

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

26 February 2014

**Question: AET 940**

**Topic: Media Monitoring (ATO)**

**Written: 5 March 2014**

**Senator LUDWIG asked:**

- 940) What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency from 7 September 2013 to date?
- a) Which agency or agencies provided these services?
  - b) What has been spent providing these services from 7 September 2013 to date?
  - c) Itemise these expenses

**Answer:**

- 940) From 7 September 2013 to 28 February 2014, the ATO spent \$75,401 (GST exclusive) on media monitoring services.
- a) Media monitoring services were provided by two companies during this period: Australian Associated Press until 30 November 2013 and Isentia from 1 December 2013.
  - b) \$75,401 (GST exclusive).
  - c) An itemised list of media monitoring expenses is provided below.

<b>Media Monitoring item</b>	<b>\$</b>
Audio	4,093
Copyright	17,167
Print	12,117
Video	874
Broadcast monitoring	15,217
Contract Fees	25,933
<b>Total</b>	<b>75,401</b>