

# 3.6 GHz band applications open for WAS in Queensland and New South Wales

In October 2009, the ACMA announced the release of spectrum in the 3575–3700 MHz (the 3.6 GHz) band for wireless access services (WAS). The release aims to address the demand for WAS in regional and remote areas of Australia in the short to medium term.

The ACMA has completed the first round of allocations through an administrative allocation process known as through an administrative allocation process known as an over the counter (OTC) process. A total of 113 applications were received in the first area, which covers parts of south east Australia, Victoria, Tasmania and southern New South Wales. Round two, covering areas of Queensland and northern New South Wales, is now ready to commence. This area is referred to as Area 2 and includes Cape York, western Queensland and inland northern New South Wales (see map).

'This latest release of spectrum in the 3.6 GHz band will further support the deployment of broadband wireless access services in parts of Queensland and northern New South Wales and is consistent with the ACMA's recent decision to make this spectrum available in regional and remote areas of Australia,' said Chris Chapman, Chairman of the ACMA.

There will be a 10-day application window for point-to-multipoint transmitter licences for the areas identified for inclusion in Area 2. The application window for Area 2 will commence on 17 March and close on 31 March 2010. ☎

Complete details on the allocation and application process, including the boundaries of Area 2, relevant technical documentation and application forms, are available on the ACMA website at [www.acma.gov.au](http://www.acma.gov.au) (go to For Licensees & Industry: Service & Technical Requirements > Frequency Assignment & Coordination > Latest Developments > Release of the 3.6 GHz band in regional and remote areas of Australia).

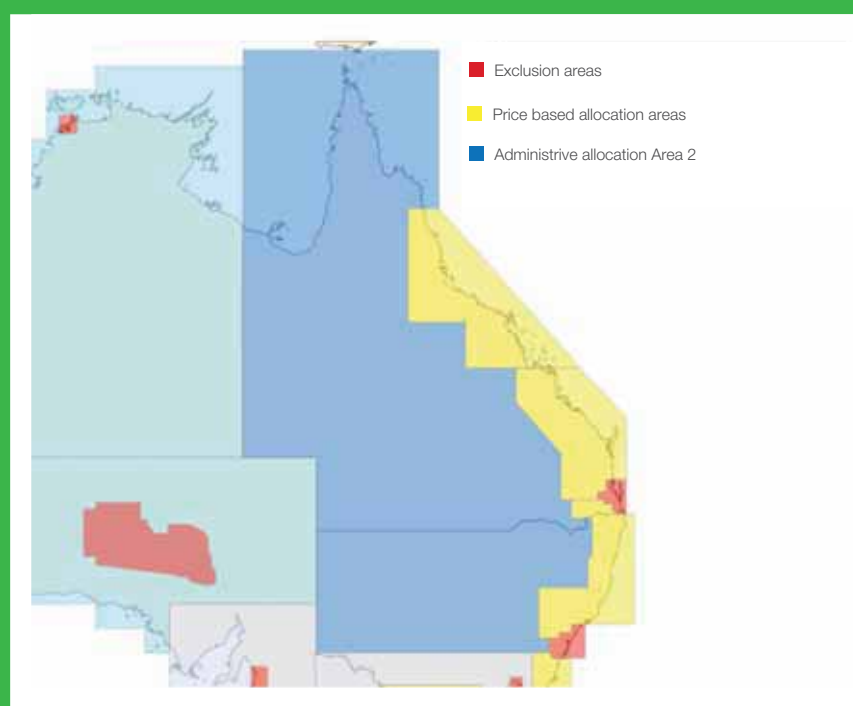
For further information on the allocation process contact Brett McClymont on 02 6219 5550 or via email at [lais@acma.gov.au](mailto:lais@acma.gov.au).

## More on the OTC process

For areas where the demand for WAS is expected to be limited and sufficient spectrum is expected to be available, the ACMA is applying the OTC process. The three areas subject to this process are being released one at a time. Area 1 covers parts of south east Australia, Victoria, Tasmania and southern New South Wales; Area 2 covers parts of Queensland and northern New South Wales and Area 3 covers parts of Western Australia, Northern Territory and northern South Australia. The ACMA will announce the application dates for Area 3 after the application process for Area 2 is complete.

