

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Additional Estimates Hearings February 2014**  
**Communications Portfolio**  
**Special Broadcasting Service**

**Question No: 314**

**Program No. Special Broadcasting Service (SBS)**

**Hansard Ref: In Writing**

**Topic: Market research**

**Senator Ludwig asked:**

List any market research conducted by the Department/Agency since 7 September 2013.

1. List the total cost of this research
2. List each item of expenditure and cost, broken down by division and program
3. Who conducted the research?
4. How were they identified?
5. Where was the research conducted?
6. In what way was the research conducted?
7. Were focus groups, round tables or other forms of research tools used?
8. How were participants for these focus groups et al selected?

**Answer:**

As a national broadcasting and digital media service, SBS continuously conducts and commissions audience measurement and market research to ensure SBS can track its performance, understand its audience and provide the best content and services for all Australians. This is a critical tool of any media provider and forms part of the standard operating functions of the business, which SBS conducts on a daily basis. To provide a detailed list of SBS's market research activities would require an unreasonable diversion of resources.