

Media Statement

1 October 2014

**ACMA changes to local content licence condition and
Children's Television Standards (CTS)**

Free TV Australia welcomes moves by the Australian Communications and Media Authority (ACMA) to lift some regulatory burdens on broadcasters by removing some outdated and unnecessary reporting and record keeping requirements.

While welcome, these changes are minor adjustments to a regulatory regime which continues to disadvantage commercial free-to-air broadcasters in a rapidly converging media environment.

The need for more wide ranging changes to the regulatory system remains urgent if broadcasters are to compete fully in a digital world.

In its recent draft report, the panel conducting the Competition Policy Review said in relation to broadcasting regulation that "in a rapidly evolving technology landscape, inflexible regulatory provisions are unlikely to be sustainable or remain relevant over time".

Free TV calls on the government and the ACMA to develop a framework and timetable for more wide-ranging changes to the regulatory environment.

Local content licence condition

The changes to the local content licence condition reporting and record keeping obligations are consistent with the overall findings of the ACMA's regional television local content investigation late last year, which found that the majority of regional viewers are satisfied with the local news services being delivered to them.

CTS

These changes are common sense improvements to some reporting and notification requirements under the CTS. But they are a long way short of a major review of the Standard and its relevance, which we hope will commence later in the year.