

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates May 2017
Communications Portfolio
Department of Communications and the Arts

Question No: 8

Program 1.1

Hansard Ref: Page 15, 24/05/2017

Topic: Women's sport

Senator Chisholm, Anthony asked:

Senator CHISHOLM: Is that 70 per cent figure that I think Mr Eccles mentioned minutes or viewers?

Mr Eccles: I would need to check the source. It was research undertaken by the Australian Sports Commission. My understanding is that 70 per cent of women's sports events are shown on the subscription platforms.

Answer:

The Australian Sports Commission's report titled *Women in Sport Broadcasting Analysis, April 2014*, included a percentage breakdown of all women's dedicated television sport coverage by broadcast hours. This analysis, outlined on page 35 of the report, indicated that 70 per cent of all female coverage hours across all major subscription and free-to-air television channels were broadcast on Foxtel (1,536 hours). This analysis of broadcast hours spanned the period 1 April 2012 to 31 March 2013.