

Local content in regional Australia

2017 report

May 2017

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[Introduction 1](#_Toc482173192)

[Background 2](#_Toc482173193)

[What is local content? 2](#_Toc482173194)

[Industry context 3](#_Toc482173195)

[Scope of the research 3](#_Toc482173196)

[Research parameters 4](#_Toc482173197)

[Timeline 5](#_Toc482173198)

[Key findings 6](#_Toc482173199)

[Discussion 7](#_Toc482173200)

[1. Importance/quality 7](#_Toc482173201)

[2. Availability 8](#_Toc482173202)

[3. Traditional media 9](#_Toc482173203)

[4. Online/social media 10](#_Toc482173204)

[5. TV obligation areas 11](#_Toc482173205)

[6. Generational differences 12](#_Toc482173206)

[Conclusion 13](#_Toc482173207)

[Glossary 15](#_Toc482173208)

# Introduction

*Local content in regional Australia—2017 report* (*2017 report*) examines the availability and consumption of local content and local news in regional Australia.

The *2017 report* consolidates the findings drawn from three separate local content research projects undertaken over the past 12 months and builds on research undertaken by the ACMA in 2013. The three research projects include:

* *Regional Australians’ access to local content—Community research (Community research report)*—a survey of regional Australians’ awareness of, use of and preferences for accessing local content and local news.
* *Regional Australian television news—Audiences across regional evening news services, 2003–16 (Regional TAM report)*—an analysis of free-to-air television (TV) audience and ratings data in regional Australia from 2003 to 30 June 2016.
* *Availability of local content in regional Australia—Case studies (Case study report)*—updated case studies of how local content and local news is provided in 11 regional markets.

These reports are available on the research**acma** index on the ACMA website.

The *2017 report* presents new findings on the availability of, and preferences for, local news, with a particular focus on the provision and consumption of local news on commercial free-to-air TV.

Findings from the *2017 report* and related reports will help the ACMA to undertake its statutory responsibilities for local content.

# Background

## What is local content?

Under the *Broadcasting Services Act 1992* (BSA) and related legislative instruments, regional commercial TV broadcasters and regional commercial radio broadcasters have statutory obligations to provide minimum levels of ‘local content’ within applicable licence areas and/or ‘local areas’.

Local content includes material that is produced in, hosted in or relates to a local area, as well as material that is associated with or affects people, organisations, events or issues in a local area. Some examples of local content include local news, local sport, local weather and material related to local business activities or local community events.

Local areas are geographic areas that reflect local communities and/or local markets. They generally fall within commercial broadcasting licence areas; however, a local area may also overlap with more than one licence area.

Figure 1 provides an overview of commercial television licence areas where TV local content is currently provided either pursuant to a regulatory obligation or in the absence of such an obligation.

1. Regional licence areas receiving commercial TV local content

Figure 1 shows regional commercial television licence areas in Australia where regional local content is provided on commercial television services. It consists of a map of Australia marked out with commercial television licence areas. 
Regional commercial licence areas coloured green represent licence areas where local content is being broadcast pursuant to a regulatory obligation. The following licence areas are coloured green: Regional Queensland TV1, Northern New South Wales TV1, Southern New South Wales TV1, Regional Victoria TV1, Eastern Victoria TV1, Tasmania TV1.
Regional commercial licence areas coloured blue represent licence areas where local content is being broadcast without a regulatory obligation to do so. The following licence areas are coloured blue: Darwin TV1, Geraldton TV1, Kalgoorlie TV1, South West and Great Southern TV1, Spencer Gulf TV1, Broken Hill TV1, Mildura/Sunraysia TV1, Riverland TV1, Mount Gambier/South East TV1, Griffith and MIA TV1.
Regional commercial licence areas coloured white represent ‘remote’ television licence areas without a TV local content obligation that have dispersed populations. While some commercial TV local content is provided in remote areas, this local content is usually produced in, and related to, major population centres and would not necessarily be relevant to all of the population within these remote areas.
Areas coloured black represent metropolitan television licence areas that contain the five mainland state capital cities not subject to the research. The following licence areas are coloured black: Perth TV1, Adelaide TV1, Melbourne TV1, Sydney TV1, Brisbane TV1.

