



## Summary of papers and talks

This is a summary of the issues each contributor to the Communications Policy & Research Forum will be addressing, plus biographical information about each contributor. This is a guide to help people decide which sessions to attend at the Forum. Even apart from the two days of the Forum (15-16 November), it helps the communications community to know about very current analysis and research, and who is doing it.

We have not tried to embellish or edit the information the contributors sent us, nor tried to introduce any consistency apart from basic formatting. The one exception is for our two distinguished keynote speakers Richard Collins and Paul Brooks, who showed undue modesty in their own descriptions.



**The end of public media?: The UK - canary in the coalmine?**

What happens when the business models which have sustained public media for two hundred years and more – ie affordable, universally available and high quality media - start to fail?

In the UK, advertising funding for newspapers and broadcasting is falling (cyclical decline? Substitution of internet search advertising and eBay?) and the internet is not funding (much) content production. Is this a global trend or just a peculiarity of a (few) tight little island(s)?

How are businesses and UK public policy responding? Is Web 2.0 and “citizen journalism” filling the gap? What is the role and the future of the BBC?

**The speaker: Richard Collins, Professor of Media Studies, The Open University, UK**

Richard Collins he has been a major influence on media and Internet policy in the United Kingdom and globally. Thanks to Swinburne University, (especially Jock Given) for bringing him to Australia and giving us the opportunity to have such a renowned expert on the platform.

Professor Collins is a true expert on the growth of media, including the realities of policy, politics, content and culture. He has been a prominent author and speaker about topics such as: public broadcasting; internet governance; media ethics; media policy and regulation; new communication technologies; and national identity and the media (especially in Canada and Europe).

His experience combines hands-on experience in shaping and researching media structures, as well as research. Among his previous roles are: research director of the media and communication programme at the Institute for Public Policy Research (IPPR); deputy director and head of education at the British Film Institute; adviser to the UK House of Lords Select Committees on BBC Charter Review and on Communications; advisory roles to Ofcom leaders. He has held visiting academic roles in Australia, Canada, the US and South Africa and is Professor of Media Studies at the Open University, UK, and a Visiting Professor at both Swinburne University of Technology, Melbourne, and in the School of Public and Development Management at the University of the Witwatersrand, Johannesburg.

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**Be careful what you wish for - Possibilities and Pitfalls of universal competitive broadband**

Much of the discussion around broadband services and the National Broadband Network has centred around almost unimaginable speeds, the next generation of amazing applications, and transformation of industry verticals such as education and healthcare.

The wholesale-only, open-access business model - a government-mandated policy - is expected to transform the telecoms industry by providing a truly level playing-field, leading to a vast array of choices for customers, and the embodiment of decades of competition policy development. The price tag has also had its share of attention.

The most transformative aspects of the NBN, however, are not the speeds - and while there will be enormous benefits from universal highspeed connectivity, there are some downsides as well that we are only now starting to identify, let alone understand.

The bright and shiny NBN has been described in the press already - let's peek at the Dark Side.

**The speaker: Paul Brooks, Founder Layer 10 Advisory**

We invited Dr Brooks to be a keynote because he is renowned as a thinker and speaker about broadband. He can address the topic with confidence and clarity because he has been one of the builders of many broadband enterprises delivering media, telephony and other applications which we now take for granted today.

He is an experienced CIO who has had the responsibility to build and deliver services, as well as planning them. Paul leads Layer 10 Advisory, an independent consultancy practice specialising in telecommunications strategy and network architecture. Among other roles, he is NBN Lead Consultant at the Communications Alliance, and a director of the Internet Society of Australia (ISOC-AU). Some earlier roles have included: co-founder and non-exec Director of the Vocus Group, project director and architect at Basslink Telecoms, and technology director at Consultel BWP.

He has held CIO or senior engineering roles at carriers and start-ups including TransACT, Flowcom and Global One. His PhD was in astrophysics. In recent years he has provided leadership and technical expertise to service providers, regulators and enterprises in Australia, and several other countries.

## 1A Social media and net neutrality

Panel convened by Mark Balnaves

**Mark Balnaves:** Internet aggregators: impact of the classifiers on open communication\*

**Debbie Rodan:** Tactics for mobilising: a case study of GetUp!\*

**David Tham:** New music audiences: the generative impulse\*

### Internet aggregators: The impact of the classifiers on open communication

The Net Neutrality debate in the US has raised interesting questions about the nature of the Internet as an open space. One aspect of this debate is how major network providers might slow down, or indeed stop altogether, **individual** or organisational use of its network because of the demands those users might make on the flow of traffic. An 18 year old budding Steven Spielberg, for instance, might try to upload their movie for public view, but find that the network provider has limited their use because of the demands they are making on their network. But Net Neutrality has also raised other issues, such as how fake traffic is being created on the Internet, how information is being harvested from individuals by network providers or aggregators and on sold to third parties, and the future of the gift economy.

**Biographical note:** Mark Balnaves conducted Australia's first major adoption and diffusion study of the Internet in Gungahlin, a residential area of Canberra, in the early 1990s. The results from the study and the collaborative organisation, InterACT, contributed to the establishment of BigPond and Canberra's broadband service, TransACT. His expertise is in audience research and his current Australian Research Council (ARC) project is a collaborative study with Geraldton City, Western Australia, on the role of social media in government and citizen interaction and participation. His latest publications include (i) a history of audience ratings, Bloomsbury Academic – *Rating the Audience: The business of media*; coauthored with Professor Tom O'Regan, UQ and Dr Ben Goldsmith, UQ and, (ii) *The Internet and the Public Sphere: a theorisation*, Peter Lang; coauthored with Dr Michele Willson, Curtin University.

### Tactics for mobilising: a case study of GetUp!

GetUp! began in 2005. It is an Australian grass-roots community advocacy organization that aims to build an accountable and progressive Australian Parliament, and for this reason it does not support any particular political party ("About GetUp! – FAQ (GetUp!)", n.d.). GetUp.org.au claims it is "an independent political movement to build a progressive Australia" bringing "like-minded people" together "who want to bring participation back into our democracy". GetUp!'s website is core to the network governance of the group. GetUp members number 350,000 (about 5% of the population). Members are asked to forward the emails they receive from GetUp! to "five friends" and, according to GetUp!, through this act messages can reach millions (28 April 2010). Thus GetUp! conducts viral snowball campaigns to create a groundswell of action through: 1) bite size emails which inform members of the latest issue that needs political action; 2) promotional videos on YouTube; 3) advertisements in national newspapers and on national television; 4) and the development of political campaign skills through Community Organizing Workshops based on 'Camp Obama'. So GetUp!'s aim is independent media activism mainly activated through the communicative space of the Internet. The purpose of this paper is to analyse a sample of GetUp!'s videos that are used as visual media tools to engage members and the wider citizenry. The author concludes that GetUp!'s YouTube videos are potent and effective as tactics to gain access to the 'symbolic power' of the mainstream media (Couldry, 2002) and at the same time retain control over production of their campaign messages. Tactics include production of visual media to be used as an "information source" (Grabe & Bucy, 2009, p.26), and viral communication which is effective in creating a "media buzz" (Castells, 2009, p.334).

**Biographical note:** Debbie Rodan is a Senior Lecturer in Media & Cultural Studies at Edith Cowan University, Perth, Australia. Her principle research interest is in citizen participation as well as communicative spaces in mass media forums and a number of articles (several with her co-author Mark Balnaves) have been published in Australasian and international journals. Debbie is currently researching communicative spaces on the Internet, such as media active forums, political blog sites etc, which aim to advance citizen participation. She is the author of *Identity and Justice: Conflicts, Contradictions and Contingencies* (Peter Lang, 2004).

### New Music Audiences: The Generative Impulse

One of the arguments in the Net Neutrality debate is that without appropriate regulation, the Internet would be dominated by a few corporations that restrict or control access to services. This has serious implications for new and emerging social networking audiences that appear to be different from traditional broadcast

audiences. This paper discusses the issues of such corporate control on new forms of music consumption and commoditisation and argues that a dichotomous relationship has emerged involving recording industry trade lobbying groups (which seek to monetise and control access to music) and generative music audiences (which seek to consume “music on tap”). This paper explores the centrality of such generative audiences to the changing relationships between professionals and amateurs in the music recording industry; and addresses how the generative impulses of “new” music audiences present far greater opportunities to narrow the gap between what audiences derive from their desired music experiences and how the recording industry delivers those experiences.

**Biographical note:** David Tham has held key management and senior consulting positions in award-winning multinational private corporations and in the public service, with hands-on management and marketing experience in several entrepreneurial start-up businesses. He has worked in print and broadcast media (radio), the Asia-Pacific information technology (IT) and telecommunications sector, as well as the global travel and lodging industry where as chief knowledge officer for the Raffles Hotels and Resorts group, he led the company to win the Asia Pacific Intelligent Enterprise20 Award. David served as a member of The Conference Board’s Asia Pacific Learning and Knowledge Management Council in 2004 and as Senior Consultant to the Singapore Government on matters and strategies pertaining to Workplace Development and Knowledge Management till 2005. Prior to pursuing his PhD in Communications at Edith Cowan University (ECU), David was Managing Partner of nanoKnowledge LLP and nanoKnowledge Australia. During his professional career, he built a successful track record of securing and managing more than US\$2 million in funding and other support for IT-related projects. David has been involved with Internet enterprise and research since 1996: co-founding the first student-run web-publishing business in Singapore that built Asia’s first (and possibly the longest-standing) alternative music website in 1997; developing some of the first broadband-quality presentation-slide-synchronised-video streaming and rich-media applications for Cisco Systems in 2000; setting up the Asia-Pacific Broadcasting Union’s (ABU) and the Asia-Pacific Institute for Broadcasting Development’s (AIBD) first (combined) Virtual Learning Centre in 2001; and building intranet and Internet enterprise information portals and communities of practice for the Raffles Hotels and Resorts group and Singapore Workforce Development Agency respectively from 2001 till 2004.

David currently manages the CPRF group on LinkedIn.com.

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## 1B. News content and new platforms: fast, constructive and credible?

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### 1B News content and new platforms: fast, constructive and credible?

Chair: Debra Richards

**Matthew Ricketson:** Is quick, is good. Or is it? Perils of the 24/7 news cycle\*

**Gerard Goggin:** The promises and politics of mobile news

**Margaret Cupitt:** Advertising' sponsorship and influence on commercial radio: listener attitudes

#### Is quick, is good. Or is it? Perils of the 24/7 news cycle

The rise of 24 hour news channels, blogs, wikis, social media and twitter mean that today the news cycle is measured in seconds rather than days or even hours, and that it literally runs 24 hours a day seven days a week. Many benefits flow from this development, especially when compared to the impact of the slow pace of news dissemination in the nineteenth century, but this paper will focus on some of the potential negative consequences, whether they were foreseen or unintended. There is now a superabundance of information, opinion and entertainment available to the public on the broad range of political, economic, social and cultural issues that preoccupy any society. On the face of it, this suggests better informed policy-makers and a more engaged polity, but is this actually happening? To what extent are policy-makers influenced by the speed of the news cycle and the accompanying pressure, whether from journalists or opinion polls? To what extent is citizens' engagement with issues shaped and in important ways foreshortened by the speed of the news cycle? Is the space for more considered and detailed investigation and analysis of issues being squeezed out by the so-called "need for speed", or is it being submerged amid the sheer volume of material available? These issues will be discussed by examining Prime Minister Kevin Rudd's Labor government from 2007 to his shock resignation in June 2010 and its aftermath.

**Biographical note:** Matthew Ricketson is a journalist and academic, having worked in both universities and the news media industries for nearly three decades. He worked on staff at *The Age*, *The Australian* and *Time Australia* magazine between 1982 and 1993. He taught journalism at RMIT university for the next 13 years, including 11 years running the Journalism program there. Between 2006 and 2009 he returned to *The Age* as its Media and Communications Editor. In 2009 he was appointed inaugural professor of journalism at the University of Canberra. He has won several awards for his journalism, including the George Munster award in 1993. He has written a biography of Australian author, Paul Jennings, a book about journalism, *Writing Feature Stories*, and edited *The Best Australian Profiles*. His PhD, about ethical issues arising in the practice of book-length journalism, was awarded by Monash University in April 2010.

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#### The Promises and Politics of Mobile News

This paper looks at that dynamic, intriguing, yet much-hyped area of news and reporting — mobile news.

News conceived for and delivered on mobile phones has built on predecessor forms such as the pager. With the popularity of text messaging, new forms of news have developed, especially around customized modes of alerts and short new items. With the rise of the mobile Internet, mobiles offer a conjunct but distinct form of online news, using web, convergent media, and now smartphone and mobile media devices — notably the iPhone and pad. As news is rethought for mobile technologies, and their patterns of consumption, we find new forms of new production being created and acclaimed. Most obvious of these is the incorporation of mobile-wielding citizen-journalist into the practices of reporting — but also the exhortation for professional journalism to engage in 'mojo' (mobile journalism).

In this talk, I want to analyse the ways that mobile news is taking shape and being talked about in the transformations that make up contemporary news and reporting. In doing so, I am interested in exploring how the personal and portable technology of the mobile is bringing about a distinctive form of news strategically crucial to how contemporary media works.

To do this, I begin by shift the focus from either the celebration of mobiles in protest, social change, and citizen journalism, and or the advocacy of mobiles as a way to recast and reinvigorate professional journalism — perhaps the two reflex ways in which mobile news has been approached. Instead, I look at how the mobile has been deployed by leading media organizations internationally, as part of their cross-platform strategy for distributing news. Then, I consider how mobiles are figuring in the reporting, news gathering and construction process, and how this co-creative process has been incorporated into the evolving genres and forms of online news, as well as the devising of new, independent news platforms and media. Finally, I briefly consider iPad, especially as it is featuring in the strategies of Rupert Murdoch's New Corporation.

**Biographical note:** Gerard Goggin is Professor of Digital Communication and Deputy Director, of the Journalism and Media Research Centre, University of New South Wales. His interest in communications

## **1B. News content and new platforms: fast, constructive and credible?**

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and media policy started in the early 1990s, when he was Policy Advisor for Consumers' Telecommunications Network. Most recently, Gerard was a founding board member of the Australian Communications Consumer Action Network, and Deputy Chair of the Telephone Information Services Standards Council.

Gerard's research focusses upon social and cultural aspects of mobile and online media, and their policy implications. Currently he is collaborating on various Australian Research Council-funded projects on topics including: Young, Mobile, and Connected: *Youth and Mobile Media in Australia*; *Internet history in Australia and the Asia-Pacific*; and *Spreading fictions: distributing stories in the online age, 2010-2013*. Gerard's publications include: *Disability and the Media* (2011; with Kathleen Ellis); *New Technologies and the Media* (2011); *Global Mobile Media* (2011); *Mobile Technology and Place* (2011; with Rowan Wilken); *Mobile Technology: From Telecommunications to Media* (2009; with Larissa Hjorth); *Internationalizing Internet Studies* (2009; with Mark McLelland); *Cell Phone Culture* (2006); *Disability in Australia* (2005; with Christopher Newell); *Virtual Nation: The Internet in Australia* (2004); and *Digital Disability* (2003).

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### **Advertising, sponsorship and influence on commercial radio: Listener attitudes**

*Listener attitudes to advertising, sponsorship and influence on commercial radio*, was an online survey of 1,214 commercial radio listeners aged 17 years and over, conducted in late 2009 to inform the ACMA's review of the Commercial Radio Standards. Audio examples were used to gauge how clearly listeners identify certain radio material as advertising, their attitudes and concerns about certain advertising practices, and the importance of on-air announcements in making listeners aware of sponsors. Advertising material in less structured, more interactive and multi-faceted clips—with their use of presenter commentary, discussion, interviews and talkback—were found to be more difficult for listeners to discern as advertising. The study also found that making listeners aware of commercial arrangements with sponsors and advertisers through the use of on-air announcements, and the proximity of these announcements to the advertising practice in question, can play a role in reducing concern among affected commercial radio listeners. The findings will contribute to the development of regulatory options for the standards review.

**Biographical note:** Margaret Cupitt is a Senior Researcher at the Australian Communications and Media Authority (the ACMA). Over the last two years she has coordinated two major community research projects for the ACMA into attitudes toward various types of radio and television content.

Previously she has managed other major research projects for the ACMA and one of its predecessor organisations the Australian Broadcasting Authority. These projects have included *Media and communications in Australian families*, *Digital media in Australian homes*, as well as earlier studies on families and electronic entertainment, infants and television, community radio and subscription TV.

Margaret has a Bachelor of Arts Degree in Leisure Studies from the University of Technology, Sydney.

