

Submission to **the Broadcasting Legislation Amendment (Media Reform Bill) 2016 [Provisions]**.

The current lack of media diversity in free to air broadcast channels is detrimental to the democratic function of the free press and provides far too much influence to entrenched media ownership dynasties, many of which have their own self interested political agendas to the forefront of their editorial policy.

2 out of 3 rule and 75% rule

Both these regulations support a majority influence by the existing media oligarchy. Rather than increasing the reach and spread of the current owners they should be further restricted, to 1 out of 3 media and less than 50% reach.

Business Drivers

While dominant media interests prefer a business model of domination and control, they are losing ground with their homogenised lowest common denominator programming. They need to be exposed to more competition to lift their game.

Licence Fees

The free to air spectrum is incredibly valuable. If the current owners don't want to pay then make the spectrum available to the highest bidder.

Political Factors

No wonder elected politicians are scared to take these entrenched interest on - they know they will be pilloried. My advice is take a stand now while you still can.