Source: Google Earth/ACMA data. Labelled regional areas refer to commercial television licence areas.

**Green** = licence areas where local content is being broadcast pursuant to a regulatory obligation. **Blue**= licence areas where local content is being broadcast without a regulatory obligation to do so. **White**= ‘remote’ television licence areas without a TV local content obligation that have a dispersed population. While some commercial TV local content is provided in remote areas, this local content is usually produced in, and related to, major population centres and would not necessarily be relevant to all of the population within these remote areas. **Black** = metropolitan licence areas (not applicable).

## Industry context

The communications and media landscape in Australia has changed rapidly over the past 10 to 15 years. Major changes include:

* **Structural changes**—changes in mobile and fixed broadband networks, including the National Broadband Network (NBN) rollout and expansion of 4G networks, have made it more possible for regional and remote Australians to access content online.
* **New and emerging technologies**—for example, LTE-broadcast[[1]](#footnote-2) and 5G mobile network technology[[2]](#footnote-3)—are likely to increase connectivity and further influence data and content consumption.
* **Greater variety of content platforms and devices**—there has beenincreased content uptake on a variety of new platforms and devices, including websites, apps, social media, subscription video on demand (SVOD), live streaming services and catch-up TV services available online.
* **Media convergence**—the convergence of media platforms and services continues to blur the distinctions between broadcasters and other media across the supply chain for content creation, aggregation and distribution, changing how audiences consume media.[[3]](#footnote-4)
* **Changing consumer behaviour and preferences—**consumers are watching more video content online, using mobile more than desktop platforms[[4]](#footnote-5) to access the internet and increasing the volume of data they download.[[5]](#footnote-6)
* **General decline in free-to-air TV audiences—**there has been a slow decline in the average time spent watching free-to-air TV. Broadcast TV remains the main source of news for adult Australians, with 36 per cent accessing news via TV.[[6]](#footnote-7)

**Changes in metropolitan/regional TV network affiliations**—in mid-2016, a number of metropolitan TV networks changed or renegotiated affiliation arrangements with their regional TV network counterparts. This is likely to affect the availability of local content and local news in regional Australia.

## Scope of the research

### *Community research report*

A telephone survey of n=2,457 adult regional Australians to assess perceived importance of local content and local news, as well as awareness and frequency of use, and preferred sources for accessing local content and local news.

### *Regional TAM report*

An analysis of Regional TAM TV ratings data for the period 2003 to 30 June 2016 using average audience figures (AUD) and target audience rating points (TARPs). Ratings data was not included after 30 June 2016, as it was considered that such data may be skewed by network affiliation changes that occurred from 1 July 2016.

### *Case study report*

Case studies of 11 regional localities were undertaken to examine the availability of local content and local news across both traditional media and online sources, including the quantity of local news produced and the frequency local content sources are updated. Each locality was selected based on a range of characteristics, including geographic area, population size, applicable television licence area(s) and the number of commercial TV services provided in the locality. Social media and open narrowcasting services were also included in the case studies.

These reports are available on the research**acma** index on the ACMA website.

## Research parameters

The *2017 report* is intended to provide a broad, brief and current overview of the availability and consumption of local content and local news. For that reason, the reports do not include the following analyses undertaken in 2013:

* economic analysis on the commercial incentives and operating costs of providing commercial free-to-air TV in regional areas

data on regional broadcasters’ compliance with local content licence conditions.[[7]](#footnote-8)

See the [*Glossary* section](#Glossary) for definitions of terms used in this report.

