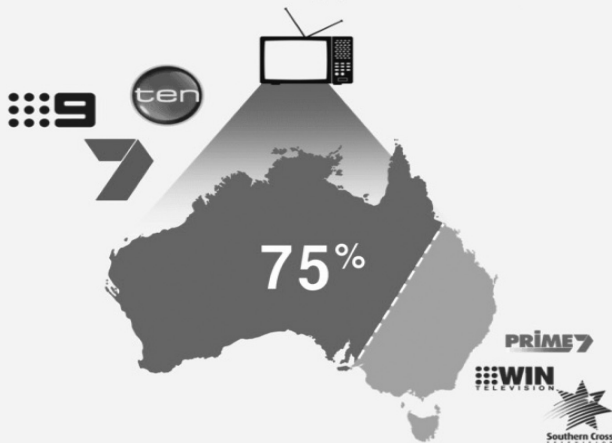


The 75% reach rule

This rule specifies that a single person, or company, cannot be in control of commercial television broadcasting licences where the reach exceeds more than 75% of Australia's population.



The effect of this is that television licences are broken up into metropolitan — Nine, Ten, Seven, etc — and regional television networks.

Most regional networks — like Prime or WIN — have agreements with metropolitan broadcasters for content, but are required by law to broadcast a minimum amount of local news and content.

One to a market/Two to a market rule

Type a word or phrase to search for, or a webpage address, title, or bookmark

This rule specifies that no person or company can hold no more than:



There is a pressing need to rethink policy and regulation in light of the ongoing transformations surrounding digital convergence. Traditional sector-based approaches to media policy are being challenged. But diversity and pluralism remain policies of high consequence because they are directed at maintaining an informed population.

It remains to be seen whether these amendments will survive a Senate committee, let alone be passed some time before the coming election.

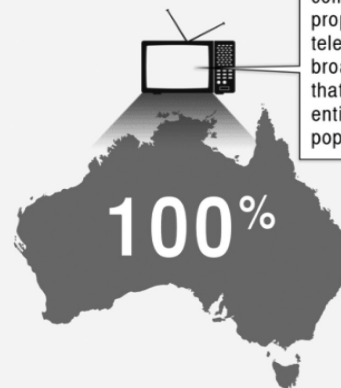
The reforms

The Turnbull government's announced reforms will scrap both the "two out of three" rule and the 75% reach rule, which will allow:

A single proprietor or company to own a newspaper, television and radio licences within a radio licence area...



And allow a single company or proprietor to control television broadcast licences that cover the entire Australian population.



This could lead to a considerable decline in the amount of content and news made for rural audiences, as well as a consolidation of existing media entities and a greater concentration of media ownership overall.

This article appeared first in The Conversation, on 1 March 2016, at the following URL: <https://theconversation.com/explainer-what-changes-to-australias-media-ownership-laws-are-being-proposed-55509>. It is republished with grateful permission from both the author and publisher.

THE CONVERSATION

CONTRIBUTIONS & COMMENTS

Contributions and Comments are sought from the members and non-members of CAMLA, including features, articles, and case notes. Suggestions and comments on the content and format of the Communications Law Bulletin are also welcomed.

Contributions in electronic format and comments should be forwarded to the editors of the Communications Law Bulletin at clbeditors@gmail.com

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