

Media Statement
22 May 2015

FREE TV COMMENT ON RELEASE OF SPECTRUM REVIEW PAPER

Free TV welcomes the recommendations of the Federal government's Spectrum Review paper that broadcasters should be given certainty of access to spectrum.

Commenting on the release of the Review paper, Free TV Chairman Harold Mitchell said, "These recommendations recognise the important role Free TV broadcasters continue to play in the lives of Australians and the contribution we make to the entire television ecosystem.

"Free TV continues to provide services that are highly trusted and valued by Australian viewers," said Mr Mitchell.

A recent survey by Crosby Textor¹ found that almost 9 out of 10 Australians believe commercial free-to-air television is valuable to the community and 80% agreed that commercial free-to-air television has a strong future because Australians rely on it.

A recent report by Venture Consulting² found that Free TV generates \$3.2 Billion in economic surplus annually, and is by far the largest contributor to Australian content production. Commercial free-to-air broadcasters underpin the entire production sector.

Mr Mitchell said, "We will carefully consider the details of the proposed new licensing framework. It's important that any new licensing system enables us to continue to provide these important services for free to all Australians.

"Certainty of access to spectrum is critical in a fragmenting market where many of the new global players make little or no contribution to Australian content, are unregulated, and pay little or no tax in our country."

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

¹ Research conducted by independent researchers Crosby|Textor on behalf of Free TV Australia amongst n=1,000 randomly selected Australian adults nation-wide in February 2015. The research was conducted randomly by phone and online, used minimum geo-demographic quotas and weighting to ensure accuracy, margin of error of +/-3.08%.² The Value of Free TV: The Contribution of Commercial Free-To-Air Television To The Australian Economy, prepared by Venture Consulting, commissioned by Free TV Australia.