

Standing Committee on Finance and Public Administration

ANSWER TO QUESTION ON NOTICE

Budget Estimates Hearing – May 2010

Finance and Deregulation Portfolio

Outcome 2, Program 2.3

Topic: Government Television Advertising

Question reference number: F125

Type of Question: Written

Date set by the committee for the return of answer: 9 July 2010

Number of Pages: 1

Senator Boyce asked:

Can the Department confirm that the Government is the number one spender on advertisements on free to air television?

Answer:

No, the Department does not collect information about the relative position of the Commonwealth Government in terms of advertising spending. However, the May 2010 *Monthly AdEX Summary Highlights Report*, produced by the Nielson Company, details media expenditure data for major advertisers. The latest report ranks the Australian Government as number eight in terms of free to air television media expenditure for calendar year to date.