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## 1C International approaches to regulation

Chair: Andrew Kenyon

**Andrew Stewart, Adrian Lawrence, Allison Manvell:** Rethinking regulation of convergent media: international perspective

**Yudhistira Nugraha, Cahyana Ahmadjayadi:** Horizontal regulation of ICT in the era of convergence (Indonesia)

**Henrikki Oravainen:** Sensing and responding in the telecoms markets

### Rethinking regulation of convergent media: an international perspective

In April 2009, the Government flagged its intention to consider in 2011 whether it was appropriate to review the Government's general approach to regulation of broadcasting and communications in an increasingly convergent environment. During the 2010 federal election campaign, this intention was reiterated with a convergent media and communications review flagged to occur over the coming two years.

In beginning to consider the scope and possible outcomes of any such review for content suppliers and media platforms in Australia, it is necessary to consider the ways in which the proliferation of new content service offerings appearing in Australia, for example IPTV, are challenging or requiring questions to be asked about the fundamental and longstanding assumptions and policy objectives underlying Australian regulation. This may include broadcasting and related regulation in areas such as broadcasting licensing requirements, ownership restrictions, competition protections and content regulation.

Such a broad ranging review appears at first glance to be a highly complex undertaking given the complexity of the pieces of legislation that may be involved in such a review and the numerous amendments that have been made in recent years to address specific issues arising out of convergent technological and market developments. However, Australia is not the only country facing such issues or conducting broad ranging reviews of this nature.

Whilst there is no single correct approach to regulation in this space, and the questions requiring answers will differ between jurisdictions depending on the nature of the existing regulatory regime, market conditions and underlying social objectives and policies, much can still be learnt from the manner in which other jurisdictions have attempt to approach the task.

This presentation therefore aims to consider and compare the approach that has been taken in a number of other countries to such a review, including, for example, in the US, the European Union and Asian jurisdictions such as Malaysia, with the aim of distilling some core questions and challenges for any Australian review.

**Biographical note:** Andrew Stewart is a partner at Baker & McKenzie and leads the Media & Content team. He is also a member of the steering committee of the Baker & McKenzie Global Media Group. Andrew specialises in acting for players in the media industry. Andrew's work, which encompasses advisory and litigation, focuses in the areas of copyright, regulation and defamation and he advises a wide range of clients in broadcasting, online and publishing. He has an in-depth understanding of the industry having been in house at Nine Network for more than 5 years. He is also an member of the advisory board of the CMCL as well as holding positions in a number of other industry associations.

**Biographical note:** Adrian Lawrence is a partner in Baker & McKenzie's Technology, Communications and Commercial Group. Adrian specialises in Internet and ecommerce law, in particular issues relating to digital copyright and online media. He is a prolific writer and presenter on digital copyright, information technology and ecommerce law, including as the author of *The Law of Ecommerce*, the leading loose-leaf publication on internet law in Australia. Adrian also lectures in the Masters programme at the University of New South Wales in Internet and online media law.

**Biographical note:** Allison Manvell is a senior associate at Baker & McKenzie where she specialises in commercial and regulatory work for media, communications and technology clients with a particular focus on digital media, copyright and content regulation. Allison regularly writes and presents on a variety of issues relating to digital media in Australia, as well as maintaining an ongoing interest in the regulation of content creation and dissemination across the media and arts sectors.

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### Horizontal regulation of ICT in the era of convergence

The purpose of this study is to assess the positive and negative effects of horizontal regulation of ICT and existing regulations in order to broadly clarify strategies for the Indonesian Government to address the issue

of convergence. Convergence refers to a trend in regulation that seeks to define horizontal regulation of ICT for telecommunications, Internet, broadcasting and information technology. In particular, the specific aims of this study were to examine regulatory structures with regard to four parameters derived from the International Telecommunications Union (ITU): the level of competition, the level of regulation, the number of operators, and costs. Using Regulatory Impact Analysis (RIA) as a method, the case of Indonesia's regulatory structure was evaluated using published data from the ITU, and the Ministry of Communication and Information Technology (MCIT), operators and other agencies. The systematic framework of RIA was conducted to underpin the capacity of Indonesia government to ensure that whether the horizontal regulation is likely to achieve the desired objective in efficient and effective approach in a changing and complex environment in the era of convergence. While the results of the study reveal a complex set of Indonesia's circumstances requiring further investigation the primary challenge appears to be one of selecting an appropriate systematic framework for a future models for regulation of ICT.

**Biographical note:** Yudhistira Nugraha, B.Eng (Telecommunication Engineering), Master of ICT Advanced (IT Strategic Planning)

Yudhistira graduated from Telecommunication Engineering of Telkom Institute of Technology (IT Telkom) in 2003. After completing his undergraduate education, he worked as a Radio Access Network Engineer at many telecommunication vendors and operators in Indonesia before joining the Ministry of Communication and Information Technology (MCIT) in 2006

He has been working as a Staff Member of Post and Telecommunication Research and Development Center for 3 years. During 2006–2007, he also worked as a Policy and Regulatory Research Staff to the Special Advisor of the Minister for Communication and Information Technology of Republic of Indonesia.

In 2008, he received a scholarship from the MCIT to continue his study at the University of Wollongong-Australia. He successfully completed Master of ICT (Advanced) with Distinction. After completing his study, On September 2009, he returned to work at Ministry of Communication and Information Technology as staff to the Head of ICT Research and HR Development as well as a staff member of Post and Telecommunication Research and Development Centre. Currently, he is appointed as a Head Section of International ICT Cooperation of ICT Research and HR Development Agency

**Biographical note:** Cahyana Ahmadjayadi was born in Garut, on July 12, 1955, he obtained his Bachelor of Engineering (Ir) Industrial Engineering, Bandung Institute of Technology in 1980, he completed the Master of Information Technology Law / Business Law at the University of Padjadjaran (Padjadjaran University) in 2004 and subsequently went on the doctoral program in Law, University of Padjadjaran

Beginning his career that started in 1981 in PERUMTEL / PT. Telkom, Tbk, which then proceed his career in PERUM POST (PT. POS INDONESIA) and occupation of Echelon 1 in several government agencies as Deputy Minister of Strategic Industries - Ministry of Administrative SOE (State Owned Enterprises) / SOE (State Owned Enterprise) Board of Trustees of 1998, Deputy Minister of Strategic Industries and Transportation - Ministry of State Owned Enterprises / Board of Trustees Enterprises of 1998, Deputy State Minister for Regional Autonomy Field Sources of Financing and Investment - Ministry of Regional Autonomy of 2000, the Director General of Regional Development - Department of the Interior in 2001, Deputy Minister of Communication and Information Sector of Communication and Information Network – Ministry Communication and Information, 2002, the Director General of Telematics Applications – Ministry of Communication and Informatics in 2005, and currently as Head of ICT Research and Human Resources Development - Ministry of Communications and Information Technology.

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### **Sensing and responding in the telecoms markets – an EU regulatory perspective**

The presentation reviews some EU Member States' broadband development paths and discusses the possible reasons for differences in those markets. As the market changes continuously, the aim is to discuss how to possibly enhance the understanding of future developments in telecoms, and how to build capabilities to sense trends and emerging issues, so that policy makers and authorities could respond with timely, efficient and effective decisions.

The broadband Internet delivers significant benefits and efficiencies in education, health services, commerce, social networks and entertainment. In terms of fostering these benefits many governments have engaged in broadband strategies to increase competition, and further accelerate roll-out and take-up of new infrastructures and services.

In Europe these attempts have materialised in a EU level regulatory framework (EU directives implemented in the member states) in parallel with national broadband strategies. The EU regulatory framework has been in place for 15 years, and the EU Commission has again in 2010 reviewed its ICT strategy 'Digital Agenda'

aiming to a Single Market by swift and consistent enforcement of ex-ante telecoms rules. There are also a vast amount of cases concerning telecoms industry investigated under ex-post competition rules by national and EU authorities.

However, as the 15th Progress Report by the Commission shows, despite the harmonisation the now 27 Member States have very different market situations and phases. Socio economic environments, national legislations, authorities' powers and capabilities, and furthermore, the state of urgency (or lack of it) to implement the EU regulatory framework, and/or to create a national vision and strategy for information society may have influenced on market developments.

The presentation focuses on the European broadband markets because they provide interesting differences under the same regime. However, the issues and implications discussed should be relevant in any telecoms market.

**Biographical note:** Whilst on a leave of absence from the Finnish Competition Authority (FCA) until March 2011, Henrikki Oravainen is currently studying a Master of Commerce degree in the University of Sydney majoring in business information systems and finance. He also has a Master of Social Sciences degree in economics from the University of Helsinki, Finland (2002) and a Postgraduate Diploma in the European Competition Law from King's College, London (2009).

In the FCA he works as a Senior Research Officer since 2002 investigating mergers, abuses of dominant position and cartels concerning primarily the Finnish telecoms markets. In 2005 he worked in the European Commission's Directorate-General for Competition telecoms market unit (DG Comp, unit C-1) as a national expert for four weeks and he has also contributed to the work of the European Competition Network's (ECN) telecoms industry subgroup and OECD discussions. He has been a co-author in a pan-Nordic report "*Telecompetition – Towards a single Nordic market for telecommunication services?*" (2004) and in a competition review "*Kilpailukatsaus*" (2008) published by the Finnish Competition Authority.

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## 2A Online communities and applications

Chair: Christina Spurgeon

**Samantha Yorke:** UGC and applications: best practices in co-regulation

**Christy Collis, Mandy Salomon:** Real estate 2.0: towards a value ecology?\*

**Marissa Dickins, Samantha Thomas, Kate Holland:** Media use of Facebook postings to report events of national interest\*

### The Politics and Policies Surrounding the Regulation of User Generated Content Online

This session will discuss:

- The rise of the interactive and immersive web;
- The role of hosts and publishers of user generated content in facilitating the evolution of interest based online communities, moderating user generated content and the exchange of information, notice and take down regimes, and promoting safe and privacy enhancing behaviours online;
- The 'politics' of social media;
- The challenges associated with regulating this sector compared to other media sectors;
- Practical and effective outcomes to demonstrate and raise awareness of corporate social responsibility in this arena;
- Moving towards a converged media regulatory landscape.

I will highlight some of the challenges the industry has been grappling with for many years and provide some examples and best practices of successful co-regulation taking place both within Australia and in other parts of the world.

**Biographical note:** Samantha Yorke is a media and technology lawyer and policy advisor with over ten years experience working within the consumer technology sector both in Europe and Australia. She advises on issues as wide-ranging as child safety, privacy, abuse escalations, consumer contract law, trade practices, employment matters, intellectual property creation and licensing, user generated content liability and dispute resolution.

In her current role as Legal Director for Yahoo! Asia Pacific, Samantha represents Yahoo! in external forums such as the Department of Broadband, Communications and the Digital Economy's Consultative Working Group on Cybersafety, and the Safer Internet Group. Last, but by no means least, Samantha sits on the board of the Internet Industry Association of Australia.

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### Real Estate 2.0: towards a value ecology?

This paper looks at emerging developments in online community engagement in a major global industry: real estate. Economists argue that we are entering a 'social network economy' in which consumers' involvement in social networks, and those networks' word of mouth recommendations, are becoming ever more central to firms' success. This paper identifies three key areas in which online real estate 'social network economy' work is occurring: real estate social networks, games, and locative media / augmented reality applications. Uptake of real estate applications is, of course, user-driven: the paper not only highlights emerging innovations; it also identifies which of these innovations are actually being taken up by users, and the content contributed as a result. The paper thus provides a case study of one major industry's shift into a web 2.0 communication model, focussing on emerging trends and issues.

**Biographical note:** Christy Collis is a cultural geographer and Senior Lecturer in Media and Communication. She is coordinator of QUT's three-faculty Entertainment Industries program. She is currently one of the chief investigators of an ARC Discovery grant project, 'Creative suburbia,' which is investigating creative industries work in outer-suburban Australia (2008-11); is a member of the Australian Research Council's Cultural Research Network (2004-10)--in which she was convenor of the Cultural Technologies node; and is a researcher in the New Media Services section of the Smart Services Cooperative Research Centre. Her media-related research interests centre around interactions between new media and geography: how we use new media to interact with space.

**Biographical note:** Mandy Salomon is a senior researcher with Smart Services CRC, focusing on emergent web practices and their wider implications for the services sector. Mandy's post-graduate studies focussed on informational overload in the digital era. Prior to that, Mandy spent 20 years in professional

media practice, working variously as a columnist, presenter, and producer/director across print, television and radio. Mandy's current research focuses on virtual communities, environments and economies. Mandy has shared her research amongst a diverse group of Australian business and NGO s. Internationally she has collaborated with NYU, Yale and Nanyang University, Singapore. Publications in 2010 include 'Why Virtual Goods Matter', *Journal of Virtual Worlds Research* (University of Texas) and the industry white paper 'Immersive Internet Australia' (SSCRC).

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### **Australian media's use of Facebook postings to report events of national interest**

Online social networking sites such as Facebook have grown exponentially in recent times. Yet little research has examined how the mainstream news media use the information available on these sites. This talk explores how the Australian media used the social networking site Facebook in reporting three different news events: the disappearance of Australian backpacker Britt Laphorne; the death of 4 year-old Darcey Freeman; and the devastating "Black Saturday" Victorian bushfires. Sixty-four articles from Australian newspapers were identified pertaining to these three case studies within a seven month period from August 2008 to February 2009. An inductive thematic approach was used to identify the way in which information from Facebook was utilized by journalists within these news stories. Three main methods of utilizing information from Facebook were established; the reporting of group activity to gather information, discuss developments, and gauge general public sentiment; the use of profiles to report the lives of newsworthy individuals via their postings leading up to an event; and responses via Facebook groups and profiles of the specific reaction of families, friends and the general public to an event. The rise of social networking presents new challenges for journalists in relation to how they use information ethically and responsibly, and the privacy implications associated with media reporting of postings on social networking sites is discussed.

**Biographical note:** Marissa Dickins is PhD student within the Consumer Health Research Group, Primary Care Research Unit at Monash University. Her PhD is examining the use of online social media as a way for disseminating and examining information. Marissa has also worked in the area of media representations of Swine Flu (H1N1), as well as patient experiences of Breast Cancer Survivorship.

**Biographical note:** Dr Samatha Thomas is a health researcher and health sociologist at Monash University. With a Background in Political Science and Sociology, Samantha's research focuses on bringing a 'consumer' voice to health care and policy. In the past she was worked at organisations such as the World Health Organisation and King's College London focussing on areas ranging from Mental Health, Human Rights and Refugees, to Indigenous Health and the experiences of soldiers deployed to the Iraq War. Currently Samantha focuses on the socio-cultural drivers of chronic disease and the impact of media reporting on health issues. In her Obesity research, Samantha explores the social and health experiences of individuals who are overweight, with a particular emphasis on the role of stigma and discrimination. She has also conducted large-scale research into the experiences of Breast Cancer Survivors. She is also currently involved in a Department of Justice grant examining how mild to moderate and problem gamblers differ in the beliefs and behaviours, and how they interpret and apply the range of messages they are given about gambling. In 2009 she was nominated by The Australian newspaper as one of the top 10 future leaders in the field of Health.

**Biographical note:** Dr Kate Holland is a researcher with the Australian Health News Research Collaboration, a National Health and Medical Research Council Capacity Building project between the Universities of Sydney, Canberra and Melbourne. She is a member of the Public Communication Research cluster, Faculty of Arts and Design, University of Canberra.

Kate is co-chair of the Health Communication and Change Working Group of the International Association for Media and Communication Research (IAMCR) and chair of the Health Communication stream of the Australian and New Zealand Communication Association (ANZCA).

She is currently investigating media representations and audience understandings of news about H1N1 (swine flu), as well as working on an ARC Discovery Project that examines the lived experiences of overweight and obese people and media representations of overweight and obesity. Kate's research interests include health communication, health activism, social movements, postpsychiatry, disability studies, and research ethics.

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## 2B Reporting, journalism and integrity

Chair: Debra Richards

**James Mahoney:** Strategic communication: making sense of issues management\*

**Terry Flew, Anna Daniel:** Reportage of the UK MP expenses scandal: a case study of computational journalism\*

### Strategic communication: making sense of issues management

Strategic communication deals with how an organisation functions as a social actor to advance its mission (Hallahan *et al*, 2007). Issues management is about how organizations (governments) identify, analyse and deal with issues that are important to them – not just in a party political sense.

Sandhu (2009) described strategic communication as multidisciplinary 'intentional' communication that requires a purposeful actor, and rational and deliberate decision-making. J.E. Grunig (2006) argues that strategic communication is a 'bridging activity' between organisations and their stakeholders that should be standard procedure, that is, institutionalised. Argenti, Howell and Beck (2005) defined strategic communication as being '...aligned with the company's overall strategy, to enhance its strategic positioning.' They noted that strategic communication must have a long-term orientation in which practitioners must '...meet short-term needs by stay focused on the long-term issues' facing organisations (p 89).

Planning and managing organisational responses to social, economic and political issues may well be 'an ancient business and communication practice' (Heath and Palenchar, 2009), but just how that might be done is becoming the focus of contemporary approaches to strategic management. Ghemawat (2010), for example, has suggested that one of five adjustments to corporate strategy directions post the 2008-2010 global economic crisis should be a focus on organisational identity and reputation, especially given the all-time low in the general reputation of business caused by that crisis.

