevant categories.

Answer:

2010-2011 budget is approximately: \$1.4m. Staff costs are approximately: \$0.9m. Other operational costs are approximately: \$0.6m

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 161

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

Does the ABC receive any revenue from its iview platform?

Answer:

No.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 162

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

Does the ABC have commercial arrangements or agreements in place with Internet Service Providers to deliver iview?

Answer:

No. The ABC has no formal agreements or commercial arrangements in place with ISPs to deliver iview. However, where ISPs wish to unmeter iview, the ABC will provide the ISP a technical solution which allows them to do so.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 163

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

Does the ABC pay ISPs to offer iview unmetered?

Answer:

No.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 164

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

Is the ABC paying Microsoft for access to its Xbox 360 online platform?

Answer:

No.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 165

Program No. ABC

Hansard Ref: In Writing

Topic: iView

Senator Birmingham asked:

How much does the ABC pay ISPs to offer iview unmetered on their networks?

Answer:

The ABC does not pay ISPs to offer iview unmetered.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 166

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

How many contracts does the ABC have in place to offer iview? Please provide a breakdown of individual contracts. If the ABC can't provide the breakdown, what is the total cost of the contracts with ISPs to offer the content?

Answer:

The ABC does not have contracts with ISPs to offer iview.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 167

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

Does the ABC pay a standard rate to each ISP or is this negotiated on an individual basis?

Answer:

The ABC does not pay ISPs to make iview available to their customers.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 168

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

How long has the ABC been entering into agreements with ISPs for unmetered traffic?

Answer:

The ABC does not and has not entered into agreements with ISPs for unmetered traffic.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 169

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

What is the total cost of these agreements broken down by year?

Answer

The ABC refers to its responses to Questions on Notice 160-168 and notes that there are no costs associated with any ISP's decision to carry iview.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 170

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

What percentage of traffic to the iview platform comes from ISPs who have agreements with the ABC as opposed to those that don't?

Answer:

The percentage of traffic to the iview platform which is unmetered by ISPs varies month to month but is approximately 25 per cent.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 171

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

Is the ABC aware of any other free to air networks that have arrangements of this nature in place?

Answer:

A number of ISPs un-meter free-to-air content delivered on platforms including TiVO and FetchTV.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 172

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

Does the ABC engage in advertising its services on any other medium other than ABC related entities?

Answer:

ABC iview advertises its service on Google via Google AdWords campaigns.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 173

Program No. ABC

Hansard Ref: In Writing

Topic: iview

Senator Birmingham asked:

Why does the ABC feel it is necessary to pay for ISPs to offer its iview service? What is the point of the agreements with ISPs when this service is being offered free by the ABC?

Answer:

The ABC does not feel it necessary for the ABC to pay ISPs to offer its iview service unmetered and does not do so. A number of ISPs choose to unmeter iview as a service to their customers. This is a decision for the ISP.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 174

Program No. ABC

Hansard Ref: In writing

Topic: Senate Inquiry

Senator Cameron asked:

Can the ABC confirm that the 27% figure quoted in response to QoN 70 in questions for the Senate Inquiry concerning the proportion of the total spend on the top five external producers represented expenditure as a portion of the total spend on Entertainment, Documentaries and Factual?

Answer:

Yes.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 175

Program No. ABC

Hansard Ref: In Writing

Topic: Senate Inquiry

Senator Cameron asked:

What portion of the external spend went to the top 5 in each genre?

Answer:

Of the total ABC contribution commissioned externally from 2008-09 – 2010-11 the top 5 suppliers for each area received the following percentage of the contribution;

Entertainment	20%
Arts	1%
Documentaries	4%
Factual	5%
Children's	9%
Fiction (Drama & Narrative Comedy)	22%
Indigenous (including Indigenous Drama)	1%

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 176

Program No. ABC

Hansard Ref: In Writing

Topic: Senate Inquiry

Senator Cameron asked:

What are the names of the five companies in each of the genres?

Answer:

This information is commercial in confidence.