# Timeline

2002–2004: ABA investigations
The ABA conducts two investigations into local content in regional Australia following the closure of several regional TV news services (2002 and 2004).
Local content licence condition for regional commercial TV broadcasters in aggregated markets comes into effect (2004).
2006: Media Ownership Bill
Broadcasting Services Amendment (Media Ownership) Act 2006 (BSA Amendment) requires the ACMA to make licence conditions that ensure regional commercial TV and radio broadcasters provide minimum levels of local content.
The BSA Amendment introduces minimum service standards for regional commercial radio licences subject to changes in control.
2007: Licence conditions
The ACMA remakes the regional commercial TV licence condition to include Tasmania.
Local content and local presence licence conditions are introduced for regional commercial radio broadcasters.
2008: Licence conditions
Local content and local presence licence conditions for regional commercial TV and radio broadcasters comes into effect.
2010–2012: Industry consolidation
Several local TV news services in regional Australia cease or centralise production.
2013: ACMA investigation
ACMA conducts investigation and research into regional TV local content.
2016: Media Reform Bill
Broadcasting Legislation Amendment (Media Reform) Bill 2016 tabled in Parliament.

# Key findings

The following **six** key findings draw on individual findings from all three research reports:

| **No.** | **Topic** | **Local content** |
| --- | --- | --- |
| **1.** | **Importance/quality**  Icon | Both local content and local news are important to regional Australians. The majority of regional Australians are satisfied with the overall quality of local news. |
| **2.** | **Availability**  Icon | Established media operators are the predominant sources of local content and local news in regional Australia, irrespective of platform. |
| **3.** | **Traditional media**  Icon | Traditional media sources (particularly TV and print) are the main way that regional Australians access local content and local news, despite an overall decline in free-to-air audience ratings and print newspaper circulation, and the closure of several local newspapers and TV news services. |
| **4.** | **Online/social media**  Icon | Use of social media and websites for accessing local content and local news in regional Australia has significantly increased. However, trust in these sources is low relative to other platforms. |
| **5.** | **TV obligation areas**  Icon | Regional Australians in TV local content ‘obligation areas’ were more likely than those in non-obligation areas to be satisfied with the overall amount of local news (particularly local news presenter read-outs and local news footage on TV) and more likely to report having access to all the local content they would like. |
| **6.** | **Generational differences**  Icon | Older regional Australians use and prefer traditional sources for local content and local news, while younger regional Australians have significantly increased their use and preference of online sources to seek local content and local news. |

# Discussion

## Importance/quality

Key finding

Both local content and local news are important to regional Australians. The majority of regional Australians are satisfied with the overall quality of local news.

Fast facts

* 89 per cent of regional Australians consider local content important and 86 per cent consider local news important.
* 87 per cent of regional Australians are satisfied with the overall quality of local news available in their local area.
* 78 per cent of regional Australians have access to all the local content they would like.
* 73 per cent of regional Australians actively seek information about local news.

36 per cent of regional Australians describe their ‘local area’ as a ‘region’ (21 per cent in 2013), and 30 per cent as a ‘town’ (41 per cent in 2013).

Source: Community research report.

Discussion

The majority of regional Australians consider local content and local news important. Their sense of what is ‘local’ appears to have broadened geographically between 2013 and 2016. This may be due in part to the regional focus of the media they are receiving, or perhaps online media redefining the boundaries of what is ‘local’. For example, the case studies demonstrate that several commercial free-to-air TV broadcasters and newspapers provide regional-only or regionally focused content. Further, several commercial radio and community radio services are either regionally branded or provide regionally focused local content. Local ABC radio programming also appears to have a predominately regional focus.

## Availability

Key finding

Established media operators are the predominant sources of local content and local news in regional Australia, irrespective of platform.

Fast facts

* In every area surveyed in the *Case study report*, at least one traditional commercial operator also provides a digital version of local news stories, local newspaper content or other local content on online platforms.
* In three of the 11 localities surveyed, local news was provided by an independent online newspaper that was updated at least once a week.
* In four of the 11 localities surveyed, several local content providers collaborated to provide the same local news across their respective platforms.

Source: Case study report.

Discussion

While regional Australians have access to a variety of media platforms (including online platforms), local content and local news provided on those platforms is predominantly sourced from established providers such as commercial media or the ABC.

Of the localities surveyed, established commercial operators are the predominant source of local content on traditional media as well as online platforms. Established media operators provide digital versions of local news stories via social media accounts or websites, provide digital access to local print newspapers, stream digital content on commercial or community radio and provide podcasts or recordings of radio broadcasts (for example, on the ABC website).

