

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Additional Estimates Hearings February 2014**  
**Communications Portfolio**  
**NBN Co Limited**

**Question No: 101**

**Program No. NBN Co Limited**

**Hansard Ref: In Writing**

**Topic: Media Monitoring**

**Senator Ludwig asked:**

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:**

- a. Isentia Pty Limited (formerly known as Media Monitors)
- b. The cost of media monitoring from 1 September 2013 to 28 February 2014 was \$136,522.13 (GST excluded).
- c. Disaggregated information on items within the media monitoring expenditure is not readily available. To attempt to itemise these expenses across the entire company would be very time consuming and is considered an unreasonable diversion of resources.