All ABC licence and investment agreements contain specific confidentiality clauses in relation to disclosure of information, financial or otherwise, particularly in reference to contracted production details with various parties. This information would disclose individual details of projects which would result in the ABC being in breach of the various agreements the organisation has with producers. The standard confidentiality clause reads as follows:

“5.2 Confidentiality

The contents of this Agreement are confidential to ‘the producer’, the ABC, the completion Guarantor, the Investors and any other person nominated in the approved Finance. The parties agree to take all reasonable steps to ensure that its details are not disclosed to any other person during and after this Agreement, other than;

- a) To persons directly involved in the transaction; or*
- b) For the purpose of obtaining legal or financial advice; or*
- c) Where required by law; or*
- d) Unless mutually agreed otherwise; or*
- e) Where detail enters the public domain otherwise than through breach of this Agreement”*

In addition, there is a commercial risk in publishing details of agreements with specific producers that may be then available to their commercial competitors.

The ABC’s ability to negotiate with producers would be significantly compromised if the information which forms the basis for those negotiations was publically available.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 177

Program No. ABC

Hansard Ref: In Writing

Topic: Senate Inquiry

Senator Cameron asked:

What was the value of the expenditure on each of the five companies in each genre?

Answer:

This information is commercial in confidence.

All ABC licence and investment agreements contain specific confidentiality clauses in relation to disclosure of information, financial or otherwise, particularly in reference to contracted production details with various parties. This information would disclose individual details of projects which would result in the ABC being in breach of the various agreements the organisation has with producers. The standard confidentiality clause reads as follows:

“5.2 Confidentiality

The contents of this Agreement are confidential to ‘the producer’, the ABC, the completion Guarantor, the Investors and any other person nominated in the approved Finance. The parties agree to take all reasonable steps to ensure that its details are not disclosed to any other person during and after this Agreement, other than;

- a) To persons directly involved in the transaction; or*
- b) For the purpose of obtaining legal or financial advice; or*
- c) Where required by law; or*
- d) Unless mutually agreed otherwise; or*
- e) Where detail enters the public domain otherwise than through breach of this Agreement”*

In addition, there is a commercial risk in publishing details of agreements with specific producers that may be then available to their commercial competitors.

The ABC’s ability to negotiate with producers would be significantly compromised if the information which forms the basis for those negotiations was publically available.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 178

Program No. ABC

Hansard Ref: In Writing

Topic: Senate Inquiry

Senator Cameron asked:

Which of the top five companies were parties to the Independent Producers submission to the recent inquiry?

Answer:

This information is commercial in confidence.

All ABC licence and investment agreements contain specific confidentiality clauses in relation to disclosure of information, financial or otherwise, particularly in reference to contracted production details with various parties. This information would disclose individual details of projects which would result in the ABC being in breach of the various agreements the organisation has with producers. The standard confidentiality clause reads as follows:

“5.2 Confidentiality

The contents of this Agreement are confidential to ‘the producer’, the ABC, the completion Guarantor, the Investors and any other person nominated in the approved Finance. The parties agree to take all reasonable steps to ensure that its details are not disclosed to any other person during and after this Agreement, other than;

- a) To persons directly involved in the transaction; or*
- b) For the purpose of obtaining legal or financial advice; or*
- c) Where required by law; or*
- d) Unless mutually agreed otherwise; or*
- e) Where detail enters the public domain otherwise than through breach of this Agreement”*

In addition, there is a commercial risk in publishing details of agreements with specific producers that may be then available to their commercial competitors.

The ABC’s ability to negotiate with producers would be significantly compromised if the information which forms the basis for those negotiations was publically available.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 179

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What is the number and hours of ABC Television projects commissioned for each of the last five years (2005/06 – 2010/11) in each state or territory? Please provide information on total hours commissioned and for each genre as listed in the ABC Annual Report (Appendix 6 2010/11) for each state and territory.

Answer:

TV Hours and number of projects commissioned from 2006-07 – 2010-11 by state are:

Managing State	Count of Title	TV Hours
ACT	12	15.5
NSW	371	7,393.8
NSW Regional	8	158.3
NT	45	231.8
QLD	62	587.4
SA	32	544.3
TAS	22	428.4
VIC	190	1,834.4
WA	61	854.1
Grand Total	803	12,047.9

Appendix 6 table in the annual report reflects hours broadcast from the Sydney transmitter, comprising National and NSW transmission. It does not directly correlate to the listing of projects commissioned over the last few years.

