

NEWS LIMITED

Committee Secretary
Senate Standing Committee on Environment
Communications and the Arts
PO Box 6100
Parliament House
Canberra ACT 2600

By email: eca.sen@aph.gov.au

12 May 2009

Dear Dr Holland

Inquiry into the reporting of sporting news and the emergence of digital media.

I refer to the Supplementary Submission of Australian Associated Press Pty Ltd (AAP) to the Inquiry.

In light of all the evidence submitted to the Inquiry, if the Senate Committee forms the view that intervention is necessary, then subject to the following paragraph, News Limited endorses AAP's position that intervention would be best achieved through a mandatory industry code of practice as set out at paragraph 2.4 of the Supplementary Submission.

Given the dynamic and constantly changing nature of news reporting, such a code of practice must broadly define the beneficiaries of the code as entities that carry on the business of news reporting or carry on business related to news reporting. In addition, the purpose for which access can be exercised must be defined broadly as for news reporting or related to news reporting. Consistent with our written and oral evidence to the Committee, we are strongly of the view that any such code must not attempt to be prescriptive about what "news reporting" is.

Yours sincerely

Campbell Reid
Group Editorial Director
News Limited