

**Clarification Questions for Australian Broadcasting Corporation**

*Marketing and Branding*

s.45(1), s47(1)(a), s47E(d)

3. Can you please clarify how you would use the Australia Network brand alongside the ABC's brand – in both the promotion of the channel and in the programming/advertising content seen by viewers?
4. Can you clarify how you propose to specifically measure the effectiveness of your marketing and branding strategy and what success will look like (e.g. the targets you expect to achieve etc)

s.45(1), s47(1)(a), s47E(d)

s.45(1), s47(1)(a), s47E(d)

please clarify the specific number of television viewers you are targeting to reach over each of the first four years of the contract (e.g. the absolute number of PAX 30 day viewers across the 12 measured cities etc)?

s.45(1), s47(1)(a), s47E(d)

*Management and Personnel structure*

9. Can you please clarify how many full-time, reporting to the Australia Network CEO, employees will you employ? Of these, please provide a breakdown of numbers in each country (including Australia).

DFAT - DECLASSIFIED  
Case: 1112-F263  
Copy issued under the FOI Act  
1982

s.45(1), s47(1)(a), s47E(d)

2

REDACTED

DFAT - DECLASSIFIED  
Case: 1112-F263  
Copy issued under the FOI Act  
1982

s.45(1), s47(1)(a), s47E(d)

REDACTED

DFAT - DECLASSIFIED  
Case: 1112-F263  
Copy issued under the FOI Act  
1982

s.45(1), s47(1)(a), s47E(d)

REDACTED

DFAT - DECLASSIFIED  
Case: 1112-F263  
Copy issued under the FOI Act  
1982

**Clarification Questions for Australian News Channel**

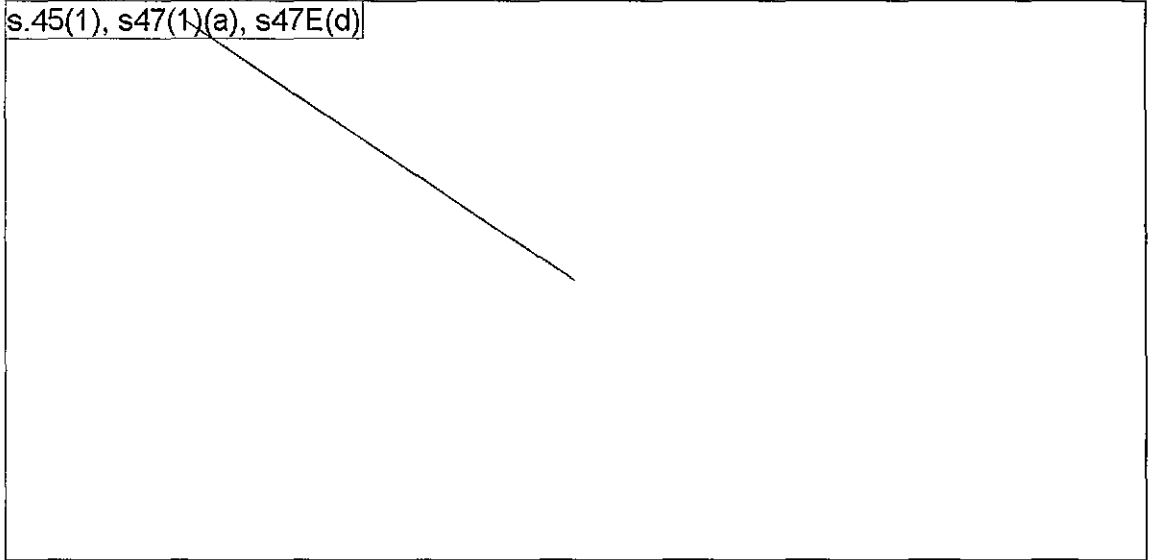
s.45(1), s47(1)(a), s47E(d)

*Marketing and Branding*

2. Can you please clarify if, and how, you would use the Australia Network brand with ANC's (and /or your shareholder's) brands – in both the promotion of the channel and in the programming/advertising content seen by viewers?
3. Can you clarify how you propose to specifically measure the effectiveness of your marketing and branding strategy and what success will look like (e.g. brand recognition targets you expect to achieve etc)?
4. Can you clarify the specific number of television viewers you are targeting to reach over each of the first four years of the contract (e.g. the absolute number of PAX 30 day viewers across the 12 measured cities etc)?

s.45(1), s47(1)(a), s47E(d)

s.45(1), s47(1)(a), s47E(d)



*Management and Personnel structure*

s.45(1), s47(1)(a), s47E(d)



13. Can you please clarify how many full-time, reporting to the Australia Network CEO, employees will you employ? Of these, please provide a breakdown of numbers in each country (including Australia)

s.45(1), s47(1)(a), s47E(d)



s.45(1), s47(1)(a), s47E(d)



s.45(1), s47(1)(a), s47E(d)

REDACTED

DFAT - DECLASSIFIED  
Case: 1112-F263  
Copy issued under the FOI Act  
1982

REDACTED