If we were to use the genres as noted in the annual report to define the content commissioned over the past 5 years (2006-07 – 2010-11) the total TV Hours commissioned from 2006-07 – 2010-11 by state and genre are:

Managing State	Board Report Genre	TV Hours
ACT	Documentaries	1.0
	Factual	12.5
	Indigenous	2.0
	Sport	0.0
ACT Total		15.5

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Supplementary Budget Estimates Hearings October 2011

Broadband, Communications and the Digital Economy Portfolio

Australian Broadcasting Corporation

Managing State	Board Report Genre	TV Hours
NSW	Arts	188.2
	Children's	637.8
	Documentaries	163.3
	Drama	45.0
	Entertainment	4749.9
	Factual	851.3
	Indigenous	78.8
	Narrative Comedy	5.0
	Religion & Ethics	72.0
	Sport	602.5
NSW Total		7393.8
NSWR	Drama	13.0
	Indigenous	1.0
	Sport	144.3
NSWR Total		158.3
NT	Drama	1.5
	Factual	7.0
	Indigenous	6.8
	Sport	216.5
NT Total		231.8
QLD	Children's	86.1
	Documentaries	14.0
	Drama	10.0
	Entertainment	0.5
	Factual	32.5
	Indigenous	1.8
	Religion & Ethics	2.0
	Sport	440.5
QLD Total		587.4
SA	Arts	7.0
	Children's	0.6
	Documentaries	3.5
	Drama	6.0
	Factual	163.8
	Indigenous	2.0
	Sport	361.5
SA Total		544.3
TAS	Children's	0.2
	Documentaries	2.5
	Factual	107.8
	Sport	318.0

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Managing State	Board Report Genre	TV Hours
TAS Total		428.4
VIC	Arts	182.3
	Children's	314.4
	Documentaries	103.8
	Drama	62.3
	Entertainment	212.5
	Factual	136.0
	Indigenous	2.0
	Narrative Comedy	31.1
	Sport	790.0
VIC Total		1834.4
WA	Arts	1.6
	Children's	95.4
	Documentaries	24.0
	Drama	3.0
	Factual	109.8
	Indigenous	3.8
	Sport	616.5
WA Total		854.1
Grand Total		12047.9

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 180

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What is the dollar value of ABC Television projects commissioned for each of the last five years (2005-06 – 2010-11) in each state or territory? Please provide information on total value and for each genre as listed in the ABC Annual Report 2010/11 (Appendix 6) for each state and territory.

Answer:

The value of the total production budgets commissioned by state over the last 5 years (2006-07 to 2010-11) is:

Managing State	Production Budget
ACT	\$1,339,285
NSW	\$524,148,577
NSW Regional	\$14,379,419
NT	\$10,433,190
QLD	\$42,336,711
SA	\$37,303,342
TAS	\$33,019,271
VIC	\$281,063,249
WA	\$67,179,953
Grand Total	\$1,011,202,997

Managing State	Board Report Genre	Production Budget
ACT	Documentaries	\$298,932
	Factual	\$485,706
	Indigenous	\$430,000
	Sport	\$124,647
ACT Total		\$1,339,285
NSW	Arts	\$20,392,229
	Children's	\$150,855,333
	Documentaries	\$77,094,588
	Drama	\$47,649,519
	Entertainment	\$118,611,125
	Factual	\$56,459,189
	Indigenous	\$16,248,164
	Narrative Comedy	\$3,508,908

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Supplementary Budget Estimates Hearings October 2011

Broadband, Communications and the Digital Economy Portfolio

Australian Broadcasting Corporation

Managing State	Board Report Genre	Production Budget
	Religion & Ethics	\$15,932,933
	Sport	\$17,396,589
NSW Total		\$524,148,577
NSWR	Drama	\$10,517,000
	Indigenous	\$188,888
	Sport	\$3,673,531
NSWR Total		\$14,379,419
NT	Drama	\$2,108,000
	Factual	\$287,098
	Indigenous	\$2,949,112
	Sport	\$5,088,980
NT Total		\$10,433,190
QLD	Children's	\$13,289,178
	Documentaries	\$5,472,411
	Drama	\$11,599,000
	Entertainment	\$185,000
	Factual	\$2,047,258
	Indigenous	\$496,814
	Religion & Ethics	\$155,688
	Sport	\$9,091,362
QLD Total		\$42,336,711
SA	Arts	\$88,038
	Children's	\$680,814
	Documentaries	\$660,252
	Drama	\$4,632,463
	Factual	\$20,308,521
	Indigenous	\$3,052,000
	Sport	\$7,881,254
SA Total		\$37,303,342
TAS	Children's	\$78,169
	Documentaries	\$754,532
	Factual	\$25,483,445
	Sport	\$6,703,125
TAS Total		\$33,019,271
VIC	Arts	\$27,023,949
	Children's	\$27,995,057
	Documentaries	\$47,385,705
	Drama	\$61,011,097
	Entertainment	\$45,951,307
	Factual	\$16,035,428
	Indigenous	\$676,784