The paper will argue the need for governments to more carefully base their communication practices on these principles if they are to succeed over the long-term as opposed to only dealing with short-term tactical responses to daily media pressures.

**Biographical note:** James Mahoney is Senior Lecturer and Course Convenor, Public Relations, at the University of Canberra. Before joining the University, he led public relations teams for a number of national organisations, including the Australian National University, the Australian Electoral Commission and the former Civil Aviation Authority. Publications include *Public Relations Writing in Australia*, Oxford, *A Bushman Remembers*, Queensland University Press (Outback Books), Rockhampton, 2003, 'Towards a New Construct for Communication During Organizational Change', *Empowerment, Creativity and Innovation: Challenging Media and Communication in the 21st Century* (ANZCA and University of Adelaide), Mahoney, J., (2006). "Learnt heaps: second year public relations students' experiences of television and radio interviews as a contribution to learning," *Asia Pacific Public Relations Journal*, 6(1), "Accountable to the Death: A Model for Evaluating Public Relations," *The CASE International Journal of Educational Advancement*, 1(1), June, "A seat at the table: performance measurement," in Albrighton, F., and Thomas, J., (eds), *Managing External Relations*, Open University Press, Buckingham, and "The Accountability Game," *Currents*, (Council for the Advancement and Support of Education, Washington DC) Vol. 26, No. 2, February. In 2009 he won the Prism Prize with M. Balnaves and J.E. Grunig and was guest editor of that journal's special edition on global public relations.

### The *Guardian* reportage of the UK MP Expenses Scandal: a case study of computational journalism

The *Guardian* reportage of the United Kingdom Member of Parliament (MP) expenses scandal of 2009 used crowd-sourcing and computational journalism techniques. Computational journalism can be broadly defined as the application of computer science techniques to the activities of journalism. Crowd-sourcing involves outsourcing to the public tasks that a company might usually undertake inhouse. The history of computational journalism lies in computer assisted reporting techniques, however it's importance is increasing due to the:

- (a) increasing availability of large scale government datasets for scrutiny;
- (b) declining cost, increasing power and ease of use of data mining and filtering software; and Web 2.0; and
- (c) explosion of online public engagement and opinion.

This paper provides a case study of the *Guardian* MP expenses scandal reportage and reveals some key challenges and opportunities for digital journalism. It finds a distinction should be made between information

reportage and computational journalism in the digital realm, just as a distinction might be made between citizen reporting and citizen journalism. Secondly, an opportunity exists for online news providers to take a 'curatorial' role, selecting and making easily available the best data sources for readers to use (information reportage). Thirdly, journalists may increasingly take an active role in understanding, interpreting, verifying and reporting clues or conclusions that arise from the interrogations of datasets (computational journalism). These practices have always been fundamental journalism processes, however the way in which they undertake these roles may change.

Findings from this paper may suggest opportunities and challenges for the implementation of computational journalism techniques in practice by digital Australian media providers, and further areas of research.

**Biographical note:** Anna Daniel is a commercial researcher and her projects have given her particular insight into the digital media and entertainment sectors. As a research fellow at the School of Journalism and Australian Studies at Monash University, Anna is involved in a national research project that explores creative industries in suburban locations. As a research associate in the Creative Industries Faculty (QUT), Anna is part of a team exploring trends in digital media. She has previously worked in corporate and government research management positions, including at PricewaterhouseCoopers, Accenture, Commonwealth Funds Management, Federal Government Departments and public radio.

**Biographical note:** Terry Flew is Professor of Media and Communications in the Creative Industries Faculty at the Queensland University of Technology, Brisbane, Australia. He is the author of Australia's leading new media textbook, *New Media: An Introduction* (Oxford, 2008 - third edition), and *Understanding Global Media* (Palgrave, 2007). From 2006 to 2009, he headed an ARC Linkage project on citizen journalism in Australia, with the Special Broadcasting Service, Cisco Systems Australia and The National Forum as industry partners. He is also leader of an ARC Discovery project on creative suburbia with a research team from QUT and Monash University. He heads the New Media Services work programs of the Smart Services Co-Operative Research Centre, and is a Chief Investigator in the ARC Centre of Excellence for Creative Industries and Innovation.

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## 2C Campaigning for communications consumers

Panel convened by Teresa Corbin, ACCAN CEO

**Michael Fraser:** Consumers first: smart regulation for digital Australia

**David Vaile:** Communications privacy complaints: in search of the right path?

**Ryan Sengara, Julian Thomas:** Launching a consumer research atlas: a partnership between ACCAN and Australia Policy Online

### Consumers First: Smart Regulation for Digital Australia

An exploration of the application of principles-based (or Smart) regulation to communications in Australia, and the articulation of a new regulatory framework for ensuring improved consumer welfare and better outcomes for suppliers who care for consumers.

ACCAN, over the course of its inaugural year and through the review of the evidence base at hand, has come to the conclusion that a regulatory re-think is needed in the communications sector. The current system is failing consumers and those suppliers who want to succeed through better services and lower pricing. Accordingly, we are seeking to put forth a viable, future proof, alternate vision of a regulatory framework for communications. Of paramount importance is that we propose a vision that places consumer welfare at the centre of policy and regulation. We are seeking to develop rules which deliver much better outcomes for consumers. The starting point for reform is the elaboration of principles-based regulation.

This research explores a principles-based approach, and delivers a specific and contemporary vision of a new framework for ensuring consumer welfare.

The methodology of the project involves a review of literature, cases studies, legislation and other legal instruments of policy/best practice in Australia and internationally, across sectors; and expert and stakeholder interviews with industry, consumer organisations, regulators and other stakeholders).

The research aims to present:

- A context through a short, concise summary of the many flaws in the current regime from a consumer standpoint, including the broad transition to a digital economy. Key current failures are to be seen in high prices, poor service levels and high complaint levels. Unfair conduct, such as fine print and 'confusopoly' are further systemic faults.
- Explanation of what principles-based regulation is, including its application in other settings domestically and internationally.
- Evaluation of the application of principles-based regulation to communications in Australia, including: does it fit; strengths and weaknesses; what would it look like; how would it deliver for consumers; what would this mean for existing institutions and obligations; what are the options for its adoption?
- A clear and robust set of recommendations for an alternate regulatory framework.

**Biographical note:** Michael Fraser is Professor of Law and Director of the UTS Communications Law Centre. He was a founder and CEO of Copyright Agency Limited (CAL) for twenty one years and a founding director of Australian, foreign and international copyright management organisations. He has influenced change in attitudes, policy and practice internationally regarding copyright and commerce for creators and the content industries, as well as media and communications policy in the public interest. Michael pioneered new digital content delivery, e-commerce business models and value adding virtual supply chains for content and rights. He is a frequent contributor to government policy formulation and a national and international speaker. Michael is a director on the board of the Faculty of Law, University of Technology, Sydney, the Australian Copyright Council, the Stolen Generations Testimonies Foundation, the Australian Communications Consumer Action Network (ACCAN), a Member of the Steering Committee for the Review of the Telecommunications Consumer Protections (TCP) Code and Vice - President of Sydney PEN Centre.

### Communications privacy complaints: in search of the right path?

A recent report\* <<http://is.gd/gnsgT>> for peak consumer body ACCAN <[www.accan.org.au](http://www.accan.org.au)>, led by Chris Connolly and David Vaile at UNSW's Cyberspace Law and Policy Centre <[www.cyberlawcentre.org](http://www.cyberlawcentre.org)>, investigated attributes of three privacy complaint-handling processes in the Australian telecommunications sector. We aimed to encourage better outcomes for consumers by promoting a coordinated, fairer complaints system. This presentation describes our findings and recommendations, and responds to subsequent commentary.

The study compared three commonly-used complaint paths for privacy complaints in this sector:

- Complaints to Office of the Privacy Commissioner (OPC), a privacy-specific federal agency covering federal agencies and many private businesses. Formerly part of HREOC, then free-standing, it was recently subsumed under the new Information Commissioner. OPC handles general privacy, telemarketing and Internet-related complaints.
- Complaints to Australian Communications and Media Authority (ACMA), a federal statutory authority regulating a variety of communications and broadcasting topics. ACMA's communications privacy workload covers spam and Do Not Call register complaints, plus a small number of general privacy complaints.
- Complaints to the Telecommunications Industry Ombudsman (TIO), a telecommunications industry-funded co-regulatory body created by statute. Typical TIO privacy topics included general and Internet-related complaints.

The study collated data and case studies readily available from the three complaints bodies (the starting point for our comparisons), interviewed some key staff, and surveyed community organisations assisting complainants to help appreciate the explanations for and impact of the similarities and differences.

The study makes recommendations for more consistent, better outcomes for communications privacy complaints:

- Improve resolution times, specifically at OPC;
- Give frank and consistent information to consumers, especially on resolution times and where to complain; and to industry, on compliance;
- Collect demographic profiles of complainants to target services better;
- Improve coordination and referral between the three bodies;
- Offer and use the full range of regulatory tools and remedies.

Any communications sector privacy complaint lodged with any complaints body should be able to achieve all of the outcomes desirable in a best practice regulatory environment:

- Compensation for individuals;
- An apology for individuals;
- Prompt correction or removal of personal data;
- A change to business practice at a company;
- A change to broader industry practices for systemic issues;
- Occasional naming of individual companies, as a warning to consumers and a lesson for industry;
- Occasional enforcement action to promote compliance.

\*Connolly, C and Vaile, D, Cyberspace Law and Policy Centre 2010. Communications privacy complaints: in search of the right path, Australian Communications Consumer Action Network, Sydney, at: [http://cyberlawcentre.org/privacy/ACCAN\\_Complaints\\_Report/report.pdf](http://cyberlawcentre.org/privacy/ACCAN_Complaints_Report/report.pdf) or <http://is.gd/gnsgT>

**Biographical note:** David Vaile is executive director of the Cyberspace Law and Policy Centre at UNSW Law Faculty. He coordinates Centre support for ARC research projects such as Young people and filtering, Unlocking IP, Interpreting Privacy Principles and Regulating Online Investing, including input into public policy processes; presents at conferences and fora; runs intern programs; and teaches Cyberspace Law, Law in the Information Age, and Advanced Legal Research. He also assists AustLII and UNSW's Centre for CLE. His background in law, IT and communications has involved privacy and data protection; co-founding a pre-Internet-but-still-running virtual community for advocates; online professional education; medical record software; legal research; pro bono, public interest and test case litigation; and organisational governance of IT risks.

His research interests include content regulation, online communities, e-security and IT risk management, personal safety online, privacy and data protection, jurisdictional issues, copyright and digital IP, e-health records, and user-centred design. He is also a past member of the Information Security World Advisory Board, former chair of a statewide community legal service, and current board member of the Australian Privacy Foundation.

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### Launching a consumer research atlas: a partnership between ACCAN and Australia Policy Online

It has long been difficult to readily pull together the most relevant, recent, and important research on communications consumers and issues that affect consumers. Accordingly, ACCAN has been exploring the formation of a communications consumer research atlas. The idea being to pull together resources in key

strategic areas, and by doing so continue to develop an evidence base for ACCAN's work and likewise contribute to the wider communications community in policy and product development.

Australian Policy Online (APO) is a not-for-profit a news service and online resource collection providing the largest and most popular collection of open access policy research in Australia [www.apo.org.au]. APO's database includes access to over 10,000 reports and articles from academic research centres, think tanks, government and non-government organizations from 2000 onwards. The site also features video, audio, books and web resources focused on the policy issues facing Australia, and lists events, jobs, calls and courses of interest to the policy research community. The site's coverage is broad with major sections covering creative industries, economics, the environment, social policy, politics, health, education, the law, Indigenous and international issues.

ACCAN and APO have formed an innovative partnership to not only develop a database of communications research, but also to develop research guides -- working annotated bibliographies of key research in topical consumer issue areas in communications.

One aspect of this partnership will be co-editing of a newly named 'Creative and Digital Economy' section of the APO website, sponsored in association with the ARC Centre for Excellence for Creative Industries and Innovation. This existing database will continue to grow, collecting the most recent and relevant communications research, tagged and searchable. The database will feed into APO's existing publishing and feeds services and be tailored for ACCAN publications.

Yet both ACCAN and APO are keen to provide more than just a database of resources. They will collaborate to produce 'research guides' -- live annotated bibliographies that provide an introduction to key topic areas to help researchers, consumers, policy makers, industry and other stakeholders find their way through the main issues and important documents. APO's resources on topics cross-economy and public life will provide a rich backdrop on which to paint more full and contextualised pictures of issues and topics.

This presentation aims to provide the audience with a background to the project and a live demonstration of the products. It also aims to engage the audience to further encourage innovation of this tool which has great potential to provide benefit to the entire communications community.

**Biographical note:** Ryan Sengara is Research and Grants Coordinator for the Australian Communications Consumer Action Network. ACCAN is Australia's peak consumer representation and advocacy body in communications. Ryan is a social and political researcher with a Masters of Arts in Social, Community, and Organisational Studies. He also carries a Bachelor of Commerce from McGill University in Canada. He is an experienced community project leader, having managed the 'Redfern Kids Connect Project', aimed to build social capital and digital media literacy for Redfern's diverse community through participation in technology. Ryan was awarded the University of Technology Sydney's 2006 Human Rights Award for Reconciliation for his work with the project. Ryan worked for ACCAN's predecessor, the Consumer's Telecommunications Network, and has also completed private consultancies for ACCAN (founding research and Strategic Plan), the University of New South Wales, The University of Sydney, The University of Technology Sydney, and The Disability Studies and Research Institute.

**Biographical note:** Julian Thomas is Director of the Institute for Social Research and Professor of Media and Communications at Swinburne University of Technology. His research interests are in new media, information policy and the history of communications technologies.

Julian is an Associate Editor of the website Australian Policy Online. His book on the history of intellectual property law, co-authored with Megan Richardson, will be published in 2011 by Cambridge UP. He is also a board member of the Foundation for Public Interest Journalism, a member of the Consumer Consultative Forum of the Australian Media and Communications Authority, and Convenor of the Swinburne University node of the Australian Research Council Centre of Excellence in Creative Industries and Innovation (CCI).

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### 3A Audience and screen production research

Screen Australia panel convened by Matthew Deaner

**Craig Rossiter:** Screen production sustainability and the future of content: key learnings from surveying the sector

**Rebecca Mostyn:** Australian drama production: 20 years of data

**Matthew Hancock:** Tracking audiences across new and traditional platforms

#### Screen Australia's strategic direction

Screen Australia supports and promotes the development of a highly creative, innovative and commercially-sustainable screen production industry. The agency leads industry debate by being an authoritative source of information, encouraging a collaborative approach to data collection and policy development to ensure such information results in continuous improvements to Screen Australia's program design. Matthew will provide an overview of current priorities.

**Biographical note:** Matthew Deaner joined Screen Australia in November 2009 and has responsibility for setting the agency's strategic and research priorities. For the seven years prior to this Matthew worked for the Australian Subscription Television and Radio Association with responsibilities for legal and policy, industry development and government and stakeholder relations. He has previously worked for law firms and terrestrial and subscription television broadcasters in both Sydney and London. Matthew has also produced live broadcast television events and been a director of the human rights international documentary film festival REAL: life on film.

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#### Screen production sustainability and the future of content: key learnings from surveying the sector

As part of the Screen Australia's submission to the Federal Government's review of the independent screen production sector the agency compiled new, original research that provides a snapshot of documentary and drama screen production businesses in Australia. Craig will present findings from the *Business Survey* conducted in 2010 – a survey of production businesses (from the databases) that have made at least one feature film, TV drama or documentary project over the last 10 years.

**Biographical note:** Craig Rossiter joined the Australian Film Commission in 2006 and has led several key projects, including the development of the *Post, Digital and Visual Effects Survey* and updates to the *Film Agency Funding in Australia* report as well as the recent *Business Survey*. Craig was previously Marketing Manager at the Royal Children's Hospital Foundation where his initiatives ranged from a top-of-mind brand awareness survey to exploratory donor motivation research. Craig has also taught at Queensland University of Technology and worked for a number of film distribution and exhibition companies, including Ronin Film and Roadshow Film Distributors.

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#### Trends in Australian drama and documentary production

In addition to the *Business Survey*, Screen Australia's submission to the independent screen production sector review also drew on extensive information from the agency's analysis of production activity and credits. Rebecca will discuss this analysis as well as providing an overview of this year's *National Drama Production Survey*, the agency's flagship research publication for more than 20 years. She will identify recent improvements to better reflect the impact of the Producer Offset on production levels.

