

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates February 2017
Communications Portfolio
NBN Co Limited

Question No: 157

NBN Co Limited

Hansard Ref: Written, 10/03/2017

Topic: Market research

Senator Bilyk, Catryna asked:

1. How much did the NBN Co spend on market research in calendar year 2016 (GST **inclusive**)?
 - (a) What was the purpose of this market research?
 - (b) Did it relate to an advertising or information campaign? If so, which campaign?

Answer:

1. \$3,050,803.80
 - (a) The market research is conducted with industry and end users designed to improve end user experience and take up.
 - (b) nbn conducts campaign effectiveness research across all major campaigns.