

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Supplementary Budget Estimates Hearings November 2014
Communications Portfolio
Australian Communications and Media Authority

Question No: 441

Program No. ACMA

Hansard Ref: In Writing

Topic: Media Monitoring

Senator Ludwig asked:

Since Budget Estimates in June, 2014:

1. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the Minister's office during the specified period?
 1. Which agency or agencies provided these services?
 2. What has been spent providing these services during the specified period?
 3. Itemise these expenses.
2. What was the total cost of media monitoring services, including press clippings, electronic media transcripts etcetera, provided to the department/agency during the specified period?
 1. Which agency or agencies provided these services?
 2. What has been spent providing these services during the specified period?
 3. Itemise these expenses.

Answer:

1. The Australian Communication and Media Authority provided no media monitoring services, to the Minister's office during the specified period.
2. 12,173.66 ex GST from 1 June to 31 October 2014.
 1. Isentia Media.
 2. See answer to question 2 above.
 3. See table below.

Description	Total expenditure ex GST
Broadcast Copyright - AAIM	\$ 44.30
Broadcast Summary - Metro	\$ 501.70
Broadcast Summary - Regional	\$ 125.55
Delivery - Email Audio & Video Clips	\$ 14.10
Downstream (Corp) per clip up to 50 users	\$ 123.02
Email/PDA Broadcast Summaries	\$ 169.06
Internet package 500 alerts	\$ 5,0558
Press Clips	\$ 699.01
Monitoring Service - Mediaportal	\$ 4,135.00
Presentation Audio	\$ 264.00
Presentation Video	\$ 166.00
Press Briefing - Extract	\$ 559.73

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Press Copyright - Digital	\$ 317.19
TOTAL	\$ 12,173.66