**Biographical note:** Rebecca Mostyn joined the Australian Film Commission in 1998 and has worked across all areas of research since then, compiling and updating statistics and analysis for all sections of Screen Australia's online collection of statistics on the film, video, television and interactive digital media industries in Australia, including five editions of the *National Drama Production Survey*, all seven editions of *Documentary production in Australia Collection of Key Data* and two updates of *Film Agency Funding in Australia* report. She has also contributed research and statistics to various policy reports and submissions.

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**Tracking audiences across new and traditional platforms**

Screen Australia is committed to investigating audience attitudes and behaviours towards screen content – how and why it is used and in what situations. As a result the agency's is currently involved in a suite of audience projects. Matthew will provide an overview of what can be expected from Screen Australia's *Audience Engagement Report*, to be released early 2011. He will also discuss the agency's involvement in *Spreading Fictions: Distributing Stories in the Online Age*, a research partnership with Swinburne's Institute for Social Research, UNSW's Journalism and Media Research Centre and ABC Television.

**Biographical note:** Matthew Hancock joined the Australian Film Commission in January 2006. For the six years prior he was an analyst with Mediascape, a private research firm measuring the impact of print and broadcast media on community perception of public policy. He has written extensively issues relating to media education for Metro Magazine and also taught at the Eora Campus of Sydney Institute. Matthew recently presented findings from his paper 'Mitigating Risk: A Case for Greater Numbers of Adaptations in the Australian Film Industry' at the Melbourne International Film Festival, published by the Centre for Screen Business at the Australian Film, Television and Radio School.

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### 3B Media concentration and ownership

Chair: Michael Gordon-Smith

**Rod Tiffen:** Print media concentration

**Franco Papandrea:** Deregulation and concentration in electronic media\*

**Michael Pusey, Marion McCutcheon:** Ownership trends and consequences: from media moguls to money men

#### Trends in Newspaper Circulation and Ownership

The paper presents an analysis of trends in Australian daily newspaper circulation and ownership over the last two decades. Apart from a spate of closures of afternoon metropolitan newspapers in the late 1980s and early 1990s, there have been relatively few titles closing. However the data indicate very clearly the long term trend towards declining circulation. Ownership has largely remained stable, but when changes have occurred, they are always in the direction of greater concentration. The data has been gathered as related research is a component of the International Media Concentration Research Project headed by the Columbia Institute of Tele-Information and involving participants from over 30 countries (for details, see: <http://internationalmedia.pbworks.com/>). Australian press ownership is more concentrated than any of the other countries on which we have data, with the largest company, News Limited, having a higher proportion than elsewhere, and the two largest companies, News and Fairfax, together having a larger share than in any other country.

**Biographical note:** Rodney Tiffen retired from the University of Sydney in 2010, after working there for 31 years. He is now an Emeritus Professor in Government and International Relations there. He has written seven books, edited three and written around 60 academic articles and book chapters. He is a Fellow of the Australian Academy of the Humanities.

#### Deregulation and Concentration in Electronic Media

The paper presents an analysis of trends in concentration of electronic media industries in Australia over the past two decades. The industries examined include Broadcast television and Radio, Pay Television, Film and Video Production, ISPS and Search Engines. The related research is a component of the International Media Concentration Research Project headed by the Columbia Institute of Tele-Information and involving participants from over 30 countries (for details, see: <http://internationalmedia.pbworks.com/>). The goal of the project is to go beyond the rhetoric to an academic, empirical, dispassionate, and data-driven analysis of industry concentration trends and their drivers. The project has no agenda beyond understanding what is happening and why.

**Biographical note:** Franco Papandrea is Adjunct Professor Faculty of Arts and Design, University of Canberra. In 2009, he retired from the position of Professor of Communication and Director of the Communication and Media Policy Institute at the University of Canberra which he held for some 10 years. He is a leading expert in communication and media policy with extensive experience in the evaluation of related public policies and regulatory practices. He has published widely in the field. He is a Custodian of the Communication Policy and Research Forum and Chair of the Forum's Academic Review Committee.

#### The concentration of media ownership in Australia—From the media moguls to the money men?

It is well known that Australia has one of the highest concentrations of media ownership in the world. One is entitled to ask why this matters. The answers are several; some universal and others particular to the Australian setting.

It is generally thought that liberal, 'fourth estate' standards of journalistic independence and diversity of opinion are essential conditions for both informed citizenship and freedom of speech and hence for the proper functioning of liberal democracy. Judged by those standards Australia compares poorly with most other developed OECD nations.

The Australian media have 'traditionally' been dominated by the three media dynasties of Packer, Fairfax and Murdoch. All three houses have used proprietorial influence over news and current affairs to advance their respective commercial and political interests and to extract preferential treatment from successive Australian governments in ways that flout journalistic and editorial independence. By contrast the Australian public service broadcasters (PBS) enjoy comparatively very low public funding and a very low share of the television viewing audience. In Australia also, the professionalization of journalism came relatively late with

levels of professional education of relatively low quality. Moreover, commercial broadcast journalism functions with minimal regulation for accuracy and impartiality.

To the conservative neoliberal observer's objection that these concerns reflect only the self-serving or elitist views of a progressive middle class there is a resounding answer. Data from successive waves of the Australian Survey of Social Attitudes (AuSSA) show that a majority of Australians, 80 percent in 2003 and 70 percent in 2007, thought that commercial media ownership was too concentrated. Although these results point to significant disquiet among survey respondents, they also suggest that some Australians have become less concerned about media concentration. During the period that the AuSSA survey was conducted, the Howard government was positioning to loosen the cross-media rules, originally put in place by the Hawke Government in 1987. After an abortive attempt in 2002, in October 2006 Parliament passed the first changes to the cross-media rules. Media owners need no longer choose to be merely a queen of screen or prince of print, they can now rule the airwaves. Surely such a move would lead to further concentration? Why was the AuSSA data showing lessening concern?

The focus of this paper is thus on the effect of the 2006 cross-media rule changes on the concentration of ownership of Australian commercial radio and commercial television services and newspapers. It considers what the changes have meant for media diversity and why we should be concerned.

**Biographical note:** Marion McCutcheon has worked as a consulting economist and communications policy analyst, and as an adviser and researcher with the Australian Broadcasting Authority, the Department of Communications, Information Technology and the Arts and the Bureau of Transport and Communications Economics. Her qualifications include a PhD dissertation on media policy, *Is pay TV meeting its promise?*, completed in 2006, a Graduate Diploma in Mathematics and Statistics and a Bachelor of Commerce. Her current projects include contributing to *Spreading Fictions*, a joint project between the ABC, Screen Australia, Swinburne University's Institute for Social Research and UNSW's Journalism and Media Research Centre.

**Biographical note:** Michael Pusey is a professor of Sociology at UNSW and the author of a number of books including *Economic Rationalism in Canberra* (Cambridge, 1991) and *The Experience of Middle Australia. The Dark Side of Economic Reform* (Cambridge, 2003). He is currently researching political communication and the media and, secondly, working on long-standing researches into quality of life.

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### 3C Wireless broadband

Chair: Reg Coutts

**Shara Evans:** Australian wireless market - the last 10 percent

**Jock Given:** Fixed and mobile broadband: complementarity, substitution and the NBN

**Ian Martin:** Evaluation of the consideration paid for the nationalization of AWA's international communications operations in 1946

#### Australian wireless market – the last 10 percent

Understanding the way Australia's broadband services relate to the distribution of Australia's population is crucial to understanding the challenges faced by the NBN. How well can we identify where Australia's under-served households are, and how well do we understand their communications needs?

Drawing on Market Clarity's extensive geo-analysis of telecomms infrastructure in Australia, Shara Evans will look at how population distribution already affects telecommunications service deployment - and how this relates to the plans announced by NBN Co to date.

**Biographical note:** Shara Evans is a well-known technologist, futurist and opinion leader in the Australian telecommunications market, as well as the Founder and CEO of Market Clarity [www.marketclarity.com.au](http://www.marketclarity.com.au), an award-winning telecommunications analyst firm. Under Shara's leadership Market Clarity developed extensive databases, forecast models and geospatial tools for tracking and analysing the deployment Australian telecommunications infrastructure and services, allowing for the presentation of highly complex information in an intuitive geographic (map) format.

#### Fixed and mobile broadband: complementarity, substitution and the NBN

The Australian Government is investing heavily in a national network to deliver high-speed broadband via fibre-to-the-premises (FTTP) for at least 90% of Australian households and businesses with eight years. The main growth in broadband subscriptions in recent years, however, has been in mobile, not fixed line technologies. The McKinsey/KPMG NBN Implementation Study published in May 2010 argues that 'the confluence of several unique and temporary factors has resulted in the rapid growth of wireless broadband... The drivers of this growth are likely to weaken over the medium to long term as fibre connectivity becomes ubiquitous.' These drivers include drops in mobile broadband pricing, poor fixed broadband offers and strong adoption of remote working in the business market. Around 70-90% of mobile subscriptions are said to be complementary, not substitutive—'purchased not by people replacing their fixed broadband accounts but supplementing them'. In the future, the Study argues fixed broadband will have 'an increasing performance advantage over wireless broadband platforms which will only increase as band width hungry applications emerge'. (pp 232-5)

This paper examines evidence about the recent surge in the take-up of wireless broadband in Australia and overseas. It speculates about likely future developments and their impact for policy about fixed and mobile communications networks.

**Biographical note:** Jock Given is Professor of Media and Communications at Swinburne University's Institute for Social Research. He wrote the Australian Country Study for *Next Generation Connectivity: a review of broadband internet transitions and policy around the world* undertaken for the Federal Communications Commission by The Berkman Center for Internet and Society at Harvard University. He is co-editor (with Jerry Watkins) of the July 2010 issue of *Communications, Politics & Culture* on 'Broadband: Policy, Innovation, Use' and one of two investigators on 'Developing Next Generation Broadband Infrastructure: learning from Australia's national broadband network', a research project funded in 2009/10 by the Social Sciences and Humanities Research Council, Canada's federal funding agency for university-based research and student training in the social sciences and humanities.

#### Evaluation of the consideration paid for the nationalization of AWA's international communications operations in 1946

In 1946 the Chifley Government created the Overseas Telecommunications Commission (OTC) to run Australia's international communications services. To help achieve this, the Government nationalised the international communications services of Amalgamated Wireless (Australasia) Ltd (AWA), along with the Australian end of Cable and Wireless's international services. AWA had developed international wireless telegraphy and wireless telephony services since the 1920s and by 1946 these delivered a substantial commercial return to AWA. The acquisition of the AWA operations cost the Government A£1.4m. The focus

of this presentation is whether the amount of consideration paid to AWA was appropriate, what issues came into play in assessing the amount and how was the consideration evaluated by AWA.

**Biographical note:** Ian Martin is a telecommunications equity analyst at the Royal Bank of Scotland (RBS) and senior research associate at Swinburne University's Institute for Social Research. Ian has been a telecommunications analyst for over 20 years since commencing research in 1988 on the review of Telecom's USOs. He worked on many of the main regulatory and policy issues behind the opening of the sector to competition in the early 1990s. In 1994 Ian joined BZW (later ABN Amro, and later still RBS) as one of the first telecommunications analysts in the Australian capital market where he has worked on the Telstra IPO in 1997, the Optus IPO, the Telstra 2 sell down in 1999 and the Telstra 3 sell down in 2006. In January 2010 Ian commenced a part time position as Senior Research Associate at Swinburne University's Institute for Social Research where he works on the 2010-2012 Australian Research Council funded Discovery Project 'Imperial Designs'.

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## 4A Ipad adoption and impact

Chair: Mark Balnaves

**Terry Flew:** What will the Apple iPad deliver for newspapers?

**Mark Finn, Peter Ciszewski:** Selling myth and metaphor: what the iPad shows about technology adoption\*

### What will the Apple iPad deliver for newspapers?

The launch of the Apple iPad in January 2010 was one of the most anticipated and publicised launched of a new technological device in recent history. Positioning itself as between a smartphone and a PC, but with the attributes of both, Apple have sought to develop a new market niche with the iPad for tablet PC devices, and early signs are that market expectations are being met, despite some criticism of the device in terms of lack of some functionalities, such as a built-in camera.

The iPad's launch was potentially fortuitous for the newspaper industry worldwide, as it offered the potential to address its two recurring problems: the slow but inexorable decline of print media circulation, and the inability to satisfactorily monetise online readerships. As a result, the Apple iPad has benefited from an enormous amount of free publicity in newspapers, as they develop their own applications (apps) for the device.

This paper reports on findings from work undertaken through Smart Services CRC into potential take-up and likely uses of the iPad, and their implications for the news media industry. It reports on focus group analysis undertaken in the mid-2010 using "customer job mapping" methodologies, that draw attention to current gaps in user behaviour in terms of available devices, in order to anticipate possible niches that may be filled beyond the current "three screens" of PC, mobile phone and television.

**Biographical note:** Terry Flew is Professor of Media and Communication in the Creative Industries Faculty, Queensland University of Technology (QUT). Terry heads the New Media Services work program for the Smart Services CRC, and is the author of *New Media: An Introduction* (OUP, 2008 - third edition) and *Understanding Global Media* (Palgrave, 2007). He has also been published in leading international academic journals such as *International Journal of Cultural Policy*, *Television and New Media*, *Journalism: Theory, Practice and Criticism*, *Media, Culture and Society* and *International Journal of Cultural Studies*.

He has been First Chief Investigator on an ARC Linkages-Project into citizen journalism in Australia from 2006 to 2009, with industry partners the Special Broadcasting Service, Cisco Systems Australia, and The National Forum. He is First Chief Investigator on an ARC Discovery-Project on Creative Suburbia, with researchers from QUT and Monash University. He is a Chief Investigator with the ARC Centre of Excellence for Creative Industries and Innovation, and was President of the Australian and New Zealand Communications Association for 2009-2010. His forthcoming book is *The Creative Industries, Culture and Policy* (Sage, 2011).

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### Selling Myth and Metaphor: The iPad and Technological Adoption

Within 60 days of the iPad's release, Apple had sold over 2 million units and generated the kind of media hype usually reserved for visits by major international celebrities. What seems to have been forgotten in the midst of the hyperbole surrounding Apple's "magical" new product was that this was not actually a new device, but rather a reincarnation of a computing concept that had first been explored in the early 1970s. The iPad is, however, the first implementation of the tablet computing concept that has attracted widespread interest, not just from the technology-savvy but from consumers of all ages and backgrounds.

While it might be assumed that the iPad's success can be attributed primarily to Apple's technological or marketing expertise, our presentation will argue that it is the company's expertise in taking established principles in Human-computer Interaction (HCI) research and articulating them to ideas of personal identity that is the key to its success. By exploring how this articulation of HCI principles and social identity has worked in relation to the iPad, we aim to identify strategies that might be adopted by any organization seeking to legitimize the adoption of new technology.

**Biographical note:** Mark Finn is a senior lecturer in Media and Communications at the Swinburne University of Technology in Melbourne, Australia. He has published widely on various aspects of new media, including the historical development electronic commerce and the social implications of mobile computing technologies. For the past five years he has been specialising in the social and cultural dimensions of video games, and was a key contributor to a recently published anthology of papers focusing on the Grand Theft

Auto series of games. His most recent work examines the debate over game regulation, and explores the problems regulators face when dealing with increasingly interactive and malleable content.

**Biographical note:** Peter Ciszewski is a senior lecturer in Digital Media at Swinburne University of Technology in Melbourne, Australia. He has been coordinator of the Bachelor of Multimedia and Bachelor of Arts (Digital Media) degree programs since they commenced at Swinburne in 1995. He has taught into a broad range of discipline areas including Internet and WWW, Multimedia Technology, User Experience Design, Digital Image Processing and Multimedia Project Management. Current research interest is the uptake of touch screen technology and the usability issues that are emerging as “traditional” web content is increasingly accessed using technology such as the iPad.

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## 4B Online risk and protection

Chair: Peter Leonard

**Sarah Alderson:** Key customer protection issues and complaint- handling resolution schemes in Australia and the UK

**Lelia Green:** Internet savvy? Children and online risk\*

### **The changing landscape of customer protection in the telecommunications industry: A comparative analysis of key customer protection issues and complaints handling resolution schemes in Australia and the UK**

With the advent of the National Broadband Network (NBN), it is timely that several pieces of key consumer protection regulation and legislation are being revisited in Australia. Elements of the consumer protection regime in the Australian communications landscape are struggling to cope with the complexity and multiple parties involved in delivering communications services over multi-layered and interconnected communications systems the current communications system and the NBN may magnify this problem. Customer satisfaction levels are arguably unacceptably low.

When revisiting the consumer protection regime in Australia, we need to ensure that the industry as a whole (both providers and regulators) are incentivised to innovate and regulate in a way that serves consumers better in the current and future digital landscape.

This paper will examine several key components of the consumer protection regime in Australia with a focus on the communications complaint handling scheme and the ACMA's inquiry on Reconnecting the Customer. It will then compare Australia's system against the system in the UK – a country that has already experienced many of the issues that Australia now faces including separation.

