

Capital Punishment

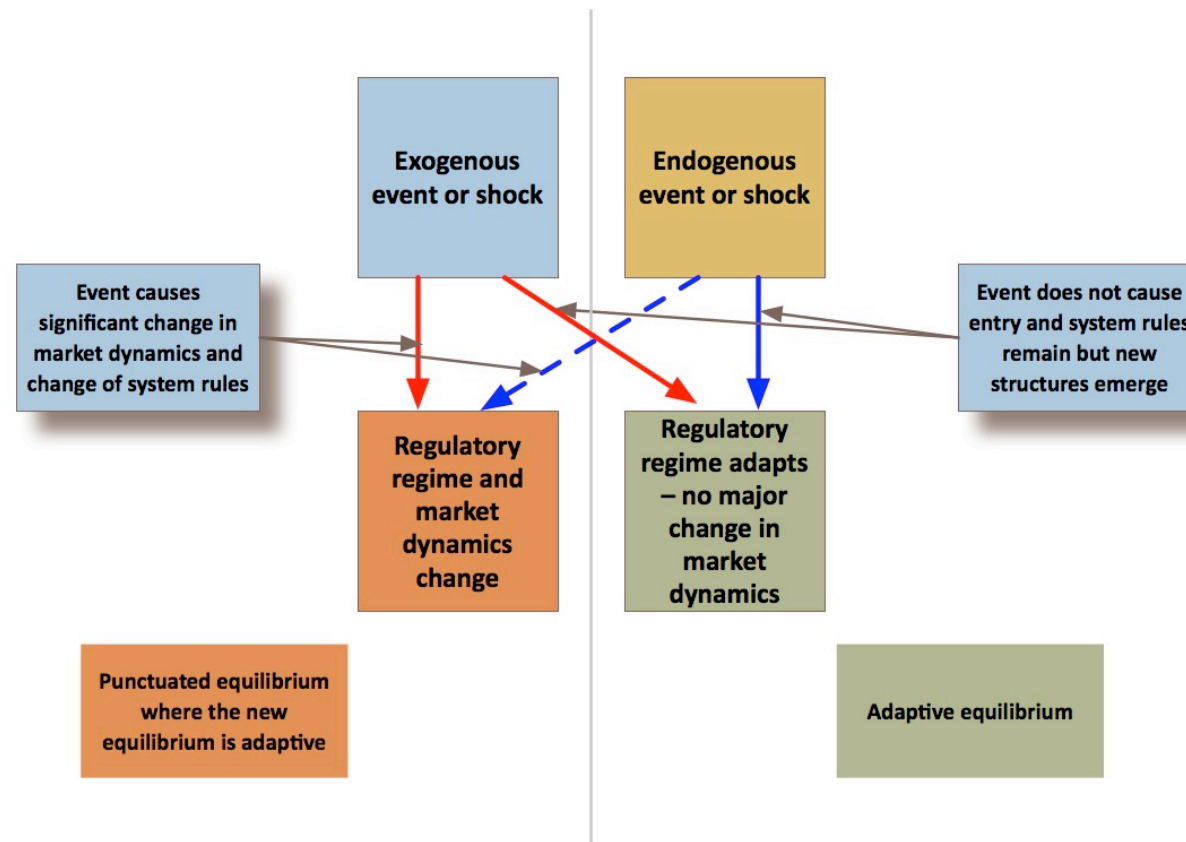
Regulatory Reforms in Commercial Television Broadcasting

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Overview

- Triggers to regulatory change
- The limited scope of regulation
- The changes in the eighties – the Keating factor
- The changes in 2006 – the Coonan factor
- Unintended consequences
- Rationalisation
- Parallels

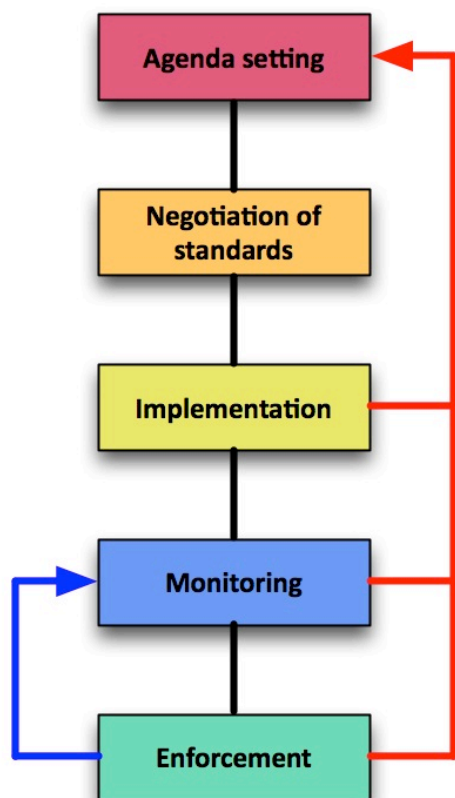
Triggers to regulatory change



Analytical approach

Exogenous event	Identification and description of the event
Legislative or regulatory change as response	Analysis of the response as a punctuation of the equilibrium or description of adaptation by the equilibrium
Market Political institutions Discourse	Political economy tools

