



The ABA will make new television licences available for allocation in the Mildura/Sunraysia and the Griffith/MIA areas under an auction style price-based allocation system.

# New commercial TV licences to be auctioned

## 1. Mildura/Sunraysia

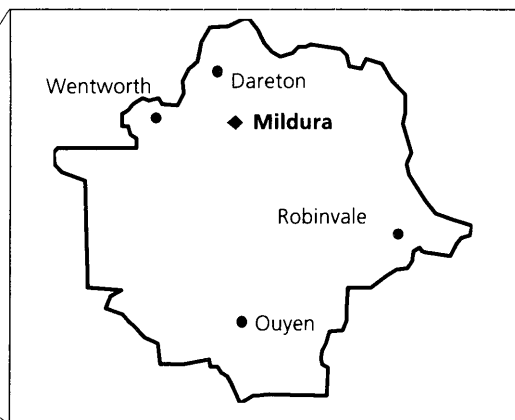
The ABA will offer the new television licence available for allocation in the Mildura/Sunraysia area under an auction style price-based allocation system.

This follows a decision by the ABA to refuse permission to WIN Television Mildura Pty Ltd, the licensee of commercial television broadcasting service STV Mildura, to operate a second commercial television broadcasting service in the area.

'The ABA refused WIN permission because, applying the Broadcasting Services Act, it was not satisfied that no other person was likely to be interested in, and likely to be in a position to operate the second commercial television licence,' said Mr Peter Webb, ABA Chairman.

The ABA received expressions of interest in operating a service in the Mildura/Sunraysia area from Prime Television Ltd, Imparja Television Pty Ltd and one other party (which has asked for commercial-in-confidence status). After considering these, the ABA decided to refuse WIN's application.

As a result of the ABA's decision, the new commercial television service (identified in the Mildura/Sunraysia licence area plan finalised on 13 July 1995) will be offered for allocation under the ABA's price-based



system. This licence is expected to be offered early in 1996.

'The television scene in Mildura/Sunraysia seems quite competitive at the moment. If that results in applications for the licence, the people of Mildura/Sunraysia can look forward to increased diversity of services in future,' said Mr Webb.

'The licence will be allocated to the highest bidder, subject to the price bid being higher than the published reserve price for the licence, and other requirements of the system, including payment of the price of the licence being met,' he said.

### Section 73

Section 73 of the *Broadcasting Services Act 1992* allows an existing commercial television licensee in a single licence market to apply to the ABA for permission to operate a second service in its licence area if an additional

commercial television broadcasting licence can be allocated in that licence area.

On 13 July 1995, the ABA finalised a licence area plan (LAP) for Mildura/Sunraysia which among other things made a second commercial television service available in this licence area.

The additional service would operate on UHF channel 32, with the nominal transmitter site at Yatpool and the same licence area as the existing commercial television service STV.

The ABA may grant permission if it is satisfied that it is unlikely that another person would be interested in, and likely to be in a position to, operate another commercial television broadcasting service in the licence area.

In deciding whether or not to grant permission to STV, the ABA called for expressions of interest from other parties interested in providing a commercial television

in the Mildura/Sunraysia licence area. Submissions consisted of responses to a schedule of questions which had been prepared by the ABA and provided to persons who indicated an interest in operating a service in the licence area.

Copies of submissions received by the ABA were provided to WIN for comment, and WIN's comments on each of the submissions were provided to the relevant submitters for comment.

The Mildura/Sunraysia licence area is currently a single licence commercial television market. WIN is currently the only commercial television licensee providing services in the area.

Under section 73(4), the ABA was required to make a decision about whether or not to give WIN permission within 45 days after receiving the application. WIN's application was received by the ABA on 21 September 1995. ☐