Several local content providers are collaborating to expand their respective audiences for local news. While this is likely to result in cost savings and efficiencies for each media operator, it may also affect the number of unique local news sources available in each local area in regional Australia.

Community and local government organisations (such as local councils) continue to provide local content and local news online—26 per cent of regional Australians use websites to access local news (17 per cent in 2013) and 29 per cent to access community event information (19 per cent in 2013). The case studies also show at least three independent online newspapers and several news aggregation websites that provide and collate their own source of local news.

## Traditional media

Key finding

Traditional media sources (particularly TV and print) are the principal way that regional Australians access local content and local news, despite an overall decline in free-to-air audience ratings and print newspaper circulation, and the closure of several local newspapers and TV news services.

Fast facts

* The most identified sources of local news are the local print newspaper (90 per cent) and commercial free-to-air TV (74 per cent)
* The most preferred sources of local news are commercial free-to-air TV (34 per cent) and the local print newspaper (21 per cent).
* Commercial free-to-air TV (21 per cent) and the local print newspaper (19 per cent) are more trusted sources of local news than any other media (local ABC radio—15 per cent, websites—nine per cent, social media—four per cent).
* Regional free-to-air TV news audiences have declined overall at the aggregate level since 2006, with ratings for local news audiences declining at a lower rate (20 per cent) than mixed news service audiences (35 per cent) and metropolitan TV news audiences (33 per cent).
* In 13 of the 19 regional TV sub-markets, local news remains the most watched news program on free-to-air TV.

Local news audiences also influence metropolitan news ratings, as regional audiences tend to watch local and metropolitan news on the same channel.

Source(s): Community research report; Regional TAM report.

Discussion

Regional Australians use, prefer and trust commercial free-to-air TV and the local print newspaper as a source of local news more than any other media. This finding is interesting, given the continued rationalisation of traditional media in regional Australia. Several regional newspapers have closed or reduced in publication frequency, and several regional TV broadcasters have also stopped providing local news services or reduced their quantity and scope.

Rationalisation of regional media can partly be explained by falling advertising revenues. Regional TV revenue has declined by almost 10 per cent since 2011[[8]](#footnote-9) and regional print sales declined by more than 20 per cent between 2014 and 2016.[[9]](#footnote-10)

## Online/social media

Key finding

Use of social media and websites has significantly increased, as has preference for these platforms as a source of local content and local news in regional Australia. However, trust in these sources is low relative to other platforms.

Fast facts

* 18 per cent of regional Australians use social media to access local news (seven per cent in 2013) and 26 per cent use websites (17 per cent in 2013).
* Nine per cent of regional Australians prefer social media as a source of local news (three per cent in 2013).
* Trust in social media as a news source remains low (four per cent) relative to traditional media sources (for example, commercial free-to-air TV—21 per cent, local print newspaper—19 per cent, local ABC radio—15 per cent).
* Nearly one in 10 (nine per cent) regional Australians consider websites a trustworthy source of local news.

32 per cent of regional Australians use social media to access community event information (14 per cent in 2013) and 29 per cent use websites (19 per cent in 2013).

Source: Community research report.

Discussion

Websites and social media have increased in popularity as sources of local content and local news. For example, compared to 2013, websites and social media are now used as much as or more than commercial radio and local ABC radio to access local content. Regional Australians increasingly prefer social media and websites as sources of local news compared to local ABC radio, commercial radio and community radio.

However, despite the significant increase in awareness of, use of and preference for social media and websites, overall trust in these sources for local news remains low relative to traditional media sources. However, as discussed in key finding six, younger regional Australians have greater use of and trust in social media and websites as a source of local news than do older regional Australians.

Certain niche online services also appear to have thrived in an online environment. For example, there has been a significant increase in the use and preference of websites to access local weather. The case studies support this data, as they demonstrate that a large variety of niche local weather services are available online in all 11 localities surveyed in regional Australia.

## TV obligation areas

Key finding

Regional Australians in TV local content obligation areas were more likely than those in non-obligation areas to be satisfied with the overall amount of local news (particularly local news presenter read-outs and local news footage on TV) and to have access to all the local content they would like.

