

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates May 2017

Communications Portfolio

Special Broadcasting Service

Question No: 59

Special Broadcasting Service

Hansard Ref: Page 85, 24/05/2017

Topic: Traffic to SBS comedy sites vs other sites

Senator Ludlam, Scott asked:

Senator LUDLAM: I do not think I could have put it better myself. Can you take on notice for us to provide what proportion—and it should not be too difficult to establish—of traffic to SBS's constellation of sites comedy accounts for relative to other site categories?

Mr Ebeid: That is information that we can get. That is easily done.

Answer:

Unique Browsers to the SBS Comedy site made up 3.7 per cent of all Unique Browsers to SBS websites during May 2017.