



ABA then determines that suitable spectrum is available for the allocation of a licence and that the specifications applicable to that service are to be as prepared by Planning Branch through its consultation process.

When eligibility has been established in terms of s.39(1), the ABA must allocate a licence to the applicant. Under the Act, where an eligible licensee does not take up the allocation of a licence under s.39, that licensee loses any further right to a second commercial radio service licence under s.39 of the Act and the spectrum remains for inclusion as an available channel at such time as the relevant licence area plan is completed.

It is important that licensees understand that the time for negotiation on the details for technical specification, including the proposed transmission site for their s.39 licence is during the development of the draft licence area plan, or if there is no draft licence area plan, during the period when the draft technical specifications are being developed by the ABA. Once the licence area plan or draft technical specifications have been circulated for comment and have been determined by the ABA, they cannot be easily changed outside the licence area planning process. Such changes are likely to lead to disappointment and delays in the granting of the necessary transmitter licences for affected licensees.

While there is some scope for using a site which is different from the nominal site determined in the approved technical specification, this is generally limited to nearby locations which perform virtually the same as if the trans-

mitter was operated from the nominal site. This flexibility is determined through application of Part 2 of the *Technical Planning Guidelines - Change of Site Procedure*, and requires the licensee to provide all necessary electromagnetic compatibility checks to the ABA for assessment of any likely interference to other services, or excessive signal overspill into another licence area as a result of operation at the alternative site.

Once the ABA is satisfied that the alternative site is acceptable, it will grant a separate transmitter licence for test transmissions at the new site, in accordance with Part 1 of the *Technical Planning Guidelines*.

Once the results of the test transmissions demonstrate that operation for the new site does not cause interference to other radiocommunications and broadcasting services, and that all other relevant guidelines will be complied with, then the ABA or the Spectrum Management Agency will vary the conditions attaching to the transmitter licence accordingly.

Because of the lack of an immediately available frequency, some applicants may be disappointed to find that their application cannot be processed as quickly as they would like. However, every effort will be given to finalising each s. 39 application as quickly as possible.

In some cases it may not be possible to find suitable spectrum until licence area planning for the area is completed. In those cases, because the applicant applied before 5 March 1996, the offer of a s.39 licence remains open until suitable spectrum is determined by the ABA, to be available. ☐

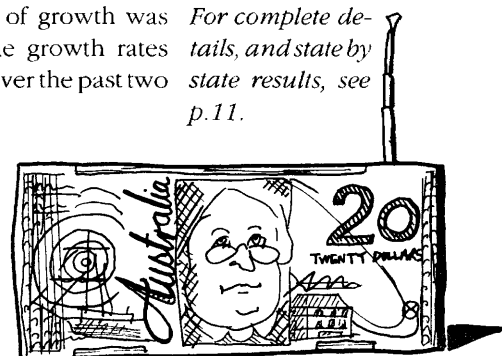
Growth in commercial radio advertising revenue continues

December 1995 bi-annual results

Total advertising revenue for commercial radio continued a four year growth trend increasing by 4.9 per cent to \$267.4m in the six months to December 1995 compared with the same period in 1994. However, the rate of growth was lower than the growth rates experienced over the past two years.

In the 12 months to December 1995, total advertising revenue for the commercial radio industry was \$502.3m, an increase of 7.3 per cent compared with the previous year.

For complete details, and state by state results, see p.11.



ADVERTISING REVENUE TO 31 DECEMBER 1995 AUSTRALIA

	Six months to December 1995		Twelve months to December 1995	
	\$m	Growth* %	\$m	Growth %
All capital city FM	116.3	1.4	218.8	6.5
Capital city AM	58.3	7.9	109.2	9.5
All capital city	174.6	3.5	328.0	7.5
Larger regional markets	50.3	9.1	94.5	7.6
Medium sized regional markets	29.3	7.5	55.3	7.2
Small regional markets	13.3	3.0	24.6	4.7
All regional markets	92.9	7.7	174.3	7.1
Australia	267.4	4.9	502.3	7.3

* Growth percentage is calculated from the same period in the previous year.