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Managing State	Board Report Genre	Production Budget
	Narrative Comedy	\$30,049,770
	Sport	\$24,934,152
VIC Total		\$281,063,249
WA	Arts	\$566,725
	Children's	\$5,546,714
	Documentaries	\$15,429,400
	Drama	\$9,615,032
	Factual	\$15,856,399
	Indigenous	\$4,012,056
	Sport	\$16,153,627
WA Total		\$67,179,953
Grand Total		\$1,011,202,997

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 181

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What is the number and hours in independently produced projects (including co-productions) commissioned for each of the last five years (2005-06 – 2010-11) in each state of territory? Please provide information on total hours and for each genre as listed in the ABC Annual Report 2010-11 (Appendix 6) for each state and territory.

Answer:

Appendix 6 in the annual report reflects hours broadcast from the Sydney transmitter, comprising National and NSW transmission. It does not directly correlate to the listing of projects commissioned over the last few years.

If commissioned programs (only those commissioned externally; including co-productions) are collated by the genres defined in Appendix 6 in the Annual Report the hours and amount of programs commissioned by state, and the genre split per state, is as per the below:

Independently Commissioned Projects Only

Managing State	Board Report Genre	TV Hours	Count of Title
ACT	Documentaries	1.0	1
	Indigenous	2.0	1
ACT Total		3.0	2
NSW	Arts	6.4	4
	Children's	235.0	23
	Documentaries	161.8	105
	Drama	45.0	6
	Entertainment	192.4	30
	Factual	3.5	2
	Indigenous	6.5	11
	Narrative Comedy	5.0	2
	Religion & Ethics	1.5	2
	Sport	1.0	1
NSW Total		658.1	186
NSW Regional	Drama	13.0	3
	Indigenous	1.0	1
NSW Regional Total		14.0	4

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

NT	Drama	1.5	2
	Indigenous	5.8	7
NT Total		7.3	9
QLD	Children's	86.1	5
	Documentaries	14.0	15
	Drama	10.0	1
	Entertainment	0.5	1
	Indigenous	1.8	4
QLD Total		112.4	26
SA	Children's	0.6	3
	Documentaries	3.5	6
	Drama	6.0	1
	Indigenous	2.0	2
SA Total		12.1	12
TAS	Children's	0.2	1
	Documentaries	2.5	2
TAS Total		2.7	3
VIC	Arts	6.0	2
	Children's	46.0	9
	Documentaries	88.3	62
	Drama	62.3	10
	Entertainment	106.5	14
	Indigenous	2.0	4
	Narrative Comedy	31.1	8
	Sport	29.0	1
VIC Total		371.2	110
WA	Arts	0.6	3
	Children's	3.4	2
	Documentaries	24.0	21
	Drama	3.0	2
	Factual	95.5	6
	Indigenous	3.8	6
WA Total		130.4	40
Grand Total		1,311.0	392

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 182

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What is the value (in \$) of independently produced (including co-productions) projects commissioned for each of the last five years (2005-06 – 2010-11) in each state or territory? Please provide information on total value and for each genre as listed in the ABC Annual Report 2010-11 (Appendix 6) for each state and territory.

Answer:

Independently Commissioned Projects

Managing State	Board Report Genre	Total Production Budget Commissioned
ACT	Documentaries	\$298,932
	Indigenous	\$430,000
ACT Total		\$728,932
NSW	Arts	\$739,527
	Children's	\$128,992,718
	Documentaries	\$76,612,166
	Drama	\$47,649,519
	Entertainment	\$68,784,673
	Factual	\$497,145
	Indigenous	\$2,747,748
	Narrative Comedy	\$3,508,908
	Religion & Ethics	\$355,455
	Sport	\$232,720
NSW Total		\$330,120,579
NSWR	Drama	\$10,517,000
	Indigenous	\$188,888
NSWR Total		\$10,705,888
NT	Drama	\$2,108,000
	Indigenous	\$2,731,928
NT Total		\$4,839,928
QLD	Children's	\$13,289,178
	Documentaries	\$5,472,411
	Drama	\$11,599,000
	Entertainment	\$185,000
	Indigenous	\$496,814
QLD Total		\$31,042,403
SA	Children's	\$680,814

