



Key Players Across Key Media: 1986-1993



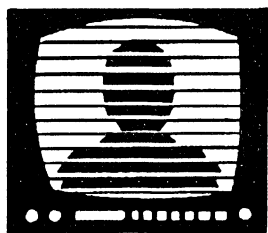
Print Media
% of Circulation

1986

1988

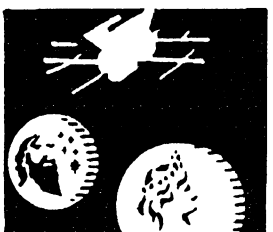
1993

Murdoch 28%	Murdoch 70%¹	Murdoch 66%
Fairfax (family) 24%	Fairfax (Warwick) 18%	Fairfax (Black 25%; Packer 10.5%) 22%
Packer (mags only)	Packer (mags, Canb. Times) 1.4%	Packer (mags only)
HWT 48%	Bond (West Australian) 10.6%²	West Australian 9.9% Stokes³ 1.8%



Free-to-Air TV
% of Audience Reached

Murdoch 43%	Lowy 57.2%	Ten Group Ltd⁴ 51%
Packer 43%	Bond 59.6%	Packer 51.5%
Fairfax/HWT 58.4%	Skase 28%	Murdoch (15%) Telecom (10%)⁵ 64.6%



Pay TV

Packer (Sky Channel)	Bond (Sky Channel)⁶	Packer, Murdoch, Telecom⁷ (PMT)⁷
Holmes A Court (Club Superstation)		HiVision & Ucom
		Cosser (Australis Media)⁸

(To non-domestic premises only)

1. Circulations of *Adelaide News* and *Brisbane Daily Sun*, both since closed, attributed to Murdoch, who printed and distributed them.
2. Circulation of *Perth Daily News*, since closed, attributed to Bond.
3. Assisted into *Canberra Times* by Murdoch.
4. 15% owned by CanWest, which has a 57.5% economic interest in the network.
5. Float underway.
6. This period also saw the proliferation of VAIES services (specialised to non-domestic users) operated by a variety of licensees.
7. Packer 28.3%, Telecom 28.3%, Murdoch 18.3%, Seven 15%, Ten 10%.
8. Multiple MDS licences.