

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates February 2017

Communications Portfolio

Special Broadcasting Service

Question No: 62

Special Broadcasting Services Corporation

Hansard Ref: Written, 14/03/2017

Topic: Advertising

Senator Urquhart, Anne asked:

1. According to page 60 of the most recent SBS Annual Report, advertising revenue at the SBS has increased. What is the reason for this increase?
2. Over the last three years, to what extent has the increase in advertising revenue at the SBS made up the shortfall for funding cuts inflicted on the SBS?
3. As a proportion or percentage, how much SBS TV advertising revenue was generated in prime time in the 2016 calendar year?
4. What oversight does the SBS Board have with respect to the broadcast of wagering and/or gambling advertising on SBS platforms, and what processes are in place to ensure adherence to section 45 of the Special Broadcasting Service Act 1991?

Answer:

1. The increase in advertising revenue in 2015-16 was mainly due to the launch of the new free-to air channel, Food Network. This additional revenue is offset by increases in costs and additional expenses associated with the establishment of the channel.
2. Advertising revenue has not made up the shortfall for funding cuts as revenue generated is reinvested in SBS content.
3. 2016-17 Advertising revenue will be reported in the 2017 Annual Report, but the figure is not yet available. Total advertising and sponsorship revenue for 2015-16 was \$76.2 million. The split of prime time revenue is commercial in confidence.
4. Section 10 of the Special Broadcasting Services Act 1991 (the Act) provides that it is the duty of the SBS Board to, among other things, develop codes of practice relating to programming matters and to notify these to the Australian Communications and Media Authority.

Under section 45 of the Act, the Board must develop and publicise guidelines on the kinds of advertisements and sponsorship announcements that it is prepared to broadcast.

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The SBS Codes of Practice

(<http://www.sbs.com.au/aboutus/corporate/view/id/109/h/Codes-of-Practice>) and

Editorial Guidelines

(<http://www.sbs.com.au/aboutus/corporate/view/id/1426/h/SBS-Editorial-Guidelines>) fulfil these requirements, and set out the principles and policies SBS uses to guide its processes, and contain strong, appropriate restrictions on gambling advertising, including those implemented as part of an industry-wide response to community concern about promotion of live odds during play in 2013.