



The ABA has auctioned seven commercial radio licences and nine transmitter licences to provide open narrowcasting services.

## ABA radio auctions raise more than \$9 million

**O**n 20 November the ABA conducted auction-style licence allocation exercises for seven commercial radio licences and nine transmitter licences for open narrowcasting services. A total of \$9 193 000 was bid at the auctions.

'The ABA is very pleased with the results of the auctions,' said Professor David Flint, ABA Chairman. 'This



The scene at the auction

### Highest bidders for the commercial radio broadcasting licences

Area	Highest bidder	Amount bid
Albury	RG Capital Radio Pty Ltd	\$2 325 000
Ballarat	Radio Ballarat Pty Ltd	\$800 000
Bendigo	AMI Radio Pty Ltd	\$1 220 000
Bunbury	AMI Radio Pty Ltd	\$120 000
Dubbo	Radio Country Music Pty Ltd	\$1 600 000
Orange	AMI Radio Pty Ltd	\$1 500 000
Shepparton	RG Capital Radio Pty Ltd	\$1 250 000

indicates how commercially valuable the FM band is. The level of bidding demonstrates a real depth of interest in the market. It shows again that the radiofrequency spectrum is a public asset of great worth. When these new services go to air they will add to the diversity of radio services for listeners in their respective markets.'

Full payment for the commercial radio broadcasting licences must be made between 5 and 7 January 1998.

Full payment for the transmitter licences for open narrowcasting services was made on 21 November, the day following the auction. The ABA will issue the licences as soon as possible after full payment is received.

If a successful applicant fails to meet any of the requirements of the price-based allocation systems or relevant legislation, the licence will not be issued to the applicant. The ABA may then re-offer the licence for allocation.

The ABA has approved a temporary breach of the ownership and control rules of the Broadcasting Services Act by Radio Ballarat Pty Ltd. Radio Ballarat Pty Ltd, the successful bidder for the new Ballarat licence, already holds two licences in the Ballarat radio market (the maximum allowed). It must divest one of the licences within six months of being allocated the new licence.

Commercial broadcasting licensees must begin a service within one year of being allocated the licence (or within a longer period with the ABA's permission). The holder of a transmitter licence for open narrowcasting services must commence within six months of the licence being issued (or within a longer period with the ABA's permission).



### Highest bidders for the transmitter licences for open narrowcasting services

Area	Highest bidder	Amount bid
Bathurst	NSW Race Narrowcasts Pty Ltd	\$135 000
Dubbo (city)	NSW Race Narrowcasts Pty Ltd	\$4 000
Lithgow (city)	NSW Race Narrowcasts Pty Ltd	\$35 000
Mudgee (town)	NSW Race Narrowcasts Pty Ltd	\$15 000
Orange	NSW Race Narrowcasts Pty Ltd	\$35 000
Parkes/Forbes	NSW Race Narrowcasts Pty Ltd	\$4 000
Bendigo	3UZ Pty Ltd	\$35 000
Swan Hill	3UZ Pty Ltd	\$70 000
Darwin	Northern Territory Racing Commission	\$45 000