

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

**Question No: 201**

**NBN Co Limited**

**Hansard Ref: Written, 14/03/2017**

**Topic: Australian Tennis Open advertisement**

**Senator Urquhart, Anne asked:**

How many minutes of airtime did NBN Co, or advertising agencies acting on its behalf, purchase for the Australia Open?

- (a) How much did the ad space cost?
- (b) How much did the advertisement cost to produce?

**Answer:**

During the 2017 Australian Open nbn, through our media agency Universal McCann (UM), purchased 39.5 minutes of airtime.

- (a) The rates are negotiated on our behalf by Univerval McCann and involve commercial negotiations with three television networks based on:
  - i. UM's commercially negotiated base rates with media (these are highly commercially sensitive).
  - ii. nbn's incrementally negotiated rates (on top of UM's) with media to suit our needs.
- (b) The advertising cost is negotiated on our behalf by BWM Dentsu (BWM) and involve commercial negotiations with multiple production companies based on
  - i. BWM's commercial relationships with production companies and negotiated rates for advertising production (these are also highly commercially sensitive).
  - ii. nbn's incrementally negotiated production costs (on top of BWM's) for this specific production.