The allocation process for Area 1 commenced in November 2009. After assessing the 113 applications for WAS received by the ACMA in this area, 107 fixed point-to-multipoint apparatus licences were issued. Of the six applications that were not issued apparatus licences, three did not meet the coordination criteria as set out in the Radiocommunications Assignment and Licensing Instruction FX19 (RALI FX19) and three were for sites that have been

identified for allocation via a price-based allocation (PBA) process. At this stage, the ACMA is still in the process of developing the framework for the PBA process to allocate apparatus licences in the pre-defined PBA areas of the 3.6 GHz band.



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## Listener attitudes to advertising, sponsorship and influence on commercial radio

The *Listener attitudes to advertising, sponsorship and influence on commercial radio* study was conducted in August 2009 and used an online survey methodology to gather information from a representative sample of 1214 commercial radio listeners. The research explored the ability of listeners to distinguish advertising material from other program material, perceptions of commercial influence in news and current affairs programs, attitudes to various advertising and sponsorship practices, concerns about advertising practices, and the impact on concern of on-air announcements to make listeners aware of commercial arrangements.

Commercial radio listeners commented on six audio clips to determine how clearly they could distinguish advertising from other radio content. Figure 4 summarises the results for four of the audio clips, showing that almost all of the surveyed commercial radio listeners (94 per cent) could distinguish as advertising a live read for a brand of chocolates that was presented between two advertisements during a commercial FM breakfast program (clip A). Least distinguishable as advertising (17 per cent) was a clip involving a discussion with a talkback caller about a particular food market where the caller provides favourable information about the food market with the presenter's encouragement (clip B).

In general, the less-structured (that is, without signals that cue listeners to advertising, such as contact details), more interactive and multi-faceted clips—including talkback, interviews, presenter commentary and/or discussion—were more difficult for listeners to discern as advertising.

### Commercial radio listeners are more sensitive to advertising in current affairs programs than in non-current affairs programs.

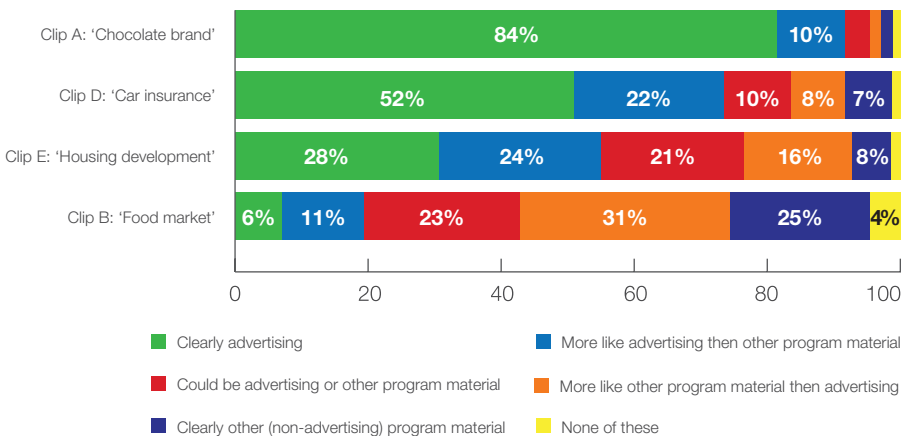
Advertising practices that were easiest to distinguish were live reads where between 69 per cent and 94 per cent of commercial radio listeners considered these examples as either 'clearly' or 'more like' advertising.

The proximity of on-air announcements—that make listeners aware of commercial arrangements—to advertising can play a role in reducing listener concern about advertising in current affairs programs. However, the prospect of including these announcements does not eliminate concern about some advertising practices. ☎

Results in full are presented in the research reports available from the ACMA's website at [www.acma.gov.au](http://www.acma.gov.au) (go to For the public: Content & advertising > Broadcasting : Broadcasting content regulation > Radio content regulation > Commercial radio standards > Review of commercial radio standards).

**Figure 4: Listeners' ability to distinguish advertising in different audio clips, 2009**

Base: All commercial radio listeners n=1214



Note: results from four of the six audio clips are shown in this figure.

Clip A: live read by two presenters who promote a particular brand of chocolate between two advertisements.

Clip B: talkback caller discussion where caller gives favourable information about a particular food market with the presenter's encouragement.

Clip D: live read by talkback presenter about car insurance discounts, presented directly after editorial commentary on national economic issues, where the benefits of a particular brand and contacts are provided.

Clip E: commentary and interview between a presenter and housing development representative, where the representative responds favourably to questions about the development and gives details of an open-day.