

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings November 2013
Communications Portfolio
Special Broadcasting Service

Question No: 92

Program No. SBS

Hansard Ref: Page 40 (19/11/2013)

Topic: Advertising

Senator Fawcett asked:

Can you give the committee a brief rundown of your financial situation—in particular, the percentage of revenue derived from advertising.

Mr Ebeid: Of our total funding, if you exclude out transmission revenues, which is about \$80 million—and that is a fixed cost—about 35 per cent of our revenues come from our own commercial sources.

Senator FAWCETT: Which is your advertising.

Mr Ebeid: It is advertising, as well some of our commercial activities—DVDs, magazines, CDs and the pay TV channels that we provide.

Senator FAWCETT: Could you give us a breakdown of those.

Mr Ebeid: Yes.

Answer:

The breakdown of SBS's own source revenue is below:

Advertising & Sponsorship – 65%

Pay TV – 13%

Production Services – 5.5%

Sale of Programs and Merchandise – 3%

Royalties – 4.5%

Rental income – 1%

Interest – 5%

Miscellaneous revenue – 3%

Note: The above amounts constitute 35% of SBS total revenue (excluding transmission revenues). Advertising and sponsorship account for 23% of SBS total revenue (excluding transmission revenues).