Fast facts

* Regional Australians in obligation areas (84 per cent) were more likely than those in non-obligation areas (76 per cent) to be satisfied with the overall amount of local news available in their local area.
* Regional Australians in obligation areas (73 per cent) were more likely than those in non-obligation areas (63 per cent) to be satisfied with the amount of local news presenter read-outs on TV.
* Regional Australians in obligation areas (75 per cent) were more likely than those in non-obligation areas (58 per cent) to be satisfied with the amount of local news footage on TV.
* Regional Australians in obligation areas (79 per cent) were more likely than those in non-obligation areas (71 per cent) to have access to all the local content they would like.

In the non-obligation areas surveyed as part of the case studies, regional TV broadcasters appear to provide more regionally focused content.

Source(s): Community research report, Case study report.

Discussion

Regional Australians in obligation areas appear to be more satisfied than those in non‑obligation areas with the amount of local news available in their local area. Given the preference reported among regional Australians for TV as a source of local news, this may suggest that where local news is not required to be provided on TV, reported levels of satisfaction with the overall amount of local news available in the local area also fall.

Regional Australians also appear more satisfied with the amount of local news footage and local news presenter read-outs on TV in obligation areas than in non-obligation areas. This may be due to regional TV broadcasters being required to broadcast minimum levels of local content within each ‘local area’ in obligation areas.[[10]](#footnote-11)

The case studies found that in the non-obligation areas surveyed, regional TV broadcasters produced more ‘regionally’ focused news. This was provided as:

* read-outs from local news stories (for example, WINin Renmark and Mt Gambier)
* short regional news updates (for example, WINproducing ‘Riverina region’ news updates in Griffith)

a single regional bulletin aggregating local news updates from several areas (for example, GWN7inWestern Australia or Southern Crossinthe Spencer Gulf region).

## Generational differences

Key finding

Older regional Australians use and prefer traditional sources for local content and local news. Younger regional Australians have significantly increased their use of, and preference for, online sources to seek local content and local news.

Fast facts

* 83 per cent of regional news audiences on commercial free-to-air TV are over 40 years old (nine per cent increase since 2003) and 63 per cent are over 55 (11 per cent increase). By contrast, only nine per cent of regional news audiences are under 25 (five per cent decline since 2003).
* Use of social media as a source of local news is significantly higher among regional Australians aged 18 to 24 (31 per cent) and 25 to 39 (33 per cent), and lower for those aged 55 to 64 (nine per cent) and those aged over 65 (four per cent).
* The preference for social media as a source of local news is significantly higher among regional Australians aged 18 to 24 (19 per cent) and lower for those aged over 65 (one per cent).
* Regional Australians aged 18 to 24 were significantly more likely, and those aged over 65 were significantly less likely to:
* use websites to access local weather (18 to 24—75 per cent, over 65—38 per cent)
* use social media to access information about local community events (18 to 24—52 per cent, over 65—five per cent)
* trust social media as a source of local news (18 to 24—nine per cent; over 65—zero per cent).

Regional Australians aged 25 to 39 were significantly more likely, and those aged over 65 were significantly less likely to:

* use websites to access local news (25 to 39—38 per cent, over 65—10 per cent)
* consider social media a reliable source of the very latest information about breaking or unfolding local news stories (25 to 39—24 per cent, over 65—two per cent).

Source(s): Community research report; Regional TAM report.

Discussion

Younger and older regional Australians significantly diverge in their use of, and preference for, online sources. This may suggest that the ease of access and convenience of commercial free-to-air TV is more valuable to older regional Australians, while the ease of access of social media is more valuable to younger regional Australians.

Younger regional Australians also appear to navigate online environments to access specific types of local content (for example, community event information or local weather) more than older regional Australians. This familiarity with online sources could explain why trust in certain online platforms (like social media) as a source of local news is higher among younger regional Australians, while trust in certain traditional platforms (like local ABC radio) as a source of local news is higher among older regional Australians.

# Conclusion

The *2017 report* builds on previous ACMA local content research, and may signal future trends in the consumption of local content and local news in regional Australia.

