



WIN International bids \$36m for remote and regional WA TV licence

WIN International Sales Pty Ltd is the successful bidder for a new commercial television broadcasting licence to serve remote and regional Western Australia, following a licence allocation exercise conducted by the ABA in Perth on 1 April.

WIN International bid \$36 million for the licence.

'The people of remote and regional Western Australia can look forward to the introduction of second commercial television services in the near future,' said Professor David Flint, ABA Chairman.

'At present, the market has only one commercial televi-

sion service. The people of remote and regional Western Australia have asked the ABA for new commercial television services and the auction is the successful culmination of the ABA's response to their demands.'

The licence is the third commercial television broadcasting licence to be offered under the ABA's price-based allocation system. New licences for Darwin (NT) and Mildura (Vic) were allocated in 1997. Prime Television (Victoria) Pty Ltd was the successful bidder for the Mildura licence and Telecasters Australia Ltd was the successful bidder for the Darwin licence.



After the successful bid: John Rushton, WIN international

WIN International must commence a service within one year of being allocated a licence (or seek the ABA's permission for an extension of this period).

From the Minister

Senator the Hon. Richard Alston, Minister for Communications, the Information Economy and the Arts made the following announcement after the auction:

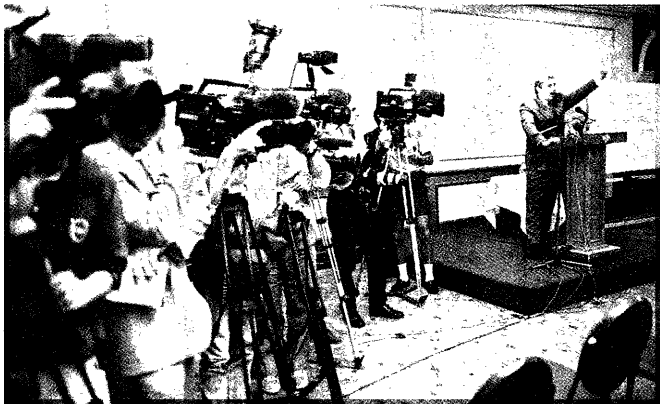
'This is fantastic news for West Australians, who currently have access to only one commercial television service, which is provided by the Golen West Network.

'Allocation of a second licence will provide West Australians with greater choice in their television viewing, and

will help ensure no repeat of the recent commercial squabbling between GWN, Telstra and Optus that left many regional West Australians without any commercial television signal.

'The new WIN service will cover all of the state outside the Perth metropolitan area. WIN will be required, as a condition of its licence, to provide coverage to 60 per cent of the viewing area population within 12 months of commencing its service, and 85 per cent within four years of commencing its service.

'Senator Alston congratulated the ABA for its handling of the auction process. Eight registered applicants attended the auction in Perth, with stiff competition providing a higher-than-expected return to taxpayers.'



Above: Television interest in the bidding, and below: some unsuccessful bidders



Photographs: Chris Huzzard