The Telecommunications Industry Ombudsman (TIO) in Australia handled over 110,000 complaints in the quarter from January to March 2010. Although the number of complaints has been decreasing across the industry, the current trend indicates that the TIO will be on track to handle almost half a million complaints this year. In contrast, in the UK, a country that has more people, more telephones and more broadband penetration the ombudsman is expected to handle only 21,000 complaints this year.

Of course, difference in levels of complaints between the UK and Australia may be reflective of many differences: awareness of the schemes, their perceived efficacy, or better resolution of complaints at the provider level. Or the difference may reflect a deeper problem in the level of service in Australia. This paper will analyse the differences in the mechanics of the two schemes and identify elements of the UK scheme that are worthy of consideration for Australia to assist in increasing customer satisfaction and ensuring that the regime is effective and relevant in a high-speed broadband environment.

**Biographical note:** Sarah Alderson is a telecommunications regulatory lawyer at Gilbert + Tobin Lawyers. She has extensive experience advising on regulatory matters for domestic and international clients, and through this work has a deep understanding of Australia's current regulatory regime. She advises on a range of issues relating to telecommunications regulation and consumer protection. She also regularly advises on licensing issues, land access, interception and law enforcement, privacy and spam. She has also completed secondments to Telstra and Vodafone.

Prior to joining Gilbert + Tobin, Sarah worked as a specialist telecommunications policy advisor for the Australian Department of Communications, Information Technology and the Arts (DCITA). Sarah has qualifications in Law and Media Communications.

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### **Internet savvy? Children and online risk**

Over the past five years there has been an explosion of research into the risks that (particularly) children run when they interact online. EU Kids Online I ran from 2006-9 and assessed over 400 studies drawn from 21 EU countries before moving into a new phase (EU Kids Online II) with comparative research across 25 European nations with a budget of 2.5M Euro.

In the United States, the Internet Safety Technical Task Force deliberated throughout 2008 before issuing a final report at the end of that year which particularly addresses the risks run by children's activities on Social Network Sites such as Facebook.

In Australia, the major ACMA report on *Media and Communications in Australian Families* (2007) has been supplemented by four shorter research reports considering specific aspects of media use by young people

and in family groups; and three annual reports examining online risk and safety more broadly (2008, 2009 and 2010).

This research indicates that children's risk taking is across a range of contexts; deemed by the EU Kids network to encompass Content, Contact, Conduct risks. Risk taking varies with gender and age, and with the relative prevalence and uptake of the internet in the society concerned. Not all risk confers harm, however, and as well as reviewing key aspects of the research discussed here, the paper suggests that policy makers also have a responsibility to address children's perceptions of discomfort and harm as a result of their internet activities, and their coping strategies and relative resilience. Since this paper was proposed the ARC Centre of Excellence for Creative Industries and Innovation has commissioned research to parallel EU Kids Online II, which will allow some benchmarking across 26 nations, including Australia.

**Biographical note:** Lelia Green is Professor of Communications at Edith Cowan University and a Co-Chief Investigator of the ARC Centre of Excellence for Creative Industries and Innovation. Together with Professor Catharine Lumby (UNSW) and Distinguished Professor John Hartley, Lelia works in the CCI 'Risk and Representation' project investigating children and young people's digital citizenship and online risk. Lelia has been associated with the EU Kids Online research network since 2006 when she served on their international advisory panel. Her latest book is *The Internet: An Introduction to New Media* (Berg, 2010).

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## 4C Open Internet carriage and content

Chair: Mark Armstrong

**Iarla Flynn:** Open Internet in the Australian communications context

**Elise Ball:** Content service provision and net neutrality in an NBN Australia

### Open Internet in the Australian communications context

This talk will look at the origins of the Internet as a uniquely open platform and the impact this openness has had on innovation. I will touch on the emerging global debate on "Net Neutrality" and seek to draw out the essential principles for preserving the open environment. The talk will also look at the current situation in Australia and consider the impact of developments in the sector including the National broadband Network.

**Biographical note:** Iarla Flynn is Head of Public Policy and Government Affairs with Google for Australia and New Zealand. His focus is on preserving the benefits of the open Internet for all Australians and he covers the full range of policy issues including access, content regulation and privacy. He also has responsibility for representing Google in all interactions with government and with industry groups. He joined Google in 2007 as European Public Policy Manager based at the Company's European HQ in Ireland. His role included leading Google's advocacy for communications and spectrum liberalisation across Europe.

Prior to joining Google he spent 12 years in senior roles in government and telecoms operators in the Irish and European communications sectors. He started his career with the Irish government where he was a member of the team which set up the first independent telecoms regulator and completed an equity-based strategic alliance for the State-owned telecoms company. Moving into the newly emerging telecoms sector he was regulatory and public policy lead for new entrant players which were first to launch a range of new services; including indirect access voice services (carrier pre-select), number portability, and local loop unbundling. He also spent a number of years as director of the industry association representing new entrant telecoms operators where he led industry advocacy with policy makers and in the media, successfully highlighting the benefits of competition and playing a strong role in the introduction of new legislation in 2002, which gave stronger pro-competition powers to the telecoms regulator.

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### Content Service Provision and Net Neutrality in an NBN Australia

This presentation will provide a status update on the net neutrality debate in a number of international jurisdictions cover the UK, US and broader Europe, the progress of public consultations and the adoption of regulatory strategies in these jurisdictions.

As the regulatory issues in this debate become more refined, the debate is likely to centre on what remains free, what you pay for and who pays for whom to deliver content to end users. The debate on net neutrality remains relevant to Australian business, consumers and regulators as international approaches are likely to influence opinions on the debates as they re-emerge here and there in Australia.

In this context, the presentation will consider the net neutrality debate as it relates to the Australian communications sector and the provision of content services in an NBN environment. It will also discuss existing content regulation and consider whether there is a need to implement specific net neutrality regulatory regime to deal with the fears illuminated by the net neutrality debate in other jurisdictions.

**Biographical note:** Elise Ball is a lawyer within Gilbert + Tobin's Corporate, Communications and Technology group. She advises on a number of different aspects of telecommunications regulation at the retail and wholesale levels ranging from Spam, privacy and e-marketing, mobile premium content, numbering issues, access disputes under Part XIC of the Trade Practices Act and universal service policy.

She also advises on various regulatory aspects of the NBN implementation and next generation network access issues.

She has been with Gilbert + Tobin since 2002 when she commenced in the firm's intellectual property group working primarily on copyright infringement litigation matters and from there moved to the group she is currently in.

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**5A Einstein's audience: new dimensions of media consumption**

Panel convened by Ian Garland

PVRs, online video, mobile devices and place-based media have given the audience control of the time and place of consumption. How are media outlets meeting the measurement challenge?

**Ian Garland:** Multiview Analytics

**Lisa Walsh:** ABC

**Doug Peiffer:** Network Ten

**Graeme Uhd:** Hoop Group

**Panel topic**

Increased consumer choice and control are two major landmarks now dominating the media landscape. PVRs, online video, mobile devices and place based media have all served to dramatically change how most media is used. The session's objective is to reflect on how the extended audience (reaching consumers beyond the main delivery method) has now become the Einstein Audience, with viewers, listeners and readers increasingly commanding the time and place of consumption. The session will outline how a number of leading media organisations have adapted their business and service models to fulfill consumer needs while meeting various business objectives. It will also ask how well the new models meet the measurement challenge and whether more changes are needed.

**Biographical note:** Ian Garland is managing director of Multiview Analytics (Multiview). Multiview supports the subscription TV industry's growth objectives through a wide range of custom research and analytical services. These services are designed to provide an improved understanding of STV customers, to generate actionable insights about viewing behaviours and to deliver increased levels of accountability to the industry's advertising partners.

Ian has spent the last 25 years developing and using information services to assist businesses in their growth objectives. His experience includes nearly twenty years with Nielsen in a range of senior management roles and four years as Commercial Director with ASTRA, subscription television's peak body.

**Biographical note:** Lisa Walsh has been Head of Audience Research at the Australian Broadcasting Corporation (ABC) since 2002. Her work at the ABC encompasses quantitative and qualitative research on audiences across traditional and new media platforms.

The ever expanding array of ABC content and the rise of new distribution channels and technologies have provided audiences the opportunity to access the ABC anywhere anytime. This expansion and the interplay of audiences and content across platforms place increasing pressure on traditional audience measures. The ABC continues to work on new ways of understanding audience behaviours and strives to understand and respond to emerging patterns and trends in media consumption.

Prior to joining the ABC Lisa ran her own research consultancy and spent more than a decade working for multinational research agencies in consumer marketing and media research. Lisa has an Honours Degree in Geography from the University of Sydney and a Master of Applied Science, Communications from the University of Technology Sydney. Lisa is a member of the Market and Social Research Society of Australia (AMSRS).

**Biographical note:** Doug has spent 24 years in the media research arena on both the supplier side and the media owner side. Over the past nine years, he has headed all things research for Network Ten. During this time he has held a board position at OzTAM. Prior to Ten, Doug had held senior research positions with Nielsen and TNS across the globe.

**Biographical note:** Graeme is Managing Director at the Hoop Group, a research consultancy focusing on the media and advertising sectors.

His role at Hoop incorporates the design, implementation and analysis of quantitative and qualitative research data, and then utilising this data to formulate strategic output. Over the past twenty years, Graeme has worked on both the research client side and the research supplier side, and has worked for companies such as AC Nielsen, AGB Research, The Leading Edge, PBL and Publicis. Whilst Graeme has conducted varied research studies over the years, his primary focus has been on the effect of 'communications' on the consumer, and is seen as a leading practitioner in this area. Graeme's great passion is the future of media and the impact of digital convergence on the consumer.

Graeme is a full member of the AMSRS, and is a past committee member of the Media Federation of Australia and the Advertising Federation of Australia.

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**5B Copyright in the digital networked era**

Chair: Julian Thomas

**Matthew Nicholls:** Copyright: next generation of issues for the digital age**Mark Vincent, Nick Hart:** Balancing the entertainment and communications sectors in digital communications**Peter Leonard, Rachael Falk:** Building safe harbours in choppy waters – towards a sensible approach to online liability**Copyright: The Next Generation**

The National Broadband Network (NBN) and Australia's growing digital economy pose significant challenges our system of copyright law, which is now 300 years old. The NBN will create unimaginable possibilities for the infringement of copyright. Emerging digital technology and increased broadband capacities mean that the marginal cost of reproducing and disseminating exact copies of protected digital works is moving rapidly towards zero. In the words of Andrew L Shapiro, 'the Net...seems to be a gigantic copying machine'.

As the cost of reproduction moves towards zero, the cost of enforcement of copyright escalates. With sites such as YouTube boasting 24 hours of new video footage being uploaded every minute, the problems with identifying and pursuing individual breaches of copyright, makes the value of copyright rights seem hollow.

It is clear that our current system of copyright is inadequately equipped to tackle the issues arising in a digital environment. What is needed is a system of copyright which is flexible, dynamic and able to deal with the challenges wrought by changing technology.

This paper will explore the policy issues facing Australian copyright law in the digital age.

One such policy issue is whether the onus of protecting copyright should be shifted onto the persons best able to address the issue and, if so, who those persons are. In addition to recent case law developments in Australia, in April 2010, the UK parliament enacted the *Digital Economy Act 2010*, which shifts some of the responsibility for protecting and enforcing copyright of digital materials onto internet service providers. This is a controversial move which has raised concerns not only about the practicality of such a response, but also about the impact such a policy would have on competition and investment in internet services. Such an action in Australia would involve a fundamental change in copyright law as currently there is no obligation on a person requiring them to protect the copyright of others.

A second policy issue is whether the 'value' of copyright has changed in the digital age. Copyright law was created, and has developed, to reflect traditional business models. Digital technology presents a challenge to these traditional models as it alters the 'value chain'. In a digital environment, the economic incentive to create works may not lie in the worth of the protected works themselves, but in the profits or notoriety that can be generated through online advertising or by reaching wider audiences. For example, the English rock band Radiohead presented a challenge to traditional business models by allowing fans to download their 2007 album for free. This approach may suggest that copyright laws need to be adapted to suit a new value paradigm.

Other policy issues for consideration include whether current fair use provisions restrict the creation of user generated content (which has become an important social instrument), and whether international instruments (such as the Anti-Counterfeiting Trade Agreement, which is currently being negotiated) are more suited to protect copyright in a globalised society.

**Biographical note:** Matthew Nicholls, principal of Nicholls Legal, has practised in telecommunications, trade practices and intellectual property law for over 16 years. Matthew has acted for multiple parties in reviews by the Australian Competition Tribunal in relation to declared services under Part XIC of the TPA, acted for several parties in Telstra's High Court challenge to Part XIC of the TPA, has assisted in advising the Federal Government on the policy and regulatory implications of next generation networks and recently advised one of the bidders in relation to the Federal Government's proposed National Broadband Network.

**Balancing the entertainment and communications sectors in digital communications**

Advances in technology have seen digitisation of music, movies, books and newspapers. Consumers are inundated with new devices offering previously inconceivable access to "content". A developed country with relatively poor speed of internet access, Australia has embarked on the building of an ambitious National Broadband Network to deliver 100 megabits per second of data to 90% of Australian homes.

In time, speed of access over the internet will cease to be a talking point for consumer applications, when there is more speed than is relevant. Internet access and even basic software applications (residing in the “cloud”) will be a utility like electricity.

In this brave new world, what role will “content” play?

In media where time shifting is demanded by consumers who are becoming accustomed to “free” content, how will value be preserved for even the advertising dollar (and are there enough advertising dollars to sustain the content itself)?

Levels of unauthorised copying by consumers for domestic use have traditionally been tolerated. When that copying has the potential to threaten industries, content creators look to litigate existing rights and lobby governments to preserve their businesses.

The tension between the electronics and internet companies and the content or entertainment companies increases, as the balance of commercial success shifts to the electronics and internet companies more than ever before. Entertainment companies strongly assert that the scale of infringements has never been greater, whilst consumer advocates find answers in new business models and the adaptive powers of the entertainment industries. Debate exists as to the scale of the problem of economic harm caused by unauthorised file sharing with some studies showing the problems are misplaced or exaggerated.

Questions we hope to address in our presentation include:

- What are the efforts to address the widespread copyright infringement by the entertainment industries in the Australian courts?
- What is the evidence of viable alternative commercial measures available to the entertainment industries?
- Is regulatory reform warranted by evidence of harm, and to what extent can Australia be usefully informed by international attempts to regulate in relation to unauthorised file sharing?

**Biographical note:** Mark Vincent joined Truman Hoyle as its lead intellectual property and technology partner in September 2005. Mark brought with him his team and client base established in his successful boutique information technology and intellectual property law firm.

Mark’s career has seen him running his own businesses and working for leading law firms in London, Sydney and Adelaide.

Mark and his team are rated highly in independent reviews of intellectual property, technology and media practices nationally and Mark is regularly invited to speak at industry events. Mark was listed as one of New South Wales’ leading intellectual property lawyers in “Doyle’s Guide 2009”.

Mark advises extensively on: important issues of law for vendors and purchasers of cloud computing services, including regulatory compliance, privacy, competing jurisdictional claims and security issues; technology procurement, systems integration and communications transactions.

**Biographical note:** Nick Hart qualified as a lawyer in 2001 with leading global firm Slaughter And May. Nick subsequently joined a high profile entertainment law firm in London, where he was involved extensively in the drafting and negotiation of commercial agreements on behalf of artists and corporations, as well as advising on commercial law and intellectual property issues generally.

In 2005, he became Legal Affairs Manager to Andrew Lloyd Webber’s The Really Useful Group in London, and became involved in the protection and exploitation of rights controlled by RUG in various media, from the live stage to television and the internet.

After moving to Truman Hoyle in early 2008, Nick’s practice has included advising clients on the commercialisation, protection and enforcement of intellectual property rights; and advising clients operating in the media, telecommunications and technology industries (including as a part-time seconded in-house lawyer for two global software corporations).

Nick has also given presentations and written in relation to cloud computing and issues of content and the internet – including in The Sydney Morning Herald and on Boardroom Radio (see <http://www.brr.com.au/event/66615/nick-hart-senior-lawyer-at-truman-hoyle>)

Nick is admitted to practice in NSW and in England and Wales.

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**Building Safe Harbours in Choppy Waters – Towards a Sensible Approach to Online Liability**

The *iiNet v Roadshow* case demonstrated the potential application of copyright law to internet service providers and internet users. However, there has been little analysis of the Australian legal risks confronting internet content hosts, such as providers of social networking sites or sites hosting user feedback or comments, accessible by Australian users. These legal risks include liability for obscenity, defamation and contempt, copyright, breaches of privacy, contraventions of prohibitions on advertising of certain products and services, and breaches of investment adviser and other aspects of corporations and securities regulation.

