

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2014
Communications Portfolio
Australian Broadcasting Corporation

Question No: 232

Program No.: Australian Broadcasting Corporation (ABC)

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 services from 7 September 2013 to date?
- c. Itemise these expenses
- d.

Answer:

- a. The media monitoring services were provided to the ABC by iSentia (previously named Media Monitors).
- b. From the 1 September 2013 to 31 January 2014 the ABC spent \$149,000 on media monitoring services.
- c. Expenses are itemised in the table below:

Reason	\$,000's
Press Clippings	52
Federal Election Coverage Review	85
Monitoring for <i>Media Watch</i>	12
Total	149