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

	Documentaries	\$660,252
	Drama	\$4,632,463
	Indigenous	\$3,052,000
SA Total		\$9,025,529
TAS	Children's	\$78,169
	Documentaries	\$754,532
TAS Total		\$832,701
VIC	Arts	\$815,691
	Children's	\$13,464,144
	Documentaries	\$44,261,367
	Drama	\$61,011,097
	Entertainment	\$30,274,082
	Indigenous	\$676,784
	Narrative Comedy	\$30,049,770
	Sport	\$3,005,657
VIC Total		\$183,558,592
WA	Arts	\$330,800
	Children's	\$1,332,751
	Documentaries	\$15,429,400
	Drama	\$9,615,032
	Factual	\$15,252,084
	Indigenous	\$4,012,056
WA Total		\$45,972,123
Grand Total		\$616,826,675

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 183

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

Can you advise the process of selecting independently produced television projects, including co-produced programs?

Answer:

ABC Television has a formal commissioning framework whereby the division assesses and commissions content across multiple channels and platforms. (see below).

The purpose of this process is to ensure that all projects meet the requirements of the ABC Act, meet the ABC's Editorial Policies, protect the ABC financially, are in accordance with ABC TV's strategy, determine the allocation of ABC Resources and ensure projects comply with legislation, funding and ABC policy requirements.

The process for commissioning projects is extremely competitive. Prior to the Content Heads and Channel Controllers submitting projects through the first part of Commissioning - the Content Executive meeting, submissions to the various Content Areas are rigorously debated and developed. Drama alone receive an average 250 written submissions for projects each year and assess each project on its merits including; the quality of the idea, the strength of the writing, the creative skill and production expertise of the production company in realising the idea, the ability to finance and manage the budget, the diversity of the slate, the scheduling needs and priorities of the network. When the Editorial Managers, Content Heads and Channel Controllers are potentially looking to proceed with an idea, the project is submitted to the Content Executive for initial assessment.

The Commissioning Process:

Proposals for projects are submitted to the Content Executive where key decisions regarding Television programming are made.

The Content Head/Commissioning Editor (such as the Head of Arts and Entertainment) in co-ordination with the relevant Channel Controller submits proposals to the Content Executive for discussion.

The Content Executive consists of the Director of Television, Head of Strategy and Governance, Head of Business Operations, Head of Multiplatform, Head of Marketing and Promotions. Other attendees may include relevant Channel Controllers, Content Head or Commissioning Editors and Editorial Managers.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

In relation to submitted *Content Executive Decision Papers* (projects) the Content Executive attendees:

- a) Raise any concerns with the editorial components of content submitted or the proposed scheduling and discuss with the Channel Controller and Content Head.
- b) Assess the risks of submitted content proposals based on the key considerations detailed below:
 1. Are there any clearance issues which would limit the ABC's rights?
 2. If the project is external, does the deal reflect the Standard Deal Terms?
 3. If the project is not within the Standard Deal Terms, have Business Affairs provided commentary on the proposed position?
 4. If the project is internal, do the proposed rights reflect one of the internal minimum rights position categories?
 5. Does the proposed ABC contribution align with the previously agreed content order between the Content Head and Channel Controllers, based on the Genre and Channel Strategies?
 6. What is the proposed Marketing & Promotions priority level and plan for the project?
 7. Does the proposed total budget align with the previously agreed content order, based on the Genre and Channel Strategies?
 8. If applicable, are the proposed ABC Resources within the Annual Production Contract (APC)/Minimum Production Guarantee (MPG).
 9. If applicable, has the proposed level of resources been endorsed by key resources stakeholders prior to the meeting?
 10. Does the Television Division have the cash and resources available and how would Television fund this project (to include consideration of tied funding criteria if relevant)?
 11. If the project is not fully funded by the ABC who are the other proposed funding parties?
 12. Are there any concerns from an Editorial Policy perspective e.g. funding, the proposed content or conflict of interest?
 13. If the content is contentious, how does the ABC propose to balance the content?
- c) Based on the above considerations the Content Executive will formally commit to the proposals as submitted (or amended during or after the meeting). The commitment is

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Supplementary Budget Estimates Hearings October 2011

Broadband, Communications and the Digital Economy Portfolio

Australian Broadcasting Corporation

subject to the finalisation of the terms on the Commissioning Proposal, further review by the Content Executive which occurs during commissioning and the final approval by either the Director of Television or the Managing Director.