Many relevant Federal and State statutes were enacted and common law developed before widespread use of the internet. Few Australian laws have been developed having regard to as user generated content sites and Web 2.0 applications such as mash-ups, blogging and social networking. These newer applications facilitate complex inter-relationships between persons responsible for creation of particular and often merged content and the places where that content may be seen. In areas as important as copyright and protection of personal privacy, the few Australian cases seek to draw distinctions between information conduits and content providers that are broadly analogous to those developing under European and United States laws. However, there is no unifying reasoning or theory in Australian jurisprudence to promote and guide consistency across the various areas of law involved. The only statutory provision to afford a broader 'safe harbour' hides unsung, unanalysed and incomplete, in Schedule 5 of the Broadcasting Services Act. By contrast, broad form safe harbours in the European Union and the USA were developed with a view after significant policy discussion and have then been extensively analysed and litigated.

In the absence of any unifying approach to safe harbours, development of the law in Australia will remain fragmentary, inconsistent and driven at different rates according to the politico-economic bargaining power of particular industry players and sectors. Laws developed to cater for traditional media and modes for distribution of copyright works are already being applied to Web 2.0 applications using inappropriate analogies and examples. At a time when the Federal Parliament endeavours to address media and communications convergence through new legislation, it is appropriate to also seek a converged and uniform approach to online liability.

This paper will analyse the business and social policy underpinnings of safe harbours in law, the appropriateness of broad form protections and the vexed distinctions between copyright and other areas of law. The paper will endeavour to draw out an appropriate approach to development of a broadly based convergence safe harbour under Australian law.

**Biographical note:** Rachael Falk is Telstra's Lead Social Media Legal Counsel and has advised on a wide range of online legal and policy issues. Rachael was instrumental in developing Telstra's Social Media Policy for its 38,000 staff. She has worked in a range of Business Units at Telstra and most recently has been Legal Counsel for both the Dispute Resolution team and Telstra's Public Policy and Communication Group. In this unique dual role, Rachael developed her keen interest in media related aspects of litigation, corporate use of the internet and social media. Rachael regularly presents about the issues and challenges corporations (and their legal counsel) face with the 'borderless' internet.

**Biographical note:**

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## 5C Economic structures and demand

Chair: Trevor Barr

**Catherine Middleton:** Demand for next generation broadband: exploring Internet usage statistics

**David Havyatt:** Structure of the telecoms industry after 13 years of competition

**Rowan Wilken, Bjorn Nansen, Michael Arnold, Bharat Dave:** Broadband in the home: tentative beginnings and imagined futures

### Demand for Next Generation Broadband: Exploring Internet Usage Statistics

This presentation will use data from the 2009 Canadian Internet Use Survey to explore potential demand for higher speed broadband services (e.g. Australia's National Broadband Network). Although 70% of adult Canadians had used a broadband network from home in the twelve months prior to the survey, fewer than 40% were categorized as 'high intensity' users (meaning that they went online daily, and spent more than five hours per week online). Just over half of the population reported using the internet to search for medical information, about a quarter used the internet for downloading or watching movies or television programming, and about 20% were content creators (e.g. uploading photos or writing blogs). The most popular online activities were emailing and internet browsing.

These data suggest that at present the majority of internet users in Canada place relatively low demands on their internet connections. More bandwidth-intensive applications, like downloading video or uploading online content, are not used as heavily as low bandwidth applications like email and general browsing. These usage patterns raise a question as to whether many Canadians will migrate to higher speed services as they become available.

The shortcoming in a survey of current internet usage patterns is that it reflects what is being done using current technology. A 'build it and they will come' philosophy would suggest that the higher speed services enabled by next generation broadband networks (offering speeds greater than ADSL2+, i.e.  $\geq 25$  Mbps) will encourage demand, and that usage will increase to take advantage of new applications. Current Canadian and Australian broadband subscription data however indicate that many users do not choose to subscribe to the fastest services on offer. For instance, in 2008 (most recent data available) more than 40% of Canadian internet subscriptions were for speeds of less than 5 Mbps. In Australia, at the end of 2009, almost 70% of subscriptions were for speeds of less than 8 Mbps.

Data on current usage and current subscription types cannot predict future usage patterns. It may be that as next generation networks like Australia's National Broadband Network are rolled out, compelling applications that require the speed such networks can provide will drive uptake. The NBN's Mike Quigley argues that demand for bandwidth will continue to grow at a pace that will justify the NBN's capacity. But existing usage patterns, at least in Canada, suggest that there is not yet a need for the capacity that next generation broadband networks can offer. As such, it is important to consider what is needed to bridge the gap between next generation broadband supply and demand.

This presentation will conclude with some thoughts on what is needed to encourage demand for higher speed broadband services, who might take responsibility, and whether such actions are warranted. A brief discussion of the benefits of broader uptake of next generation broadband networks will conclude the presentation.

**Biographical note:** Catherine Middleton holds the Canada Research Chair in Communication Technologies in the Information Society at the Ted Rogers School of Management, Ryerson University, Toronto, Canada. Catherine's research focuses on the development and use of broadband and mobile infrastructures. She is currently completing a project on the development of next generation broadband networks, focusing on open access fibre networks in Australia, Canada, New Zealand and Singapore (with co-investigator Prof. Jock Given, Swinburne University of Technology). Catherine is a frequent visitor to Australia and is a member of the Editorial Boards of the *Telecommunications Journal of Australia* and the *Journal of Information Technology*. She is leading the New Media Challenges and Opportunities research theme for the *GRAND Network of Centres of Excellence* (<http://www.grand-nce.ca>). Links to Catherine's research projects can be found at <http://www.broadbandresearch.ca>, and she is on Twitter as @catmiddleton.

### Structure of the telecommunications industry after thirteen years of competition

Telecommunications deregulation in 1997 meant the removal of all significant barriers to entry. Government of various hues have trumpeted the continued entry of new providers as evidence of success in achieving

the policy objective. At the same time the ongoing dominant position of Telstra has been identified by some as a failure of the policy.

Data on industry revenues are used to show the evolution of the market structure over thirteen years. This data and various price indices are used to try to determine what proportions of price movement can be attributed to competition and what to technology change.

**Biographical note:** David Havyatt is a widely experienced senior strategy, regulatory and corporate affairs executive. He is currently bringing his thirty years in telecommunications and related industries to bear on areas of policy research as Director, DigEcon Research. David is never short of an opinion, and seldom reluctant from expressing it.

Starting with sixteen years at Telstra in roles covering customer service, corporate sales and strategy his career included stints with Austar and Hutchison, before embarking on a six year engagement in regulatory and corporate affairs at AAPT. More recently he spent two years at Unwired and vividwireless following a short stint with the Department of Broadband, Communications and the Digital Economy.

David holds a Bachelor of Science, a Master of Arts and a Graduate Diploma in Economics. He is a former Board member of the TIO, ACIF (now Communications Alliance) and AMTA, and is a Fellow of the Institute of Company Directors.

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### Tentative Beginnings and Imagined Futures of Broadband in the Home

This paper reports on a pilot study\* conducted throughout 2010 in inner suburban Hobart. The aim of the project is threefold. First, it seeks to develop fuller understanding of existing domestic broadband consumption and its relationship to other forms and patterns of media and wider technology consumption. Secondly, it attempts to gain insight into domestic consumers' expectations and imagined scenarios of future use for fast broadband as it is rolled out as part of the proposed National Broadband Network. Thirdly, it compares the expectations of providers (policy makers, engineers, entrepreneurs) with the previously mentioned end-users, to examine overlap, intersection, and divergence.

The pilot study is the prelude to an intended much longer project that seeks to map the actual roll-out of high speed broadband in the home, and employs a 'domestic probe' approach to data gathering. This involves the provision to study participants of packs (containing a variety of recording devices and media, including notebooks and polaroid cameras) with which to record their existing broadband and wider technology usage patterns, and to reflect on their expectations of fast broadband services. Supplementing this self-directed approach to data gathering is a series of follow-up face-to-face interviews. This paper presents some of the preliminary findings from these intimate portraits of present and imagined future domestic broadband consumption.

\* Funded by The Institute for the Broadband Enabled Society, The University of Melbourne, and with in-kind support provided by Hybrid TV.

**Biographical note:** Rowan Wilken is a Lecturer in Media & Communication at Swinburne University of Technology. His present research interests include broadband in the home, digital technologies and culture, mobile and locative media, old and new media, and theories and practices of everyday life. He has published extensively on mobile media, and is also currently completing a book entitled *Teletechnologies, Place & Community* (Routledge, forthcoming), and (with Gerard Goggin) an edited collection entitled *Mobile Technology & Place* (Routledge, forthcoming).

**Biographical note:** Bjorn Nansen is a social researcher on technology and culture, digital technologies, and domestic media use. He has previously written on media time and the rhythms of digital technologies, digital labour and play, family media use and negotiation, technical embodiment, and online fraud. He has taught at the University of Melbourne and Monash University, and is currently working as a Research Fellow at the University of Melbourne on projects looking at broadband in the home and children's digital wellbeing.

**Biographical note:** Michael Arnold works in the History and Philosophy of Science programme where he teaches and writes about a variety of subjects relating to digital technologies in the social context. In recent times Michael has been a Visiting Scholar at the Centre for Applied Research in Educational Technology at Cambridge University UK, a founding committee member of the IEEE Society on Social Implications of Technology (Australian Chapter), an Australian committee member of the Community Informatics Research Network, and a Research Associate with the Australian Centre for Science and Innovation in Society.

Michael's current research projects study the appropriation of ICTs in domestic environments; the implications of ICTs for communities of various kinds; a comparison of social networking media in 6 locations across the south pacific; the assessment of social returns on ICT investments; medical applications of ICTs – particularly the electronic health record; and a study of the online memorialisation of deceased persons.

**Biographical note:** Bharat Dave completed doctoral studies in computational design at the Swiss Federal Institute of Technology (ETH Zurich). He has held positions at many international institutions including the Carnegie Mellon University (Pittsburgh, USA), ETH Zurich (Switzerland), National Institute of Design (Ahmedabad, India), and University of Sydney (Australia). He currently serves as Associate Dean (Outreach) and has previously served as Associate Dean (Research) and Assistant Dean (Information Technology) in the Faculty. He is on the executive committee of the Institute for a Broadband-Enabled Society (IBES), a cross-disciplinary research institute at the University, serves on the editorial board of the "International Journal of Architectural Computing" (IJAC) and as a reviewer for national and international funding agencies, international journals and conferences.

Bharat's research interests include computational models of design, collaborative design spaces, virtual heritage, immersive information environments, ambient computing, and globalised professional services. His research is funded by the Australian Research Council and the University grants. He currently supervises a number of masters and PhD students working on diverse topics including the use of concurrent digital support for multiple design representations, interactive digital media in cultural heritage applications, mobile technology and sociality in architectural environments, changing nature of design and construction sectors supported by information technology, and intelligent architectural environments.

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**6A Protecting citizens' interests in the online marketplace**

ACMA panel convened and introduced by Lesley Osborne, Manager, Digital Society Policy and Research

Evolving concepts of citizen interests and regulatory responsibilities as Australians increasingly engage in e-commerce

**Joseph Di Gregorio:** Australia in the digital economy: consumer engagement in e-commerce

**Wendy Quinn:** Expectations of consumer protection for new types of mobile payment services

**Suzanne Shipard:** Empowering citizens against cyber-security risks: international approaches

**Introduction**

The ACMA's panel session comprises three research presentations exploring Australian's engagement in e-commerce, including attitudes about new mobile payment services, and international approaches to empowering citizens against cyber-security risks. Together they illustrate the way in which the concepts of citizen interests and regulatory responsibilities in communications are evolving and how this is influencing policy concerns for agencies such as the Australian Communications and Media Authority.

The linking narrative is drawn from the ACMA's recently published occasional paper 'Citizens' and the ACMA-Exploring the concepts within Australian media and communications regulation'  
[http://www.acma.gov.au/WEB/STANDARD/pc=PC\\_312186](http://www.acma.gov.au/WEB/STANDARD/pc=PC_312186).

As digital media and online services are increasingly integrated into all dimensions of life, furthering the capacity of Australians to participate in an increasingly digital society becomes more important and the nature of consumer protection in communications regulation has broadened. Protection from harmful content and practices online and access to educative tools, are increasingly seen as citizens' interests and the subject of regulatory policy.

The research presented by the panel highlights the role of digital media literacy in ensuring that Australians have the skills and capabilities to effectively access and use a wide range of digital services, including the confidence to protect themselves when engaging in e-commerce.

**Australia in the Digital Economy: Consumer Engagement in e-commerce**

The report presents the findings of a quantitative consumer survey into residential attitudes to telecommunication services in Australia and provides an exploration of Australian's engagement in e-commerce.

It explores:

- Who are buying goods online
- How often they are buying online
- What they are buying online
- The value of the goods or services purchased online
- Whether they are buying goods or services sourced in Australia or overseas

88 per cent of internet users have performed one or more e-commerce activity in the last six months. Banking transactions, purchasing goods or services and paying bills online were the most popular e-commerce activities undertaken by survey respondents.

Factors such as age, gender and income were all found to influence consumer behaviour. Younger people between the ages of 25 and 44 were 44 per cent more likely to engage in e-commerce than those over 65 years of age. Males and consumers with higher incomes were generally more likely to engage in e-commerce.

**Biographical note:** Joseph Di Gregorio has an extensive background in researching and reporting developments relating to convergence and the emerging digital economy. He has worked in a range of agencies including the Australian Bureau of Statistics, where he was part of a small work team responsible for the development of some of the first ICT usage surveys in the OECD. Joseph has also worked in the National Office for the Information (NOIE) and the Department of Communications, Information Technology and the Arts. In both organisations he was responsible for researching and reporting on communications, convergence and digital economy issues and the development of related policy. Joseph has recently managed the production of the ACMA flagship publication, the ACMA Communications and Media Report. Joseph presently manages one of the ACMA's research teams supporting the ACMA as an evidence-based regulator.

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**Expectations of consumer protection for new types of mobile payment services**

The presentation will firstly explore the qualitative research reported in Community research into attitudes towards the use of mobile payment services, published in July 2010. The study found that while awareness of this emerging market was low, respondents were receptive to the idea of using a mobile phone to purchase goods and services, especially for 'on the go' and 'instant anywhere' transactions. In relation to security, respondents believed that providers of mobile payment services, which include the mobile payment services companies, Telcos and banks, should be responsible for protecting consumers by ensuring that security and anti-fraud measures are in place. To help engender trust and confidence, they should also offer a means of educating the community about new mobile payment services. People expected regulators to ensure that the providers of mobile payment services took responsibility for supplying information about emerging mobile payment systems and raising awareness of any potential pitfalls and safeguards.

Secondly, the quantitative findings of an online survey commissioned by the ACMA into users of mobile premium services will be discussed. The survey covered usage and behaviour patterns, including how users manage their spend on premium services, parental management of accounts, the extent and management of unrequested messages and overall satisfaction with mobile premium services. The results indicated that careful limits and supervision were being adopted by users and parents concerned about unintended spend escalation, and that only one in ten users reported some level of dissatisfaction with their overall experience with mobile premium services.

**Biographical note:** Wendy Quinn manages a number of strategic research projects for the ACMA, including the digital media literacy research program and research into Telecommunications customer experiences. She oversaw the delivery of the 'community research into attitudes towards use of mobile payment in Australia', published by the ACMA in July 2010. She joined the ACMA in April 2009.

From 2006 to 2009 Wendy worked for the Department of the Environment, Water, Heritage and the Arts, predominately in marine planning. Previous employment includes market research for Proctor and Gamble and Serono Pharmaceuticals. Wendy graduated from Macquarie University in 2005 with a Bachelor of Business Administration/Bachelor of Arts – Psychology (Honours).

**Empowering citizens against cyber-security risks: international approaches**

The Australian Communications and Media Authority has conducted research that supports the government's provision of information and advice about cyber security matters to the general community. Australia in the Digital Economy - Report 1: Trust and Confidence, a quantitative study published by the ACMA in March 2009, indicates that Australians have concerns about online privacy and security but are not proactive in protecting themselves online. The report concludes that governments have a critical role to play in developing awareness raising programs comprising information to assist individuals identify and manage online security risks. Attitudes towards use of personal information online, a qualitative research report published by the ACMA in August 2009, reinforces those findings and highlights the underlying assumptions that need to be addressed to improve community confidence in relation to online security generally.

The ACMA has commissioned further research to guide the development and implementation of education programs and awareness raising activities designed to assist the public identify and manage cyber security risks. This presentation will discuss the results of a study that considered various international approaches to:

- raise awareness amongst the general and small businesses community in relation to cyber security risks; and
- provide education to assist the community manage those risks.

The presentation of the study results will focus on implications for the development of cyber security educational initiatives in Australia.

**Biographical note:** Suzanne Shipard manages a team responsible for the development and implementation of strategies to promote cyber security and build trust and confidence in the digital economy.

Suzanne has worked with the ACMA and the Australian Broadcasting Authority for the last 10 years in a range of roles, predominantly in relation to content regulation and legal matters. Previously, Suzanne held senior roles with the Commonwealth Director of Public Prosecutions as well as private legal practice. Suzanne has also lectured in media law at the University of Sydney and the University of Technology Sydney.

