

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates Hearings May 2015
Communications Portfolio
Special Broadcasting Service

Question No: 65

Program No. Special Broadcasting Service

Hansard Ref: Page 54, 27/05/2015

Topic: Advertising Revenue

Senator Ruston, Anne asked:

CHAIR: What are you currently receiving in revenue from advertising?

Mr Ebeid: Can I take that on notice?

CHAIR: Yes.

Mr Ebeid: I am not sure we actually break up our TV revenue from our other revenues of online radio and commercial merchandising.

CHAIR: What is your advertising revenue in total?

Mr Ebeid: We do not disclose that in our annual report, but it is in the order of \$60 million.

Answer:

In 2013-14 SBS earned \$73.394 million from 'advertising and sponsorship'. Advertising and sponsorship revenue for 2014-15 is currently being finalised and will be published in SBS's Annual Report which is due to tabled in October 2015.