

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: 67

Program No. Special Broadcasting Service

Hansard Ref: Page 60, 27/5/2015

Topic: SBS Funding Bill

Senator Ludlam, Scott asked:

Senator LUDLAM: Some of what I would like to ask you, Mr Ebeid, will refer to the environment and comms committee hearing that occurred last week or a week or two ago in Melbourne where we were discussing the SBS Funding Bill that is about to be before the Senate. I think Senator Ruston claimed—correct me if this is incorrect—that the SBS survey about possible increases in advertising was outsourced and independent. Who conducted the research that you conduct to understand audience opinions towards the proposed changes and various different options for advertising on SBS, or was it in house?

Mr Ebeid: That survey was done by a panel, was it not?

Ms Kellie: It was done by a panel.

Mr Ebeid: We have an audience panel and an online panel that is under marketing, which is under Ms Kellie's control.

Ms Kellie: The research that we did was part of our panel, which includes both SBS viewers and non-SBS viewers. It is representative, and we use it to review much of our programming on an ongoing basis.

CHAIR: Can I just check something there. Were the results not analysed independently?

Ms Kellie: It is just the mathematics and the number. It is a small number of questions. We add up the responses from all of the responses that we get and there is not really much analysis that happens. It is a separate—

Mr Loydell: The report is compiled by SBS, not by an independent—

CHAIR: Yes. I know that Senator Ludlam's particular line of questioning that he is talking about was about questioning as to how the model was actually developed, not so much how it was implemented, but how the questions were developed.

Ms Kellie: My apologies. I thought this was about the audience research.

Mr Loydell: There were two analyses of our model, one from Deloitte and one from OMD.

CHAIR: So, the point being that the model was developed independently as opposed to the model of the other group that we are also comparing it with. It had been questions that they had worked out for themselves. Sorry, Senator Ludlam.

Senator LUDLAM: It is an important distinction. From which survey or which model does the station draw its views on audience attitudes to the changes to advertising that are proposed by the government?

Mr Ebeid: That was the audience research work that we did through our online panel. That is in house.

Senator LUDLAM: Are we able to get a copy of the questions that you put to them or the particular research methods?

Ms Kellie: Yes.

Mr Ebeid: Yes, absolutely.

Answer:

SBS has attached the Advertising Legislation Questionnaire. It is the same document that was tabled at Senator Ludlam's request following the consideration of the SBS advertising Flexibility Bill by the Environment and Communications Committee in May 2015.