Suzanne holds Bachelor degrees in law and economic as well as Masters degrees in law and arts.

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## 6B Digitising Pacific cultural collections

Panel convened by Supriya Singh

**Margaret Jackson, Paul Coughlin:** Access, copyright and traditional knowledge

**Meredith Blake, Supriya Singh, Jonathan O'Donnell, Vinod Daniel:** Digitisation: consulting with Pacific diasporic communities and museum experts

**Supriya Singh, Margaret Jackson, Vinod Daniel, Meredith Blake, Jonathan O'Donnell:** Best practices for digitising Pacific collections

The Australian Museum holds 60,000 objects in its Pacific collection and, like all major collecting institutions, has only a small proportion accessible through permanent exhibitions, loans for exhibition purposes, and limited behind the scene visits by community members of creator and diasporic communities, researchers and the general public. Information associated with many of these objects is scant.

Broader access to these collections would provide scholars, researchers and the general public with a better understanding of the Pacific region. Pacific diasporic communities with a connection to their heritage would also get broader access. Creator communities could use greater access to rejuvenate lost cultures. Museums including the Australian Museum are developing pilot programs on digitisation and online access as one option for broadening access.

RMIT University and the Australian Museum are working together in the Smart Services Cooperative Research Centre to research issues of intellectual property and consultation to develop best practices guidelines for digitizing Pacific Cultural Collections.

### Access, copyright and traditional knowledge

The purpose of this paper is to survey legislation, guidelines, regulations and existing policies from within Australia and overseas, relating to digital access to holdings generally and to Pacific holdings in particular. The paper examines best practice in the area of access and copyright relating to cultural heritage and explores how policies, regulations and guidelines are converted into practice.

### Digitisation: consulting with Pacific diasporic communities and museum experts

This paper is based on open-ended interviews with 29 people from the Pacific diaspora in Australia and 17 experts on Pacific cultural collections. The overwhelming view is that digitization could fruitfully supplement other channels of access to the Pacific cultural collections. The need is for responsible and respectful access when digitizing some parts of the collection. Secret and/or sacred cultural collections have to be treated with particular care, as often physical access to them is restricted. Any attempt to digitize such objects should only be done after consulting with the relevant museums, source and diasporic communities. It is important to consider how digitization differentially benefits the source and diasporic communities, the cultural experts and the educational audience.

### Best practices for digitising Pacific collections

This paper brings together our research on the legal and community perspectives on intellectual property and traditional knowledge, as it relates to the digitization and online access of Pacific cultural collections. The research was augmented by discussions with museum and community experts at a symposium to discuss these issues. Best practice has to concur with the legal aspects of copyright, where copyright can be established. Where copyright is unclear, then it becomes important to respect the traditional cultural rights of the creator communities. Our interviews with members of the diasporic communities and museum experts allowed us to go beyond a code of ethics, to put together a best practice guide for museums with Pacific collections. These guidelines flesh out the steps museums should take before digitizing their collections.

**Biographical note:** Meredith Blake holds a Bachelor of Arts degree with Honours from the University of Melbourne (Anthropology & History) and a Masters in Cultural Heritage from Deakin University. Meredith has worked in the heritage and museums sector for the past 8 years in a number of roles and in a diverse range of sectors including local and state governments, NGOs and not-for-profits and universities. From 2005-2007 Meredith was the Secretary General of the Pacific Islands Museums Association, a position she held as an Australian Youth Ambassador for Development. During this period she was based at the National Museums of Fiji and Vanuatu. Since March 2010 Meredith has been working with the Smart Services CRC at RMIT University, researching the implications of digitising Pacific cultural heritage collections.

**Biographical note:** Vinod Daniel is an internationally recognised materials conservation professional and was appointed as Head, Cultural Heritage and Science Initiatives, in 2005. He is currently responsible for the DNA Laboratory, Scanning Electron Microscopy, Scientific Publications, Materials Conservation, Cultural

Collections and Community Engagement and Australian Museum Business Services. Vinod is the Chairman of AusHeritage (Australia's international heritage network established by the federal government). He is also a Board Member of the Australia-India Council (Department for Foreign Affairs and Trade), Vice Chairman of the International Council of Museums Committee for Conservation and President of the centre for Environmental Education (Australia). Before joining the Australian Museum, he worked for the J Paul Getty Trust (USA). He has initiated and managed a number of major projects in the Australasia Pacific Region and has published and presented over 50 technical papers.

**Biographical note:** Jonathan O'Donnell works as a research officer at the Smart Services Cooperative Research Centre at RMIT. His current work focuses on large bodies of structured knowledge, such as online encyclopedias and the digitised collections of cultural institutions. He is interested in privacy, usability and accessibility online.

**Biographical note:** Professor Supriya Singh is Professor, Sociology of Communications at RMIT University. She is a senior project leader of Smart Services Cooperative Research Centre at RMIT Business and leads the Community Sustainability program at the Global Cities Research Institute, RMIT University. Her research interests are in user-centred design of information and communication technologies, the sociology of money and banking, and migration and remittances.

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## 6C NBN innovation and benefits

Chair: Terry Flew

**Trevor Barr:** Expect the unexpected: NBN innovation\*

**James Endres:** The contribution of broadband to Australia's economic growth: a review of the Australian literature

**Robert Estherby:** Understanding the effect of the NBN on the productivity and growth of small to medium enterprise in regional Australia\*

### Expect the Unexpected: NBN Innovation

Frequent calls have been made for greater cost benefit analysis to be undertaken of the National Broadband Network (NBN) to enable closer assessment of the possible benefits and pitfalls of such a major undertaking. Whilst it is difficult to oppose such studies in principle, their ultimate value may be limited given the extraordinary range of variables that could affect the rollout and take-up of high capacity broadband. And one of the most elusive of those variables is the extent that innovation, in its many manifestations, might succeed in the project. This paper draws upon two established theorists about innovation, Joseph A Schumpeter and Clayton Christensen, each from different eras and with varied perspectives, and canvass how their ideas might be applied here.

Might devotees of Schumpeter see NBN as a classic example of moving towards his end game of 'creative disruption' to the established market order? And how might Christensen's notion that 'disruptive technologies' can eventually 'steal' secure, low end, low margin markets from incumbent players, and often realise long term potential, be applied to NBN? In this context five possible major disruptions in the video and commercial subscription markets are canvassed here:

- New offerings by Internet Service Providers (ISPs) facilitated by NBN Co
- New offerings by individual new Service Providers (SPs) facilitated by NBN Co
- Small operator live streaming businesses
- Monetisation of user generated content
- Responses from incumbents, Telstra and Foxtel

What may be most on trial now is the capacity and desire for Australians to take risks and back innovation in principle for NBN.

**Biographical note:** Trevor Barr is the author of four books in the media and communications field, and he is currently involved with broadband research for the ARC Centre of Excellence for Creative Industries and Innovation, and work with the Smart Services CRC. Trevor has been a regular national media commentator, notably on ABC Radio, with *AM* and *PM*, and also on current affairs television programs, including *Four Corners* and *The 7.30 Report*. In May 2001 he was invited to deliver one of the prestigious Alfred Deakin Lectures as part of The Federation Festival in Melbourne, where 53 leaders in their field were invited to discuss critical issues regarding Australia's future. In March 2007 he was awarded the Charles Todd Medal by the Australian Telecommunications Users Group (ATUG). The annual award of the Charles Todd Medal recognises the person whom ATUG considers has made the most significant contribution by promoting telecommunications as an essential element in national industry growth raising awareness by end users of the value of world best practice in communications.

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### The contribution of broadband to Australia's economic growth: A review of the Australian literature

Through a literature survey, this paper will analyse the connection between information communications technologies (ICTs) and economic growth. It will then turn its attention to the relevant Australian literature and critically examine the reported connection between the take-up and use of broadband by Australian households and businesses with Australia's productivity growth and economic development. The paper will then highlight both the strengths and the short-comings of the Australian literature and will explore what these shortcomings mean for policy makers.

In recent years, the connection between economic growth and the take-up and use of broadband has been used to justify significant government intervention and public expenditure in broadband networks. In Korea, a Fibre to the Home (FTTH) broadband network has been deployed with the help of substantial government subsidies. Similarly, in Australia, the expectation of significant economic benefit has been used to justify government spending of up to \$43 billion on the deployment of a National Broadband Network (NBN).

There exists a growing body of economic literature which has been used to support these claims and in turn the wisdom of broadband related policies. A common theme throughout much of this literature is that

broadband is an enabling technology that, when combined with other ICTs, impact economic activity through many channels both directly and indirectly. Direct impacts arise from investments in the infrastructure itself and associated ICTs. Indirect impacts come from all aspects of economic activity affected by broadband and which drive economic growth. Many studies also highlight that broadband enables the emergence of new business models, processes and innovation which in turn improves firm efficiency, reduces costs, and increases productivity, competitiveness and flexibility in the economy. Research by the OECD, The Allen Consulting Group, the Productivity Commission and the National Office of the Internet Economy (NOIE) have explored these themes extensively.

Of the numerous studies which attempt to identify and measure the economic effects of broadband, almost all fall short. This is for several reasons. First, the majority of studies consider the impact of ICTs more broadly and fail to isolate broadband specific impacts. Second, studies which report survey data are at best upper limit estimates of the benefits of broadband. This is because respondents are likely to have reported costs savings arising from the use of broadband dependant services as opposed to the specific incremental benefits that arise from the availability of greater bandwidth. Third, there has not been any ex post analysis of what effect broadband has had on economic output, employment or wages. These shortcomings suggest that further research is needed to inform current and future decision making in relation to the funding and regulation of broadband infrastructure as well as in relation to universal service policies.

**Biographical note:** James Endres is an Australian-based economist working for a global economics and public policy consulting firm. James has over 10 years experience working both within the telecommunications industry and as a consultant to government and the private sector. Prior to joining Castalia, James was a Principal Regulatory Advisor with Telstra Corporation Limited, Australia's largest telecommunications carrier. In this role he was responsible for Telstra's ongoing relationship with regulators and policy making bodies regarding high-speed broadband and pay-TV services.

From 2000 to 2002 James worked for Optus Communications, Australia's second largest telecommunications carrier, where he was responsible for formulating and implementing Optus' public policy and regulatory positions regarding fixed and mobile communications services.

James is currently completing a PhD in Economics at Sydney University. He holds a bachelor of commerce with first class honours in economics from Griffith University as well as a Bachelor of Arts in Modern Asian Studies majoring in economics and international political discourse.

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### **The NBN and its effect on Productivity and Growth of Regional Small to Medium Enterprise**

Australia is currently embarking on unique infrastructure project that may change the nature of the last mile access to stream telecommunications forever. The national broadband network is designed to bring "Internet" access to 98% the Australian population by a mixture of fibre wireless and satellite technologies. The primary argument in favour of this project has been that it will increase productivity. With over 90% of Australian businesses classified as small or medium, many of which are located in regional areas, it is important to understand the impact that the NBN will have on regional SMEs. This paper provides an examination of current literature surrounding this question and explains a method by which an expert consensus can be gathered surrounding these issues. In addition, this paper will provide the preliminary findings of this research.

**Biographical note:** Robert Estherby is an Honours Student currently completing his Bachelor of Information and Communications Technology at the University of Wollongong, which is located on the south coast of NSW. In addition he is also a sessional tutor and student representative at the University of Wollongong. This is Robert's first conference paper.

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## 7A Strategies and regulation for ICT users

Chair: Lesley Osborne

**Holly Raiche:** Do we need a USO?

**Yvonne Gora:** ICTs and the shaping of family life: methodology to capture the rich interplay\*

**Rob Garrett, Robert Morsillo:** Users informing users: A web 2.0 approach to information about accessible telecoms for people with disability

### Do We Need a Universal Service Obligation?

The Government's National Broadband Network (NBN) promises a fundamental change in our communications platform. There will be a Government owned (again!) provider of fibre infrastructure to the premises of 93 percent of the population – providing access to high speeds broadband (up to 100 Mb/s) and, with it, access to a far greater range of services. The other seven percent will have , access to broadband speeds of up to 12 Mb/s– well above the DSL speeds generally used now.

In this new NBN world, therefore, do we still need a Universal Service Obligation (USO)?

The Government commitment to ensure all Australians have access to a basic communications service – telephony – began in 1975 with a requirement on the then monopoly provider Telecom to provide both the underlying infrastructure and a basic telephony service that was reasonably accessible to all Australians. The Government commitment to the universal service principle has remained constant since then although the structure of the obligation and definition of service has changed over the years.

In 1975, the 'telecommunications service' to be supplied was a fixed-line standard telephony service that provided automatic connection for local and national calls. In 2010, voice capability will be provided over the NBN by an Analogue Telephone Adapter (ATA) integrated with the Optical Network Termination (ONT) unit, and managed by Session Initiation Protocol (SIP); voice will be just another application.

Further, in 1975, the underlying infrastructure to support USO services was largely the copper that connected the vast majority of Australians to their exchange. For more remote areas, the infrastructure was either fixed wireless or satellite. In an NBN world, NBN Co will be providing wholesale only open access fibre infrastructure to people's premises; it will not be providing retail services to end users.

There are now a number of documents that set out what the NBN will be including Government's policy statements, an implementation study commissioned by Government, the NBN Co/Telstra Financial Heads of Agreement documentation and NBN Co consultation documents. There are also a number of technical documents that have been developed by Communications Alliance. Together, they raise fundamental questions about whether we need a USO/USO provider in an NBN world. The paper will:

- Review policy objectives for the USO
- Review existing arrangements for the USO
- Review documentation on the NBN as it impacts on the USO, addressing the following issues:
  - With NBN Co established to be the provider of infrastructure to all premises in Australia, do we need a concept of a provider of universal infrastructure and, if so, should that be NBN Co?
  - Do we, separately, need a provider of a service?
  - If so, should the service that is to be universally provided be for voice and, if not, how should it be defined?
  - The cost of the USO (funded by industry) includes in large part, the cost to the USO provider of providing infrastructure. What will be the cost of providing a universal service, how should that be funded and will it be affordable?
  - What is the role of the proposed USO Co – what will it provide, should it be funded, and is it necessary?

**Biographical note:** Holly Raiche is the Executive Director of the Internet Society of Australia (ISOC-AU). She is Deputy Chair of the Telecommunications Information Service Standards Council and a member of the policy committee of the Australian Communications Consumer Action Network, Australia's peak body for consumer advocacy in communications. Holly is also a member of the Australian Communications and Media Authority's Consumer Consultative Forum. Prior to her appointment as ISOC-AU Executive Director, Holly was the Project Manager for Consumer Codes and Compliance Officer at Communications Alliance, was previously Communications Advisor to the Australian Democrats party, and from 1989 to 1996, Policy Advisor at the Communications Law Centre

Holly teaches undergraduate and graduate classes at the Faculty of Law at the University of New South Wales in the areas of telecommunications and broadcasting law, is a Research Fellow at the Cyberspace Law and Policy Centre at the University of NSW, and a Research Associate at the Communications Law Centre.

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### **ICTs and the shaping of family life: methodological practices and challenges**

The use of modern means of interpersonal and mass communication has become an integral part of everyday family life. With this proliferation of information and communication technologies (ICTs), communication in interpersonal and family relationships is mediated increasingly by the available technology. The transformation and advancement of technologies in daily life are influenced by the social structures and cultural contexts of households. This process not only transforms technologies, but also the families themselves and their everyday lives. This complexity requires new understandings of the way families make sense of the world. A number of methodological practices have emerged that enable deeper understandings of the way families interact with technology. The purpose of this paper is to review the various methodological practices that have been developed to explore family interactions and ICTs use.

Previous international studies have explored family interactions utilising qualitative, ethnographic methods that have become standard methodological practice (Haddon & Silverstone, 1995; Hirsch, 1994; Mackay & Ivey, 2004; Silverstone, 1993; Silverstone, Hirsch, & Morley, 1991; Slettemeås, 2004; Van Rompaey & Abeele, 2006). These methods also foster investigating children's perspectives, by recognising that influences and effects move in both directions between all family members (Van den Bulck & Van den Bergh, 2005). This mutual construction of communication and interaction is conducted by both generations, rather than dictated unilaterally by parents (Nichols Saffir & Chaffee 2002), and hence underlies the importance of hearing what children have to say.

During the last few years, there have been several Australian studies (Arnold 2004; Avery & Baker 2002; Holloway, Funston & Hughes 2006; Holloway & Green 2008; Shepherd, Arnold & Gibbs 2006) situating a variety of technologies in the family space. The Connected Homes Research Project conducted by The University of Melbourne (Arnold & Gibbs 2006; Arnold, Shepherd, Gibbs, & Mecoless, 2006; Davis, Gibbs, Arnold & Nansen, 2008; Shepherd, Arnold, Bellamy, & Gibbs 2007; Shepherd, Arnold, & Gibbs 2006) investigated how communication technologies are used in the home, and how these technologies connect the home to the outside world. The connected homes project used participant observation, a research strategy that was considered novel at the time, adapting 'cultural probes' from Gaver's work in technology design (Gaver, 2001; Gaver, Boucher, Pennington, & Walker, 2004), thus contributing to the development of an established research methodology that encourages collaboration with households.

