

ABA ALLOCATES PAY TV LICENCES TO MULTICOM

The ABA has allocated licences for pay TV broadcasting services to Multicom Australia Pty Limited ('Multicom').

Multicom has indicated it intends to deliver pay TV services via cable to major metropolitan centres in Australia.

'The ABA examined the shareholding structure of Multicom and found it complied with the foreign ownership provisions of the Broadcasting Services Act,' said Mr Brian Johns, ABA Chair-

man. 'In addition, the ABA found no reason to regard Multicom as unsuitable to be allocated pay TV licences.'

Multicom has received 35 licences from the ABA, as the Broadcasting Services Act requires a separate licence for each service. The ABA takes a service to be a single stream of programming material.

The ABA has issued a total of 166 subscription television broadcasting

services pursuant to section 96 of the Act. The other licence holders are Paynet Telecommunications Pty Ltd (eight licences), Rowcom Holdings Pty Ltd (28 licences), Access Cable Television Pty Ltd (four licences), Home Show Cable Australia Pty Ltd (20 licences), Cable Television Services Pty Ltd (10 licences), Pacific Media Telecommunications Pty Ltd (18 licences) and Premier Cable Australia Pty Ltd (43 licences).



SIPHONING REPORT

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The ABA conducted attitudinal research into community views about which sporting events should remain on free-to-air television. The ABA asked three questions of 1215 female and male respondents over 18 years of age in a national omnibus survey conducted by Newspoll on the weekend of 25-27 March 1994.

Respondents were asked two open-ended questions on what international and regular season sporting events should remain on free-to-air television and not become the exclusive right of pay TV. These first responses were

unprompted. Respondents were then cued and prompted about international and regular sporting season events from a list of high rating sports events in 1992-1993.

Events such as the Commonwealth Games and the Melbourne Cup gained a high order of total mentions or ranked highly in total mentions, but did not get as many mentions during the unprompted stages. Other events such as the Olympic Games and cricket were mentioned by many people in all stages. As expected the AFL Premiership was mentioned by many respondents from Victoria, South Australia and Western Australia, while rugby league events

were mentioned more by those from New South Wales and Queensland.

The third question involved respondents making a choice about which single event (international or regular season sport) was the most important event that is shown on television in Australia. Events which were mentioned by many respondents included the Olympics, the AFL Premiership series, the Melbourne Cup and rugby league events (State of Origin and Winfield Cup).

Women tended to choose the Olympics while men tended to choose the AFL Premiership series as the most important events shown on television in Australia.

ORDERING	MOST IMPORTANT SINGLE EVENT SHOWN ON TV* (N=1215)	TOTAL MENTIONS OF INTERNATIONAL AND REGULAR SEASON EVENTS THAT SHOULD REMAIN ON FREE-TO-AIR TELEVISION# (N=1215)
1	Olympic Games	Olympic Games
2	AFL Premiership	Commonwealth Games
3	Melbourne Cup	Melbourne Cup
4	Rugby League - State of Origin	Tennis - Wimbledon
5	Rugby League - Winfield Cup	Cricket - One Day Internationals
6	Motor Racing	Cricket - Tests & Tennis - Australian Open
7	Cricket - Tests	AFL Premiership
8	Tennis - Australian Open	Rugby League - State of Origin
9	Cricket - One Day Internationals	Rugby League - Winfield Cup
10	Rugby League - Tests	Rugby League - Tests

* Single response permitted to this item

This table is a composite of two questions asked about international and regular season events