The limited scope of regulation



Regulatory issue

Number of licences

Reach

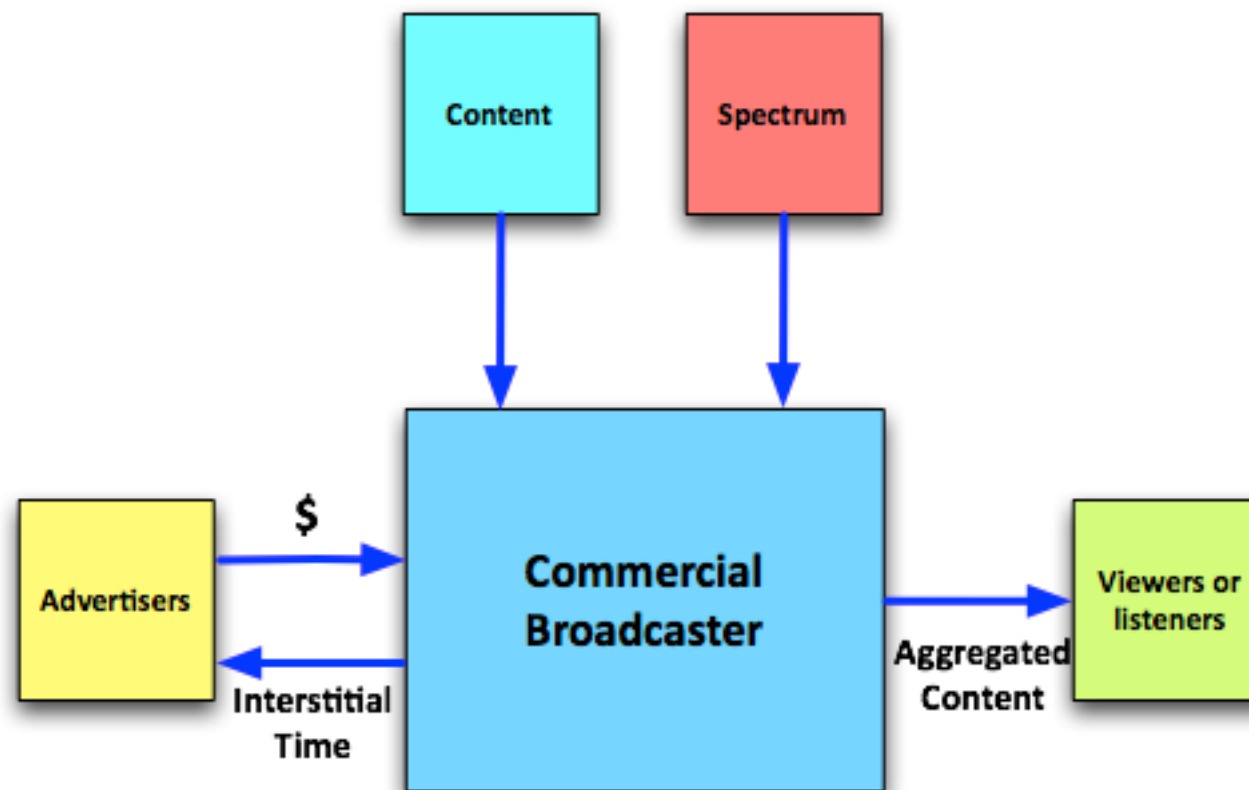
Foreign control

Cross-media control

Domestic content

Censorship

Simple model of the market



Radio regulation 1923 - 2005

	Initial Equilibrium	First Networking Equilibrium	Second Networking Equilibrium
Number of licences	●	●	●
Reach			●
Foreign control			●
Cross media control		●	●
Domestic content		●	●
Censorship	●	●	●

Television regulation 1956 - 2005

	Initial Equilibrium	First Networking Equilibrium	Second Networking Equilibrium
Number of licences	●	●	●
Reach			●
Foreign control			●
Cross media control		●	●
Domestic content		●	●
Censorship	●	●	●

Broadcasting regulation 2006/07

	Television	Radio
Number of licences	●	●
Reach	●	●
Foreign control		●
Cross media control		●
Domestic content		●
Censorship	●	●

The changes in the eighties – the Keating factor

Regulatory issue	Position in early 2006
Number of licences	Limited in television to 75% national reach, one commercial in any one licence area. Two commercial licences in any area and no national reach limit for radio
Reach	Audience reach limited by geography determined by transmitter power output. Obligation to serve licence area
Foreign control	Foreign control of commercial television limited to 15% individual and 20% cumulative with no limitation for commercial radio
Cross-media control	No cross-media ownership of between radio, television and newspapers in a licence area
Domestic content	Quotas by genre and absolute requirements
Censorship	Established co-regulatory approach through industry codes

The changes in 2006 – the Coonan factor

Regulatory issue	Position as a result of the regulatory change
Number of licences	Multi-channels mean 3 digital services per licence per licence area for commercial television
Reach	No change
Foreign control	No practical restriction
Cross-media control	Five/Four rule (must be 5/4 voices) and 2 out of 3 rule in regional areas (2 out of commercial television, commercial radio and newspapers)
Domestic content	No obligations for multi-channels
Censorship	No change

Unintended consequences

1987/88

- Frenzy!
- Rationalisation

2006/7

- Frenzy!
- Rationalisation

Parallels

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