



\$24m bid for new Adelaide commercial radio licence



In the auction room ...

DMG Radio Adelaide Pty Ltd bid \$24 million for a new commercial FM radio licence to serve Adelaide at an ABA auction on 31 October.

'The ABA is very pleased with the result of today's auction,' said Professor David Flint, ABA Chairman. 'It indicates how commercially valuable the FM band is. The level of bidding demonstrates a real depth of interest in the market and shows that the radio frequency spectrum is a public asset of great worth. When this new service goes to air, it will add to the diversity of radio services for listeners in the Adelaide market.'

The ABA made licences available for one new commercial

and three new community radio services in its licence area plan for Adelaide.

Full payment for the licence must be made between 15 and 17 December 2003. The ABA will allocate the licence, on frequency 91.9 MHz with a translator service on 99.1 MHz, 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. 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).



Adelaide licence area map