Demand for local content and local news remains high in regional Australia

Regional Australians’ sense of what is ‘local’ appears to have broadened geographically. Local content and local news is important and the vast majority of regional Australians are satisfied with the quality of local news available.

Traditional media providers are the main source of local content and local news in regional Australia

Whileregional Australians have access to a variety of media platforms (including online), local content and local news is predominantly sourced from traditional media providers. Of the localities surveyed in the *Case study report*, there were very few unique online sources of local news updated at least once a week.

TV and print remain preferred sources in the face of broader industry decline

Regional Australians use, prefer and trust TV and the local print newspaper as a source of local news more than any other source. This finding is notable, given that the free-to-air TV and print media industries are showing signs of decline.

For example, the ACMA’s analysis of Regional TAM figures shows that since 2006, combined audience levels for free-to-air TV news in all aggregate regional markets have declined from between 21 per cent up to as much as 38 per cent (depending on the market).[[11]](#footnote-12) According to Free TV, gross advertising revenue on regional networks has declined by almost 10 per cent on a half-yearly basis between 2011 and 2016.[[12]](#footnote-13)

Newspaper revenue and circulation in Australia is also in decline—PwC has found that, Australia-wide, newspaper revenue declined by 16.7 per cent between 2011 and 2015, and that newspaper circulation spending fell by 30.8 per cent over the same period.[[13]](#footnote-14) Regional print sales have declined by 20 per cent between 2014 and 2016.[[14]](#footnote-15)

The increasing use of online sources has widened the generation gap

It remains to be seen whether traditional media will continue to be preferred, given that online sources have already begun to overtake certain traditional media in use and preference to source local news. Age is a significant factor driving these differences. Younger regional Australians appear to prefer navigating online environments to source local content, particularly local news, community event information and local weather.

The local news landscape on free-to-air TV continues to evolve

Changes to network affiliation are likely to have flow-on effects on the availability of local content and local news in regional Australia. Several regional broadcasters have recently introduced additional local news services in certain regional areas.[[15]](#footnote-16)

There are likely to be significant changes to local content available via the ABC, which continues to [restructure its regional local content footprint](http://www.content-technology.com/asiapacificnews/?p=13243). These changes have been reported as creating more than 80 new content roles across regional Australia in the next 18 months; however, it is too early to tell whether such changes will result in a greater diversity or quantity of local content for all regional Australians.

# Glossary

For the purposes of this report, the ACMA has used following definitions:

**Affiliation arrangement**

An agreement between two or more TV broadcasters or two or more radio broadcasters for the provision of programming from one broadcaster to the others.

**Aggregate TV markets**

Aggregate TV markets are Queensland, Northern NSW, Southern NSW, Victoria, Tasmania and Western Australia and consist of smaller sub-markets (19 in total). Note that aggregate TV markets differ from ‘aggregated’ commercial television licence areas’, a term sometimes used to describe ‘TV local content obligation areas’ (see below).

**Average audience numbers (AUD)**

The average number of people who were watching a weekday evening news service on the main free-to-air channels. AUD is calculated by dividing the sum of people watching each minute of the program by the sum of the minutes (see *Regional TAM report*).

**Broadcasting licence**

A licence granting a licensee permission to use a portion of the radio or TV frequency spectrum in a given geographical area for broadcasting purposes.

**Commercial TV**

The for-profit, free-to-air broadcast of TV programs by privately owned corporations, usually funded by advertising revenue.

**Commercial radio**

The for-profit, free-to-air broadcast of radio programs by privately owned corporations, usually funded by advertising revenue.

**Community radio**

The not-for-profit, free-to-air broadcast of radio programs provided for community purposes directed toward a community of interest in particular geographic areas and/or relevant to specific audiences. Community volunteers are largely responsible for the operations of community radio services.

**Licence area**

A geographic area where a commercial TV, commercial radio or community radio broadcaster is licensed to provide programming material, usually via a free-to-air broadcast.

**Licensee**

The holder of a broadcasting services licence.

**Metropolitan area**

An area in one of the mainland state capital cities—Adelaide, Brisbane, Melbourne Perth and Sydney.

