

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2014**  
**Communications Portfolio**  
**Department of Communications**

**Question No: 587**

**Program No. 1.3**

**Hansard Ref: Page 30 (29/5/2014)**

**Topic: Advertising**

**Senator Ludlam asked:**

Is the government negotiating with you or putting a view that you should increase the amount of advertising that the station carries?

**Mr Ebeid:** That may or may not be part of the efficiency report that we are looking at. I think it is too early for me to say that. But we are certainly not in any discussions right now about increasing that.

**Senator Ludlam:** Maybe this is a political question. Senator Fifield, I will tear you away from your phone for a second. Does the government believe that one of the things SBS could do to reduce its impact on the budget would be to carry more advertising?

**Senator Fifield:** I have no thoughts on that matter, Senator Ludlam.

**Senator Ludlam:** I am not asking for your thoughts. What is government policy at the moment?

**Senator Fifield:** No change in prospect.

**Senator Ludlam:** No change?

**Senator Fifield:** But I am happy to take that on notice for Mr Turnbull.

**Senator Ludlam:** We might need to get it in writing. Before the election, there were no cuts and now there are cuts. Now you are saying no change. On what basis do we have confidence that you are not going to force the station to carry more advertising?

**Senator Fifield:** I am just not aware of any changes in prospect. As I said, I will take the question on notice for Minister Turnbull.

**Answer:**

The ABC and SBS Efficiency Study considered a range of options to allow SBS to reduce its costs or increase its revenue.

The study's draft report is currently being considered by the national broadcasters and the government.