

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2014
Communications Portfolio
Australian Communications and Media Authority

Question No: 12

Program No. Australian Communications and Media Authority (ACMA)

Hansard Ref: In Writing

Topic: Local Content

Senator Xenophon asked:

As required by the Broadcasting Services (Material of Local Significance – Regional Aggregated Commercial Television Broadcasting Licences) Direction 2013, ACMA is investigating the operation and effectiveness of current local content requirements, including whether they should be extended to other regional areas of Australia.

1. Can you provide an update on this investigation?
2. What consultation has ACMA undertaken with regional commercial television broadcasters?
3. Has ACMA surveyed people in regional Australia? What were the outcomes of the survey?
4. Given the Ministerial Direction required ACMA to complete its investigation by 29 December last year, can you advise of the new expected completion date?

Answer:

1. The ACMA completed its investigation on 24 December 2013 and submitted the investigation report and associated attachments to the Minister for Communications on 6 January 2014.

The report and attachments were published on the Department of Communications' website on 13 March 2014.

http://www.communications.gov.au/television/commercial_tv/review_of_local_content_requirements_for_regional_commercial_television

2. On 9 July 2013, the ACMA wrote to regional commercial television broadcasters seeking information as to the local content provided on commercial television in regional areas, including cost.

On 9 August 2013 the ACMA convened a follow-up meeting with representatives from the regional commercial television broadcasting services.

The ACMA subsequently received commercial-in-confidence submissions from all the regional commercial television broadcasters which informed the economic research report included at attachment C to the ACMA's report as well as the broader investigation.

http://www.communications.gov.au/television/commercial_tv/review_of_local_content_requirements_for_regional_commercial_television

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3. Yes. In June 2013 the ACMA commissioned Newspoll to undertake community research to identify community attitudes and behaviours in relation to local content in regional Australia via a national omnibus survey. The outcomes of the survey are contained in Attachment B to the ACMA's report.

http://www.communications.gov.au/television/commercial_tv/review_of_local_content_requirements_for_regional_commercial_television

In July 2013 the ACMA released a consultation paper seeking input from individuals and organisations regarding the provision of local content in regional areas of Australia. 24 public submissions were received during the consultation process. These submissions are accessible on the ACMA's website.

<http://www.acma.gov.au/theACMA/Consultations/Consultations/Completed/regional-television-local-content-investigation>

4. See answer to question one.