From: Elsworth, Sophie To: James Madden Cc:

Subject: Re: ABC advertising spending questions Date: Sunday, 25 July 2021 1:19:17 PM

Thanks Sophie.

I'll come back to you later on.

Nick

Get Outlook for iOS

From: Elsworth, Sophie S 47F

Sent: Sunday, July 25, 2021 10:48

To: Nick Leys Cc: James Madden

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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