

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Spill-Over Hearing March 2017
Communications Portfolio
Office of the Children's eSafety Commissioner

Question No: 297

Office of the Children's eSafety Commissioner

Hansard Ref: Written, 03/04/2017

Topic: Preventing the financing of terrorism

Senator Urquhart, Anne asked:

1. What is the Commissioner's understanding of recent reports that some of the world's biggest brands are, through the use of so-called programmatic advertising, unwittingly funding extremists, among other hate sites and pornographic sites, by advertising on their websites and YouTube videos and delivering funds based on the number of views?
2. What, if anything, has the Commissioner done to prevent Australian brands and/or the Australian advertising and marketing industry from inadvertently funding terrorism through the use of so-called 'programmatic advertising' which delivers advertisements to online content and earns money for content owners based on the number of views of the advertisements?
3. Who of the following has the Commissioner been in contact with to help understand and investigate the extent of the problem of programmatic advertising funding of terrorist content via YouTube in Australia?:
 - Government Ministers, Departments and Agencies – Who and when?
 - International bodies – Who and when?
 - Platform operators, including Google – Who and when?
 - Advertising and marketing industry – Who and when?

Answer:

This matter falls outside the jurisdiction of the Office of the Children's eSafety Commissioner.