When the Content Executive commits to a project it proceeds through the remainder of the commissioning process which entails:

- **Budget review meeting:** where all budget details (internal budget, ABC contribution, funding arrangement, finance plan) are reviewed by the Head of Business & Operations, National Manager of TV Production & Operations, Financial Controller TV, Content Business Manager, Production Executives and Editorial Managers.
- **Resources assessment meeting:** where representatives of ABC Resources, Television Resources and Content Services review production schedules and ensure consistency with the Annual Production Contract/Minimum Production Guarantee.
- **Proposal Review:** where the following members of the Proposal Review group endorse that all elements of the project are in line and the project is able to proceed through the process. These areas are: Television Editorial Policy, Television Channel Controllers, Scheduling, Business Affairs, ABC Legal, Television Marketing & Promotions, Financial Control, Rights Management, Resources (Television, ABC Resources, Content Services) and the Content Business Manager.

Once the project receives all the required delegate endorsements, the project can then be submitted to a Commissioning Body meeting via re-assessment by Content Executive where the final Commissioning Proposal is re-reviewed and endorsed by the Content Executive to proceed to the Commissioning Body meeting.

Commissioning Body Meeting

The primary purpose of the Commissioning Body is to ensure there is a shared commitment and strong governance underpinning all Television content proposals prior to commissioning and production on the project commencing. The Commissioning body endorse that due process has been followed and the projects are appropriate for commissioning in accordance with ABC policies and procedures.

Members of the Commissioning body made up of Television and Interdivisional ABC Representatives: Director of Television, Head of Strategy and Governance, Team Leader ABC Legal Acquisitions, Production & Business Affairs, Head of Business & Operations, Head of Financial Control and the Director of ABC Resources. Additional attendees to the Commissioning meeting are: The Head of Group Audit or their representative Manager Group Audit, Content Business Manager.

Once the project has been endorsed by the Commissioning Body the approval is exercised by the relevant delegate, either the Director of Television or the Managing Director.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Finally, to formalise the commission of a project, all relevant stakeholders are informed, budgets are loaded into the ABC's operating system and reporting databases are updated.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 184

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

Are independently produced television projects (including co-productions) subject to an open request for tender or similar process?

Answer:

Independently produced Television projects are subject to the same level of investigation, analysis and process requirements as internally produced projects. These are assessed through the Television Commissioning process as per all projects Commissioned across all platforms and channels by the Television Division (See ABC response to Question on Notice 183).

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 185

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What is the number and hours of independently produced projects commissioned for each of the last five years (2005/06 – 2010/11)?

Answer:

Refer to Question on Notice 186.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 186

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What is the number and hours of independently produced projects commissioned for each of the last five years that were selected by a process of open selection (i.e. a procurement process similar to tender)? What were the processes used to select the project in all cases where an open selection or tender process was used.

Answer:

All projects commissioned (internally or from independent producers) must be submitted through the Television Commissioning process (see ABC response to Question on Notice 183).

The ABC notes that over the past 5 years (2006/07 - 2010/11), the number and TV hours of independently produced projects commissioned (including fully funded co-productions) from 2006/07 - 2010/11 by genre as noted in the ABC Annual Report are:

Board Report Genre	Count of Title	TV Hours
Arts	9	13.0
Children's	43	371.3
Documentaries	212	295.1
Drama	25	140.8
Entertainment	45	299.4
Factual	8	99.0
Indigenous	36	24.8
Drama (Narrative Comedy)	10	36.1
Religion & Ethics	2	1.5
Sport	2	30.0
Grand Total	392	1,311.0

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 187

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What is the total value of independently produced projects commissioned for each of the last five years (2005/06 – 2010/11)? Please provide information on total value and for each genre as listed in the ABC annual Report 2010/11 (Appendix 6)

Answer:

The ABC notes that the total value for each genre over the last 5 years (from 2006/07-2010/11) is:

Board Report Genre	Production Budget
Arts	\$1,886,018
Children's	\$157,837,774
Documentaries	\$143,489,060
Drama	\$147,132,111
Entertainment	\$99,243,755
Factual	\$15,749,229
Indigenous	\$14,336,218
Drama (Narrative Comedy)	\$33,558,678
Religion & Ethics	\$355,455
Sport	\$3,238,377

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 188

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What is the total value of independently produced projects commissioned for each of the last five years that were selected by a process of contestable selection (i.e. a procurement process similar to tender)? Outline the process undertaken.

