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## **FREE TV WELCOMES LICENCE FEE REDUCTION AS AN IMPORTANT STEP TOWARDS IMPROVING OUR INTERNATIONAL COMPETITIVENESS**

Free TV has welcomed the passing in Parliament this week of the 25 percent reduction in licence fees for commercial television licensees.

Free TV CEO Brett Savill said, "The Federal Government's decision to reduce television broadcasting licence fees from up to 4.5% of gross revenue to up to 3.375% is a welcome step towards improving our international competitiveness. The industry looks forward to continuing to work with the Communications Minister on further cuts in 2016 that were foreshadowed in his budget statement."

The Government earlier in the year indicated that it will consider further reductions in broadcasting licence fees later in 2016 as part of a broader package of reforms that will include consideration of the pricing of broadcasting spectrum.

"The pace of change is unrelenting and licence fees must be reduced to international best practice levels. The commercial free to air television industry is thriving in markets such as the UK, where the Government has proactively reduced licence fees by 97% between 1995 and 2011.

"We will continue to work with the Government and the Parliament to ensure the public interest in a strong and healthy free to air broadcasting sector," Savill said.

**For media enquiries contact Free TV Australia on (02) 8968 7100**