**Metropolitan TV news**

A commercial metropolitan TV news service, not including ABC/SBS TV news services.

**Mixed news service**

A TV news bulletin that covers local, national and international news; for example, NBN news in Northern NSW.

**Narrowcasting service**

A broadcasting service that has its reception limited by:

* being targeted to a special interest group;
* being intended for limited locations;
* being provided during a limited period;
* providing programs of a limited appeal; and/or

by being limited for some other reason.

**Non-obligation area**

A geographical area that is not subject to the regional commercial TV local content requirements (see ‘TV local content obligation area’, below). Non-obligation areas include the following commercial television licence areas: Darwin TV1, Remote Central and Eastern Australia, Mildura/Sunraysia TV1, Griffith and MIA TV1, Broken Hill TV1, Mount Gambier TV1, Riverland TV1, Spencer Gulf TV1, South West and Great Southern TV1, Western Zone TV1, Remote and Regional TV1, and Geraldton TV1.

**Non-traditional media**

Media platforms that have emerged since the introduction of the internet, including websites and social media accessed by both mobile and fixed devices

**Online sources**

Online sources refer to social media (for example, Facebook and Twitter) and websites.

**Regional area**

An area that is outside of a ‘metropolitan area’.

**Regional Australians**

People that live in a ‘regional area’.

**Social media**

A platform that enables people to create and share content and provide a response through online communities and networks, or the use of such a platform (for example, Facebook and Twitter).

**Target Audience Rating Points (TARPs)**

A calculation of the average news viewing audience for a specific demographic expressed as a percentage of the relevant Universe estimate (potential audience). For a more detailed explanation, see *Regional TAM report*.

**Traditional media**

Free-to-air TV, radio and local print newspapers.

**Trigger event**

A change in control of a regional commercial radio broadcasting licence, including a transfer of the licence; or the formation of a new registrable media group that includes the licence; or a change of controller of a registrable media group that includes the licence.

**TV local content obligation area**

A geographical area that is specified in Schedule 1 to the Broadcasting Services (Additional Television Licence Condition) Notice 2014 as being subject to the regional commercial TV local content requirements in Part 2 of that licence condition. These areas are located in the Regional Queensland, Northern NSW, Southern NSW, Regional Victoria and Tasmania commercial television licence areas.

1. ACMA, *Communications report 2015–16*, p. 25. [↑](#footnote-ref-2)
2. ibid. [↑](#footnote-ref-3)
3. ACMA*, Digital Australians:* *Expectations about media content in a converging media environment*, 2011. [↑](#footnote-ref-4)
4. ACMA, *Communications report 2015–16*, p. 52. [↑](#footnote-ref-5)
5. ibid, p. 56. [↑](#footnote-ref-6)
6. ibid, p. 84. [↑](#footnote-ref-7)
7. Affected regional TV broadcasters are no longer required to provide this compliance data. [↑](#footnote-ref-8)
8. According to [FreeTV](http://www.freetv.com.au/content_common/pg-free-tv-advertising-revenue.seo), gross advertising revenue for regional free-to-air networks declined by 7.3 per cent between 2011 and 2015, and by 9.3 per cent on a half-yearly basis between 2011 and 2016. [↑](#footnote-ref-9)
9. According to the Audited Media Association of Australia, in 2014 regional newspaper print sales generated $292,462,901.60 in revenue; in 2016, the revenue was $231,284,020.20. [↑](#footnote-ref-10)
10. Regional TV broadcasters are required to broadcast a minimum of 90 points of ‘material of local significance’ (local content) per week and 720 points over each six-week period (an average of 120 points per week). At least 50 per cent of the points accrued must be ‘local area’ content. ‘Local area’ news counts as double points. [↑](#footnote-ref-11)
11. See Table 1, *Regional TAM report*. [↑](#footnote-ref-12)
12. See note 8. [↑](#footnote-ref-13)
13. PWC Entertainment and Media Outlook 2016-2020. [↑](#footnote-ref-14)
14. See note 9. [↑](#footnote-ref-15)
15. For example, Seven and Southern Cross Austereo. See *Case study report*. [↑](#footnote-ref-16)