



Imparja Television Submission to

Broadcast Services Amendment (Material of Local Significance) Bill 2013

Imparja Television is commercial broadcaster of 25 years standing and is 100% indigenous owned.

Imparja Television holds broadcast licenses covering the Remote Central and Eastern Australia area, TV-1 and TV-2. This area covers six states and territories including remote South Australia.

The Broadcast Services Amendment (Material of Local Significance) Bill 2013 specifically applies to the regional, rather than remote area and as such Imparja Television is not directly affected by the amendment and addition of a new paragraph h, Regional South Australia. We would however like to take this opportunity to highlight the unique aspect of the Remote Central and Eastern area and the difficulties in defining local content. The area covered is over 3.6 million square kilometres with a population base fewer than 700,000 people. The area covers a diversity of cultural, climatic and geographic location all with relatively small population. With this in mind it is near on impossible to define an economically viable model for material of local significance that would cover all viewers in the license area. Imparja would recommend that no changes be made now or in the future with regard to the Remote Central and Eastern license area.

Regards,

John Wilkinson
Chief Engineer

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