



HUGH MARKS
Chief Executive Officer

22nd September 2016

Christine McDonald
Secretary
Environment and Communications Legislation Committee
PO Box 6100
Parliament House, Canberra, 2600

Dear Ms McDonald

Thank you for the opportunity to provide further information in relation to *the Broadcasting Legislation Amendment (Media Reform Bill) 2016*.

A free, vibrant and diverse media in Australia is well served by a healthy and strong commercial Free to Air TV industry. Key to the health of this industry is the regulatory settings which surround it and define the competitive dynamics of industry participants.

Licence fee relief remains the single most important regulatory issue for Nine and while in the May Budget commercial Free to Air broadcasters received a small reduction in licence fees they still remain far in excess of international benchmarks.

The commercial Free to Air television sector remains under significant pressure from unregulated international content providers. Nine continues to strongly advocate for the licence fees to be brought in line with international benchmarks to allow us to fairly compete with the unregulated international content providers which are fragmenting Australian audiences.

Changing any ownership rules before addressing onerous and unfair licence fees has the potential to distort the market and have unintended consequences.

Nine seeks that all media reform be deferred until the issue of licence fees is addressed.

Yours sincerely

Hugh Marks