

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

**Question No: 368**

**NBN Co Limited**

**Hansard Ref: Written, 03/04/2017**

**Topic: Advertorial Content - spend**

**Senator Urquhart, Anne asked:**

1. How much was spent on 'advertorial' or promoted content in 2016?
2. How much was spent on 'advertorial' or promoted content in 2017?
3. How many 'advertorial' or promoted pieces of content were placed in newspapers in 2016?
4. How many 'advertorial' or promoted pieces of content were placed in newspapers in 2017?
5. Please outline the broad nature of these arrangements.

**Answer:**

nbn's Communication And Public Information spend is made available in the Annual Report. Within this, nbn runs a number of consumer campaigns in order to drive activations and ensure people are aware of the benefits of the nbn network, in line with our obligation to inform consumers about the rollout.