

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.