



The ABA announced the highest bidders for new open narrowcasting licences offered at a licence allocation exercise held on 24 November.

\$534 000 paid for new open narrowcasting licences

The ABA has announced the successful applicants for new open narrowcasting licences which were advertised on 8 October 1999.

The new licence holders must commence a service within six months of being issued a licence, or such longer period of time as approved in writing by the ABA.

Open narrowcasting services

Open narrowcasting services are services whose reception is limited by being targeted to special interest groups, or by being intended only for limited locations, or by being provided during a limited period or to cover a special event, or because they provide programs of limited appeal, or for some other reason.

Price-based allocation system

The ABA has developed a price-based system to issue certain specified transmitter licences for the purpose of providing open narrowcasting services.

The price-based system is governed by the *Issue of Broad-casting (Narrowcasting) Transmitter Licences Determi-*

nation No 1 of 1996 (as amended).

To apply for an advertised licence, must fulfil certain requirements. Any person may apply for a licence.

Applicants must pay a non-refundable application fee of \$500 for each licence. The fee has been set to cover the ABA's costs in issuing the licences.

How does the price-based allocation system work?

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. A licence will be issued to the highest bidder, subject to the price bid being at least equal to the reserve price for the licence (and other requirements of the Determination being met).

The highest bidder must pay a deposit of 10 per cent of the price bid immediately following the auction. Full payment for the licence (price bid less deposit) must be made the day after the auction for licence. The ABA will issue the licence as soon as is practicable after full payment is received.

If a successful applicant fails to meet any of the requirements, the licence will not be

issued to the applicant. The ABA may then re-offer the licence. If there is only one applicant for a licence no licence allocation exercise will

be held. Instead, the applicant will be issued the licence for the reserve price, subject to the requirements of the determination.

The successful applicants for the licences for which licence allocation exercises were held were:

Location	Frequency	Successful bidder	Amount paid
Canberra	1008 kHz	NSW Race Narrowcasts Pty Ltd	\$90 000
Batemans Bay	96.3 MHz	NSW Race Narrowcasts Pty Ltd	\$4 000
Bowral	1215 kHz	NSW Race Narrowcasts Pty Ltd	\$20 000
Cooma	96.9 kHz	NSW Race Narrowcasts Pty Ltd	\$4 000
Eden	107.1 MHz	NSW Race Narrowcasts Pty Ltd	\$4 000
Goulburn (town)	100.7 MHz	Kevin Blyton	\$4 000
Goulburn	94.3 MHz	NSW Race Narrowcasts Pty Ltd	\$24 000
Jindabyne	102.7 MHz	NSW Race Narrowcasts Pty Ltd	\$4 000
Moruya	98.5 MHz	NSW Race Narrowcasts Pty Ltd	\$4 000
Narooma	106.9 MHz	NSW Race Narrowcasts Pty Ltd	\$4 000
Newcastle	1341 kHz	NSW Race Narrowcasts Pty Ltd	\$8 000
Nowra	101.1 MHz	Bluwin Pty Ltd	\$12 000
Nowra	103.7 MHz	NSW Race Narrowcasts Pty Ltd	\$38 000
Queanbeyan	97.5 MHz	NSW Race Narrowcasts Pty Ltd	\$56 000
Thredbo	106.9 MHz	NSW Race Narrowcasts Pty Ltd	\$4 000
Wollongong	1314 kHz	NSW Race Narrowcasts Pty Ltd	\$28 000
Wollongong	1575 kHz	Tatley Pty Ltd	\$4 000
Wollongong	105.3 MHz	Bluwin Pty Ltd	\$210 000
TOTAL			\$522 000

The following licences received one application each and were issued to the applicant for the reserve price of \$4000:

Location	Frequency	Licensee
Tuggeranong	88.7 MHz	NSW Race Narrowcasts Pty Ltd
Bombala	90.9 MHz	NSW Race Narrowcasts Pty Ltd
Yass	107.9 MHz	NSW Race Narrowcasts Pty Ltd