From: Nick Leys
To: Elsworth, Sophie
Cc: James Madden

Subject: RE: ABC advertising spending questions **Date:** Sunday, 25 July 2021 4:34:00 PM

Dear Sophie,

Please attribute to an ABC spokesman:

The ABC operates across more platforms than ever before to ensure we are meeting the needs of all Australians. And it is important for all Australians to hear and know about the content and services the ABC offers, to deliver as much value back to taxpayers as possible.

Costs for industry research increase every year as does the cost of measuring new platforms, which is needed to ensure we are reaching as many Australians as possible.

And while we predominantly use our own platforms to promote programs, we also have a modest marketing budget to reach and engage with new audiences across the nation.

This external marketing budget is substantially lower than our commercial competitors and fluctuates from a low base year-to-year, depending on what campaigns and content we have on offer.

Cheers.

Nick

From: Elsworth, Sophie S 47F

Sent: Sunday, 25 July 2021 10:48 AM **To:** Nick Leys <Leys.Nick@abc.net.au>

Cc: James Madden S 47F

Subject: ABC advertising spending questions

Hi Nick,

I hope you're well. I have new figures under FOI about the ABC's spending on advertising. Between **July 1, 2020 and May 31, 2021** this year the ABC has spent \$7.2 million on advertising alone - the highest level in the past decade for any financial year. (This period provided has not seen out the financial year yet either). See attached screenshot.

Overall the ABC's spending collectively on market research, advertising and promotion has also reached a high in the past decade (\$12.8 million between July 1 last year and May 31 this year.)

Can you please answer these questions by 2pm today.

- 1) Why has the ABC's spending on advertising increased by more than 30 per cent year on year?
- 2) What sort of advertising is the ABC engaging in that has pushed up these costs?
- 3) Is this an appropriate amount to be spending during a pandemic on advertising?
- 4) And overall why have costs on market research, advertising and promotion reached record highs in the past decade?

Thanks, Sophie

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