

The Secretary
Senate Standing Committee on Environment, Communications and the Arts
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INQUIRY INTO THE REPORTING OF SPORTS NEWS AND THE EMERGENCE OF DIGITAL MEDIA

The Australian Subscription Television and Radio Association (**ASTRA**) represents the interests of subscription television platforms (such as AUSTAR, FOXTEL and OPTUS) and channel providers (for channels such as Sky News, BBC, MTV, Nickelodeon, Showtime and FOX Sports). A complete list of ASTRA's members is available at www.astra.org.au/members.asp.

A number of ASTRA's members are involved in the reporting of sports news and sports coverage most notably Premier Media Group which produces a number of television channels including FOX Sports, Fuel TV and FOX Sports News. For this reason ASTRA appreciates the opportunity to contribute to the inquiry established by the Senate Standing Committee on Environment, Communications and the Arts concerning the reporting of sports news and the emergence of digital media (**Inquiry**).

ASTRA has read the submission to the Inquiry made by Premier Media Group dated 4 April 2009. ASTRA supports the views outlined in the submission.

In particular (and consistent with Premier Media Group), ASTRA's view is that:

1. Publishers and media organisations should be able to report on sporting events, consistent with the principle of the public having a right to information. The copyright principle of fair dealing provides a sensible and appropriate framework for their use of content obtained from sporting organisations.
2. There is currently a very healthy balance between the rights of the sporting bodies (and potentially the direct holders of sports rights) and media organisations that might wish to report on a particular sporting event.
3. There should be no difference in approach to new media and old media. Any framework governing the distribution of content should start from the principle of being technologically neutral.

Please do not hesitate to contact ASTRA should you require further information.

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