



The ABA has announced the results of the first commercial radio licence price-based allocation exercise.

ABA announces successful bidder for new commercial radio licence in Mildura

Lookridge Pty Ltd is the successful bidder for the new FM commercial radio broadcasting licence in the Mildura/Sunraysia area.

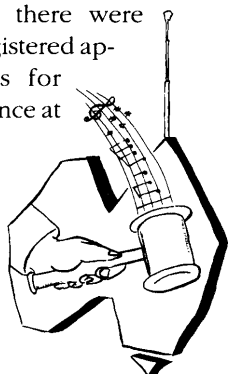
The new service will operate on 97.9 MHz and must commence within twelve months of licence allocation, which was on 10 April 1996, or be granted the ABA's permission to extend of this period.

'The people of the Mildura/Sunraysia area can now look forward to the introduction of a third commercial radio service. Until a few months ago there was only one commercial service in that market,' said ABA Chairman Mr Peter Webb.

The ABA allocated a second commercial channel to Radio 3MA Pty Ltd on 21 September 1995. That service is due to go to air no later than September 1996.

Lookridge bid \$10 000 for the licence being an amount equal to the reserve price.

While there were two registered applicants for the licence at the



close of applications on 16 February 1996, one applicant withdrew from the process on 25 March 1996, leaving Lookridge as the sole registered applicant for the licence.

Licence application procedure

Preconditions which must be met when applying for a licence are that an applicant for a commercial radio or television broadcasting licence must be a company, formed in Australia or in an external territory, which has a share capital.

To apply for a licence, applicants have to complete an application form, a form of authority which authorises agents to act on an applicant company's behalf at an auction, and a form of indemnity and guarantee which is to be completed and executed by the applicant company and by a director of the applicant company.

Applicants must also pay an application fee of \$10 000 for each licence. The fee will be deducted from the price bid by a successful applicant for a licence, and (subject to the terms of the determination) will be refunded to unsuccessful applicants.

Applications will generally be invited for a broadcasting

services bands licence only after the broadcasting frequency for a commercial service has been made available in a licence area plan (LAP) prepared by the ABA. LAPs are being prepared progressively for all of Australia according to ABA planning priorities.

If the ABA registers more than one application for an advertised licence, the registered applicants will bid for the licence at a licence allocation exercise.

The highest bidder must pay a deposit of 10 per cent of the difference between the price bid and the application fee immediately following the auction.

Full payment for the licence (price bid less the application fee and the deposit) must be made between 45 and 47 days after the auction. The ABA will allocate the licence as soon as is practical after full payment is received.

If a successful applicant fails to meet any of the requirements, the application fee will be forfeited and the licence will not be allocated to the applicant. The ABA may then re-offer the licence for allocation.

The ABA must not allocate a licence if the ABA decides that applicant is not a suitable applicant in the terms of section 41(2) of the Act.

ABA extends closing date

The ABA has extended the closing date for applications for new commercial television broadcasting licences, one in each of the Darwin, Mildura and Griffith areas. The licences were originally advertised on 6 and 7 December 1995.

The new closing date for applications is **midnight on Friday, 19 July 1996.**

The ABA has decided to extend the application period to allow for resolution of the matters before the Administrative Appeals Tribunal (AAT). The AAT is reviewing the ABA's decisions to refuse the existing commercial television licensees permission to operate a second commercial television broadcasting service in their respective licence areas.

Hearings before the AAT in relation to these matters concluded on Friday 12 April 1996. The AAT has indicated that a decision is not likely before the end of June 1996.