

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings May 2014

Communications Portfolio

NBN Co Limited

Question No: 324

Program No. NBN Co Limited

Hansard Ref: In Writing

Topic: Media Monitoring

Senator Ludwig asked:

What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Department/Agency from 25 February, 2014 to date?

1. Which Agency or agencies provided these services?
2. What has been spent providing these services from 25 February 2014 to date?

Itemise these expenses.

Answer:

The cost of media monitoring from 1 March 2014 to 31 May 2014 was \$73,465 (GST excluded).

1. Isentia Pty Limited (formerly known as Media Monitors)
2. Disaggregated information on items within the media monitoring expenditure is not readily available. To attempt to itemise these expenses across the entire company would be very time consuming and is considered an unreasonable diversion of resources.