

Dear Dr Holland,

At the public hearing held in Melbourne on Tuesday, 29 April 2008, Senator Wortley asked Alison Abernethy the average running time of a print, radio and television advertisement. Ms Abernethy advised Senator Wortley that we could get that information from the organisations responsible, which would be Free TV Australia, the Australian Publishers Bureau and Commercial Radio Australia.

Please find below an email the Advertising Standards Bureau has now received from Free TV Australia in regard to that question.

Kind regards,
Simone Carton
Legal Research Officer
Advertising Standards Bureau

From: Brown, Rhonda
Sent: Thursday, 22 May 2008 3:22 PM
To: Simone Carton
Subject: AVERAGE TV WEEKS ON-AIR

Dear Simone,

Thank you for your query regarding 'average week's on-air' for television advertisers.

Unfortunately, Free TV Australia does not have access to any stats on the average weeks on air for campaigns and it would be impossible for us to generalise or estimate this figure. The amount of weeks on air is contingent on an advertiser's communication objectives and, as you would expect, varies greatly from advertiser to advertiser.

If you did want to get some indication or 'average' as such, you could approach Nielsen to compile a report for you using their AdEx data. You could ask them to provide you with a report itemising all metro and regional television advertisers (by key number) that have been on-air in the last two years (you would need this report for all television advertisers, over at least two years, to get a proper estimate or average.) I have contacted Nielsen and they have advised this report would cost around \$12,500 plus GST. This would not include any analysis; Nielsen would just provide you with the raw data.

Simone, I hope this is useful to you. If you have any questions, please don't hesitate to contact me.

Kind regards,
Rhonda Brown
Director of Marketing
Free TV Australia
44 Avenue Road
Mosman NSW 2008