

Sent: Monday, 18 March 2013 11:41 AM
To: Committee, JSCBL (REPS)
Cc: Murphy, John (MP)
Subject: Question on notice from John Murphy MP to PRIME at Joint Select Committee

Dear Ms Morris

In response to the question asked by John Murphy MP:

"If the 75% reach rule is abolished and the Murdoch family is permitted to own and control a FTA television network in regional and rural Australia, what would be the consequences for diversity of news and information for that audience?".

PRIME makes the following response:

The abolition of the reach rule will not make a difference. Ownership and control issues can be managed by the ACMA through the voices test and by mechanisms presently available to the ACCC under the Competition and Consumer Act to assess the likely effect and if there is a substantial lessening of competition in the market (and through FIRB in respect of foreign acquisitions).

Diversity of news and information for regional and rural audiences can be maintained through the existing licence conditions placed on regional broadcasters by the ACMA to produce material of local significance, which includes provision of local news services.

Emma McDonald
General Counsel & Company Secretary
PRIME MEDIA GROUP
Sent from my iPad

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