

Senate Environment and Communications References Committee

Inquiry into the Communications Legislation Amendment (SBS Advertising Flexibility and Other Measures) Bill 2015

Answers to Questions on Notice

Special Broadcasting Service

SBS Ad Revenue Modelling – Committee Hansard p.31 (Senators Urquhart/Xenophon)

- SBS advised it would provide the “modelling” on notice.

Answer: Upon reviewing the inputs to the model and the commercial sensitivity of the data, the strong preference of SBS is that the committee rely on the assurance of the Department of Communications, Deloitte and OMD.

Timing of the proposal to change SBS’s advertising model – Committee Hansard pp.32-33 (Senator Urquhart)

- The date SBS was informed that there would be cuts through the regulatory change to advertising?
- Specific detail around whether SBS had considered the Advertising change (outside of the Government cuts)?

Answer (to both): The 2014 Lewis Review included members of the Department of Communications, SBS and ABC, and ran from February 2014 to April 2014. As such, SBS become aware revenue side measure would be a feature of savings put forward to Government. SBS has considered the possibility of increasing baseline revenue through changes to the *SBS Act 1991* in the past. SBS had suggested to this Government and the previous Government, that it could better afford its content if given the opportunity to raise additional revenue through changes to the Act.

NITV Funding – Committee Hansard p.37 (Senator Ludlam)

- Specifically – how much funding did SBS receive for rolling NITV in with the broadcaster?
- How does this figure compare with how much SBS is spending on NITV – is it one for one?

Answer: NITV received \$16,043,000 – 2014/15 budget.

Answer: The spending is one for one.

Foxtel retransmission costs – Committee Hansard p.39 (Senator Xenophon)

- How much does SBS pay for satellite retransmission fees to Foxtel each year?

Answer: SBS has an arrangement with Optus for satellite retransmission to the Foxtel platform. SBS’s commercial arrangements with other parties (including Optus) are commercial-in-confidence and as such SBS cannot disclose this as breaches our supplier agreement.