



GD Ventures Pty Ltd bid \$155 m for a new commercial FM radio licence for Sydney at an ABA auction on 24 May. Wollongong Radio Pty Ltd, a subsidiary of the WIN Group, bid \$10 m for a commercial FM radio service to serve the Campbelltown area.

# \$155 m bid for new Sydney commercial FM radio licence

**G**D Ventures Pty Ltd, a subsidiary of DMG Radio Investments Pty Ltd, bid \$155 million for a new commercial FM radio licence for Sydney at an ABA auction on 24 May. In a separate auction, Wollongong Radio Pty Ltd, a subsidiary of the WIN Group, bid \$10 million for a commercial FM radio service to serve the Campbelltown area.

'This successful auction represents the allocation of the

first two of the thirteen new radio services that the ABA has planned for the Sydney area,' said Professor David Flint, ABA Chairman.

'The sums received go back to the public, emphasising the strong public interest that has guided the ABA in determining the Sydney plan.'

'This is a significant occasion in broadcasting planning in Australia. These are the first commercial licences in a metropolitan area to be allocated

by the ABA since its inception in 1992. They are the first new commercial licences for Sydney in the last 20 years. And it means that the enormous task of planning the analog radio spectrum for this continent is now in its last stages.'

'Sydney was always going to be a challenge. Faced with significant demands for new commercial community and narrowcasting services, the ABA looked to the first object

### Highest bidders for the two licences:

Licence area	Frequency	Highest bidder	Amount bid
Sydney	96.9 MHz	GD Ventures Pty Ltd	\$155 m
Campbelltown	91.3 MHz	Wollongong Radio Pty Ltd	\$10 m



Scenes at the auction:  
L – Paul Thompson (circled) bidding for the Sydney licence



R – John Rushton, WIN Television, after his successful bid for the Campbelltown licence



**Above: A jubilant Paul Thompson, after the auction, and below, answering questions by the media**



Act. That is the promotion of the availability to Australian audiences of a diverse range of radio and television services offering entertainment, education and information.'

'The Australian model of broadcasting was one of the first to recognise that diversity is best achieved by a mixture, a balance, of different forms of services, commercial, public and later community.'

'Apart from reserving spectrum for the existing national services (ABC and SBS) there will be over a dozen new or enhanced services. The mixture ranges from local to Syd-

ney wide, and includes commercial, community and narrowcasting.'

'Thus even greater diversity and greater choice in broadcasting will be available to the people of Sydney.'

Full payment for the licences must be made between 10 and 12 July 2000. The ABA will allocate 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 appli-

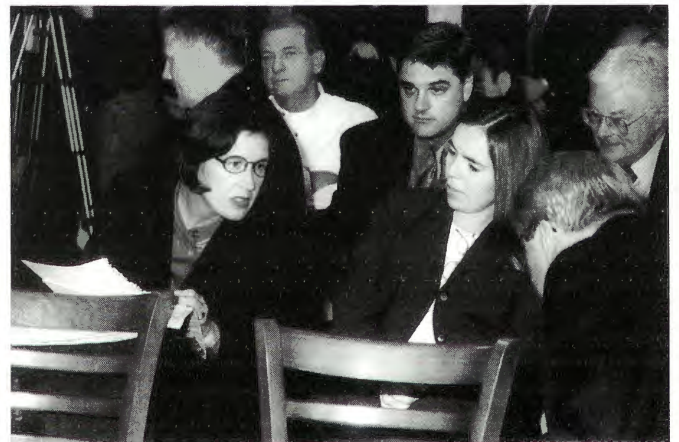
cant. The ABA may then re-offer the licence for allocation.

**What happens to 96.9 MHz now?**

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 current time-sharing agreement between temporary community broadcasters on the Sydney frequency 96.9 MHz concludes on 31 July 2000.

The ABA expects to allocate the commercial licence to the successful bidder to commence on 1 August 2000. The licensee must then commence the service within 12 months or such longer period as notified by the ABA in writing.



**Consultation during the auction, above left, as Ms Hilliard, of Mallesons Stephen Jaques, confers before bidding**



**John Rushton (L) with Professor David Flint, after paying his deposit for the Campbelltown licence**