

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates May 2017
Communications Portfolio
Australian Broadcasting Corporation

Question No: 106

Australian Broadcasting Corporation

Hansard Ref: Page 115, 24/05/2017

Topic: Social Media Marketing

Senator Ludlam, Scott asked:

Senator LUDLAM: So 0.2 is total marketing spend, and then digital is a fraction of that?

Ms Guthrie: Yes.

Senator LUDLAM: Would you care, maybe on notice, to provide us with the actual figure of what we are talking about?

Ms Guthrie: I can.

Answer:

In the 2016 calendar year, the ABC spent a combined \$1.5 million on search engine marketing and social media marketing (\$1,049,630 on social media marketing and \$449,523 on search engine marketing). This represents approximately 0.14 per cent of the ABC budget.