

We note that Free TV took a question from Senator Birmingham on notice:

BIRMINGHAM—Have you been working with the task force as well in terms of the construct of the digital tracker? Forgive me for forgetting exactly what it is called.

Ms Flynn—I think it is fair to say we have been advised rather than that we are working with them. I think that is something they have undertaken and the advisory group has been advised of it. I think there is another group, isn't there—a marketing group? Were they involved in that? Yes, and a marketing group. But I am personally not on the marketing group.

BIRMINGHAM—Are you comfortable with the methodology and so on of the tracking device as it stands?

Ms Flynn—I would need to take that question on notice and come back to you on that.

We would like to provide the following response:

Free TV strongly supports the need for transparent, robust and regular reporting of digital television take-up, awareness and associated issues. At present, only limited details have been released regarding the Digital Tracker, which is to be operated by Newspoll. Until further information is available and we have had the opportunity to discuss the Digital Tracker with the Digital Switchover Taskforce, we are unable to make any specific comments on its operation.

Regards
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