

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings May 2014

Communications Portfolio

Australian Broadcasting Corporation

Question No: 89

Program No. Australian Broadcasting Corporation

Hansard Ref: In Writing

Topic: Marketing

Senator Ludwig asked:

1. How much has the Department/Agency spent on Advertising since 25 February 2014? Including through the use of Agencies.
2. Please detail each advertising campaign including its cost, where the advertising appeared, production costs, who approved, ministerial or ministerial staff involvement in commissioning.

Answer:

1. The ABC has spent \$860,892.04 on advertising since 25 February 2014.
2. Details about individual advertising campaigns are as follows:

Campaign	Medium	Agency	Cost	Approval
Promoting a diverse range of ABC TV content on News Ltd	Digital advertising space with News Ltd online	Mindbox	\$44,062	In house
Promotional campaign for TV program 'Moody's'	Digital advertising space on multiple sites	Mindbox	\$60,000	In house
Promotional campaign for TV program 'Jonah'	Digital and outdoor (billboard) advertising	Mindbox and APN Outdoor	Digital: \$50,000 Outdoor: \$109,300.01	In house
Promotional campaign for TV program 'Rake: Series 2'	Digital and outdoor (billboard) advertising	Mindbox and APN Outdoor	Digital: \$40,000 Outdoor: \$106,530.03	In house
Promotional campaign for TV program 'The Checkout'	Billboards	APN Outdoor	\$148,000	In house

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Promotional campaign for TV program 'Jimmy Fallon'	Digital advertising space on multiple sites	Mindbox	\$30,000	In house
Promotional campaign for TV program 'Time of our Lives Series 2'	Digital advertising and outdoor (billboard) advertising	Mindbox and APN Outdoor	Digital: \$50,000 Outdoor: \$185,000	In house
Promotional campaign for TV program 'Freshblood'	Digital advertising space on multiple sites	Mindbox	\$18,000	In house
Promotional campaign for iview android application	Digital advertising space on multiple sites	Mindbox	\$20,000	In house