

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings November 2014**  
**Communications Portfolio**  
**Special Broadcasting Service**

**Question No: 463**

**Program No. Special Broadcasting Service**

**Hansard Ref: Hansard** Page 92, 20 November 2014

**Topic:** Prime time advertising

**Senator Dastyari asked:**

**Senator DASTYARI:** How much of that comes from advertising in prime time? Is that broken down?

**Mr Khalil:** I do not have those figures. A lot of it would—

**Senator DASTYARI:** I do not want to put you in that position. So can you take it on notice to get a dollar figure and a percentage, which will be quite easy, of all of your advertising revenues that come from revenues in prime time. Just to be clear, when we use the term 'prime time' that is a defined term?

**Answers**

A large proportion of revenue comes from prime time compared to that of other times. It is not appropriate for SBS to provide actual figures as this is commercial in-confidence information.