Answer:

All projects commissioned, including independently produced projects, are required to proceed through the Television Commissioning process (see the ABC's response to Question on Notice 183).

Please refer to Question on Notice 187 for the total value.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 189

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

Could you also provide the number and hours for each genre (based on genres set out in ABC Annual Report 2010/11 Appendix 6) of independently produced projects commissioned for each of the last five years that was selected by a process of contestable selection (i.e. a procurement process similar to tender)?

Answer:

Refer to Question on Notice 186.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 190

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What is number and hours of independently produced projects (including co-productions) commissioned for each of the last five years that were selected by a process of direct negotiation (ie not a competitive, open “tender” or similar process)?

Answer:

Refer to Question on Notice 186.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 191

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What is total value of independently produced projects (including co-productions) commissioned for each of the last five years that were selected by a process of direct negotiation (ie not a competitive, open “tender” or similar process but a result of dealing negotiating directly with a producer)?

Answer:

Refer to Question on Notice 186.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 192

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

What process is there for transparency around selected projects? For example are the companies successful in commissioning listed on the ABC web-site?

Answer:

ABC TV's commissioning process is set out in response to Question on Notice 183.

The ABC does not publish the names of successfully commissioned programs or series on the ABC website.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 193

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

For each of the production companies listed in QoN 54 of the recent Senate Inquiry into ABC Programming Decisions, please list the following:

- a) The names (titles) of the productions
- b) The number of episodes for each production
- c) The length of the programs
- d) The state in which the production was produced

Answer:

This information is commercial in confidence.

All ABC licence and investment agreements contain specific confidentiality clauses in relation to disclosure of information, financial or otherwise, particularly in reference to contracted production details with various parties. This information would disclose individual details of projects which would result in the ABC being in breach of the various agreements the organisation has with producers. The standard confidentiality clause reads as follows:

“5.2 Confidentiality

The contents of this Agreement are confidential to ‘the producer’, the ABC, the completion Guarantor, the Investors and any other person nominated in the approved Finance. The parties agree to take all reasonable steps to ensure that its details are not disclosed to any other person during and after this Agreement, other than;

- a) To persons directly involved in the transaction; or*
- b) For the purpose of obtaining legal or financial advice; or*
- c) Where required by law; or*
- d) Unless mutually agreed otherwise; or*
- e) Where detail enters the public domain otherwise than through breach of this Agreement”*

In addition there is a commercial risk in publishing details of agreements with specific producers that may be then available to their commercial competitors.

The ABC’s ability to negotiate with producers would be significantly compromised if the information which forms the basis for those negotiations was publically available.

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings October 2011
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 194

Program No. ABC

Hansard Ref: In Writing

Topic: Production and Relative Costs of Production

Senator Cameron asked:

Noting the comment made by the ABC in answer to QoN 54 that it would be misleading to provide data by state on the productions produced by companies because some companies produce productions in more than one state, please provide:

- a) a list of the productions by state
- b) the total value of the productions grouped by state/by genre

Answer:

This information is commercial in confidence.

All ABC licence and investment agreements contain specific confidentiality clauses in relation to disclosure of information, financial or otherwise, particularly in reference to contracted production details with various parties. This information would disclose individual details of projects which would result in the ABC being in breach of the various agreements the organisation has with producers. The standard confidentiality clause reads as follows:

“5.2 Confidentiality

The contents of this Agreement are confidential to ‘the producer’, the ABC, the completion Guarantor, the Investors and any other person nominated in the approved Finance. The parties agree to take all reasonable steps to ensure that its details are not disclosed to any other person during and after this Agreement, other than;

- a) To persons directly involved in the transaction; or*
- b) For the purpose of obtaining legal or financial advice; or*
- c) Where required by law; or*
- d) Unless mutually agreed otherwise; or*
- e) Where detail enters the public domain otherwise than through breach of this Agreement”*

In addition, there is a commercial risk in publishing details of agreements with specific producers that may be then available to their commercial competitors.

The ABC’s ability to negotiate with producers would be significantly compromised if the information which forms the basis for those negotiations was publically available.