

Media Release
11 August 2022



Free TV committed to working with Minister Rowland on Prominence Framework

Free TV today welcomed Minister Rowland's prioritisation of a legislated prominence regime, with the Future of Broadcasting Working Group to contribute to this process.

Free TV CEO, Bridget Fair said "Minister Rowland has taken decisive action to progress the Albanese Government's election commitment to ensure that free television services can be easily accessed on all television devices.

"Today's meeting of the Future of Broadcasting Working Group was extremely productive with a clear path forward established by the Minister on this important policy initiative.

"Ensuring prominence of Australian television services on smart TVs and other connected devices is the most urgent regulatory issue for the television sector right now. Audiences are increasingly dependent on smart TV operating systems for how they find their local television services, and we strongly support the Minister's view that regulation is needed.

"Australians from all walks of life rely on Free TV services for live and free sport, Australian entertainment and drama and trusted local news. A post election survey of 1000 voters conducted by JWS Research found that Australians considered commercial television the most useful source of news and information during the election campaign.

"Free TV services bring the Australian community together. We need to maximise their availability to all Australians and prominence is key to achieving this critical public policy outcome

"Free TV looks forward to participating in the work of the Future of Broadcasting Working Group on this issue."

ENDS

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ABOUT FREE TV AUSTRALIA

AUSTRALIA

Free TV Australia is a leading media industry organisation. It represents all of Australia's commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, Prime Media Group, WIN Network and Imparja Television.