Despite an established and significant discourse, the home continues to transform through the appropriation (and domestication) of new technologies, and there is still much that we do not know about ICTs in the family context. The current ICTs available in homes enable unlimited mobile connectivity inside and outside of the house. Activities that previously were available only within the home, are now available anywhere and anytime. This creates a challenge for 'in-situ' observation, as researchers cannot physically be in multiple locations observing all family members. Furthermore, family interactions in the context of technology use still lacks "a comprehensive theory that captures the complexity and diversity of the interrelations between families and technologies" (Meszaros 2004, p. 383). This research aims to contribute knowledge to this gap and seek to develop a methodology to capture this rich and complex interplay as part of a doctoral study.

**Biographical note:** Yvonne Gora has been involved with RMIT University and Smart Services Cooperative Research Centre (CRC) since February 2009 as a PhD candidate and research assistant. She has contributed to research, focusing on social and consumer behavioural aspects of media, financial, cultural and Internet studies as part of the CRC team. Prior to joining the Business College at RMIT, Yvonne was developing courses for the Masters of Advertising in the School of Media and Communication at RMIT since 2004. She has a background in Marketing and Psychology, and has been teaching and consulting in these fields for 15 years. Her interests are in social and family contexts and uses of ICT; consumer behaviour; communication, psychology, social and cultural theory, and their application to improve business activities.

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### **Users informing users: A web 2.0 approach to information about accessible telecommunications for people with disability**

This proposed presentation will open up discussion on a current Web 2.0 project intended to help address the information requirements of people with disability needing accessible and reliable telecommunications solutions.

Its genesis came out of long discussions between the authors about the effectiveness for consumers of the Communications Alliance industry code *C625:2009 Information on Accessibility Features for Telephone Equipment*. It was suggested by one of us, Robert Morsillo, that a Wiki based web solution that allowed users, carers, industry experts and others to share relevant information and recommendations, and actual experience on the accessibility of communications products and services in Australia, might allow consumers to act with greater confidence in the market, as well as influence that market.

Further, surveys among people with complex communications needs (CCN) and/ or severe communications impairments (SCI), by one of us, Rob Garrett, indicated that information availability was a high priority issue for these groups.

This new project, funded primarily by ACCAN, with in-kind support and funds from ACE, Telstra and Novita, is seeking to address this issue in a way that can be scaled to meet the information needs of all consumers with an interest in accessibility of telecommunications products and services.

#### **Outline of the presentation**

1. Background on the difficulties of gaining information on accessibility features for telephone equipment, the Communications Alliance industry code and the Mobile Manufacturers Forum GARI initiative.
2. Supply-side issues about information complexity and compliance, how do consumers make decisions, heuristics, guidance and word-of-mouth, published reviews versus detailed disclosure, “informed” consent, the impact of Web 2.0.
3. Novita client surveys, information as critical, the highest priority issue, industry and academic work on consumer information challenges.
4. Survey of other solutions, including international, of solving this problem, or will this be a world-first?
5. Objectives and overview of the project, hopes and expectations for this demand side approach. “A community based website/ wiki that empowers individuals with CCN or SCI, as well as support organisations, to share information on available telecommunications solutions and to receive direction to known applicable resources.”

**Biographical note:** Rob Garrett is Team Leader, Research and Innovation at Novita Children’s Services in Adelaide SA. He has a long history of technological innovation and public policy promotion to meet the needs of people with CCN/ SCI. See, for example, Rob Garret and Gunela Astbrink, “Are we there yet? The struggle for phone accessibility information”, *TJA* May 2010.

**Biographical note:** Robert Morsillo is Group Manager Consumer Affairs at Telstra Corporation Ltd. He has an interest in user innovation in telecommunications, for example, “Indigenous culture and communications: Can stakeholders build a better telephone service?”, *TJA* May 2008, and with others, “Fixed and mobile innovation through user representation: Two case studies”, *TJA* Feb 2010.

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## 7B Media: youth, age and culture

Chair: Christina Spurgeon

**Caitlin Hughes, Kari Lancaster:** Youth, drugs and media: patterns of use and perceptions of reporting in the news media

**Pam Coutts:** Is ageing a barrier to using the Internet and mobile telephone?

**Georgie McClean:** The SBS and the multilingual minefield

### Youth, Drugs and Media: Patterns of media consumption and perceptions of reporting of illicit drugs in the Australian news media

There is limited publicly available information outlining the patterns of youth media consumption in Australia (Sternberg, 2006). There is also little research about how youth view the credibility of the media, whether they trust journalists to tell the truth, and how the media influences knowledge and beliefs about certain issues which affect them. That said it is estimated that youth spend more time engaging with media per day than they spend devoted to any other leisure activity (Strasburger, 2004). Indeed, the Australian Communications and Media Authority (2009) found that Australian 15-17 year olds spend an average of two hours and 24 minutes online each day. Although between 2000 and 2004 youth aged 18-24 showed the biggest decline in newspaper audience share (Young, 2009) research suggests that youth are not rejecting news media altogether but rather integrating multiple sources of news and current affairs into their existing multimedia consumption (Ang, Brand, Noble, & Sternberg, 2006). For example, Generation Y use a wide variety of media for entertainment including radio, television, mobile phones, the internet, magazines and newspapers (Quinn, 2005) indicating that this age group are more likely to use multiple sources and to pick and choose their news media content.

This paper draws on research arising from a larger study examining youth responses to reporting of illicit drugs in the Australian news media. Using an online survey of 2,296 youth aged 16-24 years living in Australia, we measured youth consumption of news media sources in early 2010 including television, radio, newspapers and online news and current affairs to determine whether, and how often, Australian youth engage with news media. We also examined youth perceptions of credibility of media reporting on illicit drugs, its effect on knowledge and beliefs about illicit drugs, and perceived impacts upon drugs policy. We also sought to identify how sub-populations of youth differentially viewed the credibility and impacts of media.

Results suggest that 16-24 year old Australians may currently have a higher level of contact with multiple forms of news media than previously suspected, with participants reporting a high level of consumption of news media in the last 12 months. Between 66.4% and 86.5% of participants reported that they had weekly or more frequent contact with television news, online news, radio news and/or print newspapers. Less than 5.7% said they never had contact with such news media. The sample moreover perceived the media to be capable of influencing themselves and their peers, as well as government policy on drugs. This was despite their belief that news media is not necessarily an accurate source of information on illicit drugs.

These findings go some way to addressing the research gap by providing an overview of Australian youth media consumption, suggesting that counter to some estimates Australian youth have a high level of contact with news media. This research also reinforces that youth see news media as having a potentially powerful influence on their attitudes, actions and that of the world around them.

**Biographical note:** Caitlin Hughes is a Criminologist and Research Fellow at the National Drug and Alcohol Research Centre. She completed a Bachelor of Arts(Hons) and Bachelor of Science and a PhD in Criminology at the University of Melbourne. Since January 2007 she has worked as part of the Drug Policy Modelling Program, a multi-disciplinary research endeavour that seeks to improve Australian drug policy. She has recently headed up a Commonwealth Department of Health and Ageing funded project into trends in and impacts of news media reporting on youth attitudes to illicit drug use. Core publications arising include: *Illicit drugs and the media: Models of media effects for use in drug policy research (2010)* and *Media reporting on illicit drugs in Australia: Trends and impacts on youth attitudes to illicit drug use (2010)*.

**Biographical note:** Kari Lancaster is a Research Assistant at the National Drug and Alcohol Research Centre. Kari has completed a Bachelor of Arts, a Bachelor of Laws with Honours and a Master of Public Policy with Merit, at the University of Sydney. Kari is interested in media, policy, intellectual property, law and political theory and prior to joining NDARC worked in the arts.

Since joining the Drug Policy Modelling Program in 2009, Kari has collaborated on a project investigating portrayals of illicit drugs in Australian print media and impacts of news media reporting on youth attitudes to illicit drug use. Core publications arising include: *Illicit drugs and the media: Models of media effects for use*

*in drug policy research (2010) and Media reporting on illicit drugs in Australia: Trends and impacts on youth attitudes to illicit drug use (2010).*

### Is ageing a barrier to using the Internet and mobile telephone?

Is ageing a barrier to using the Internet or the mobile phone? Gross national statistics from the ABS would suggest it is. In 2006 only 18% of Australians age 65 years and over accessed the Internet compared with 70% in the rest of the population. Adoption rates for mobile phone use in this age demographic are somewhat higher but still far below the rates for the remainder of the population. Yet we know anecdotally there are people in their seventies and eighties using the Internet and mobile phones and as reported by the author last year they in the census data when Internet access is examined at a micro data scale. So what makes the difference?

This presentation, which is part of a doctoral research project, attempts to shed some light on this phenomena using results from a statistically representative survey of 550 people age 55 years and over living in western metropolitan Adelaide. The survey enquired into motivations for adoption or non-adoption; the nature of the communications technology used; and preferred alternatives; positive and negative impacts as well as motivators or de-motivators for future adoption. Responses were analysed using correlation and regression analysis and contrasted with respondents' self reported social economic, cultural linguistic and disability status. The results of the analysis will be used to inform several key research questions. Is low use in older Australian populations related to experiences associated with ageing? Is it a generational phenomenon? Or, as with the rest of the population, is differential communications technology adoption related to structural factors and personal attributes like attitude, skills, perception of value, as Roger's theorises. (Rogers 2003)

There are implications both for those in industry and for policy makers as we move towards an increasingly ageing population which will peak in 2025.

**Biographical note:** Prior to research Pam was an educator for 16 years and then re-qualified in Human Services Administration in which she was responsible for establishing and evaluating a regional community support programs in South Australia and Victoria and in the latter contributed to the development of a state wide policy of regional programs. Her interest in influencing policy change from the user experience upwards led to her first research project which identified the potential of telephone and online networks for delivering community health support and information to older rural and isolated women. Since then she has applied her user needs research methodology to identify the potential for ICTs to engage users (and non users) in applications as varied as mobile community support, Teleworking, mobile working and m commerce. She is committed to promoting *research based* policy and practice whether for commerce or community. She is currently applying these skills and knowledge to investigate older peoples' use, non use and potential use of digital technologies for a doctoral thesis at the University of Adelaide. Her research project is funded by local, State and Federal government. Pam has been attending the Communications Policy Research Forums for over 10 years and this is her 5<sup>th</sup> time as a presenter.

### The SBS and the multilingual challenge

SBS has a brief in its Charter to "contribute to the retention and continuing development of language and other cultural skills" and "as far as practicable, inform, educate and entertain Australians in their preferred languages". Languages are central to SBS's services. Multilingual media have offered a powerful symbolic and actual inclusion of diversity into Australia's public sphere.

SBS services have provided a significant resource for Australian 'language communities' and for links between these communities and services in settlement, employment, health and education. The 'in-language' broadcasters bring culturally specific expertise to the task of broadcasting in the Australian environment. This is a key distinction between SBS and transnational satellite services from overseas. The importance of Australian public information, political developments and common reference points for Australia's linguistically diverse communities is seen as central to SBS Radio's broadcasting objectives. The underlying philosophy is that all Australians, regardless of their capacity in English, have a stake in Australia's political life and its future. Through these services, SBS operates as a powerful force for integration.

SBS offers a formal and institutional recognition of the internal multilingualism of the Australian state. According to the ABS Census, 24% of Australians were born overseas, and more than 15% speak a language other than English in the home. (ABS 2006) Australian cultural and linguistic diversity is becoming more complex. Interrelationships exist between age, generations of residence in Australia, religion, family

structures, intermarriage, professional lives, social and political engagement and language ability that make the experience of Australian cultural diversity individual and varied. These factors create new challenges for service delivery and policy frameworks.

The languages represented on the network have steadily increased from the early 1975 'experiment': at first only eight languages were broadcast on the 3EA network (in Melbourne) and five languages on 2EA (in Sydney). The number of languages on the schedule has remained relatively static (at 68) since 1996. However, recent migration trends to Australia have increased the number of languages in the Australian community. More languages, with fewer speakers, are now in use in Australia. (ABS 2006) The range of experiences, needs, affiliations and agency amongst these language speakers add to the complexity of Australian diversity, making relevant service delivery a challenge. How can SBS accommodate the increasing diversification of the Australian language environment?

Active participation required for cultural citizenship can be facilitated by relevant, engaging and accessible in-language media. To enable Australians who may not be as articulate, competent or comfortable in English to participate in the public sphere, and to bring their perspectives into broader public debates, is an important intervention required for an effective multicultural society. The building blocks of settlement information, access to services and rights-based empowerment create a platform for owning opinions on Australian issues, participating in debate and contributing to the public life in a way that truly pluralises the public sphere. SBS must find ways of providing meaningful media for Australian audiences that engage with the contemporary nature of diversity. This paper will explore some of the challenges and opportunities of SBS's approach to in-language services.

**Biographical note:** Georgie McClean is Manager of Policy, Research and Community Engagement in the Strategy and Communications at SBS. She has worked at SBS for almost eight years, coordinating a large number of cross divisional projects, after starting in SBS Radio in Melbourne. She is currently completing a work-based doctorate on cultural diversity in public broadcasting and the contemporary role of SBS. Georgie was born in Canada and has lived, worked and studied in Indonesia, Argentina and Japan.

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## 7C Understanding the Digital Economy

DBCDE panel convened by Keith Besgrove

**Keith Besgrove:** DBCDE's research activities to understand the digital economy's impact on consumers

**Duncan McIntyre:** The case for quality customer service in telecommunications

**Sabeena Oberoi:** Privacy and security in the cloud - the implications for consumers

### Panel topic

As the digital economy continues to develop at a rapid pace, what role should governments play in protecting consumers and promoting online commerce? This session will include three presentations outlining recent research undertaken by the Department of Broadband, Communications and the Digital Economy (DBCDE) - the Case for Quality Customer Service in Telecommunications; the impacts of teleworking and telehealth and Privacy and Security in the Cloud. The session is an opportunity to explore some of the challenges facing communications policy makers over the next few years.

Mr McIntyre will discuss the Department's recent research into the 'case' for quality customer service and its linkage to profitability and efficiency. Mr McIntyre will discuss a number of challenges currently facing the telecommunications industry such as is it better to differentiate products on the basis of technology, price or service? Are customer transactions more important than customer relations? And, how will the NBN change the way retail service providers market services?

Mr Besgrove will provide an opportunity to engage with implications for consumers resulting from changes to teleworking and telehealth, for example the benefits of those services and consumer willingness to pay for them. The Department recently commissioned two reports examining the impacts of teleworking under the NBN and impacts of high-speed broadband for telehealth. The first report examined benefits of teleworking to teleworkers, their employers and society and undertook high-level quantitative measurement of some of those benefits. The second report established impacts that would result from increased use of telemedicine for remote consultations, remote home-based monitoring of chronic-disease patients and the aged and remote training of medical professionals.

Ms Oberoi will examine working in the Cloud, the next 'new big thing'. It is tempting to take advantage of an accessible resource that offers, for example, user-friendly virtual warehousing and cost-effective network saleability. However, consumers and small businesses in particular need to be aware that Cloudworking can be a two-way street. The term 'the Cloud' suggests something light, airy and ephemeral. But your data has to be stored somewhere. You must rely on third parties to protect your information. And if you are not careful the promise of easy access to your data from anywhere can also become access for everyone.

### Biographical notes:

**Keith Besgrove** is the First Assistant Secretary, Digital Economy Services Division in the Department of Broadband, Communications and the Digital Economy in Canberra. Keith provides advice to the Australian Government on strategic, legal and regulatory issues relating to communications and the digital economy. His responsibilities include the Australian Broadband Guarantee program, regional and indigenous communications, the Do Not Call Register, spam, consumer issues, e-security and international telecommunications issues. He is involved in various international groups including the OECD, APEC and ITU, and is the current chair of the OECD Working Party on Information Security and Privacy (WPISP). Keith is also a member of the Australasian Consumer Fraud Taskforce.

**Duncan McIntyre** is the Assistant Secretary of the Consumer Policy and Post Branch at the Department of Broadband, Communications and the Digital Economy, where his brief covers a wide range of telecommunications consumer issues including consumer redress mechanisms, consumer code processes, oversight of the Department's operating grant to the Australian Communications Consumer Action Network, disability and social inclusion issues, privacy, the Do Not Call Register and SPAM. He has previously worked for a number of Australian government agencies including the Department of Finance and Deregulation, the National Office for the Information Economy and the Department of Industry, and has lectured in psychology, communication and statistics at the Australian National University. He holds degrees in Public Administration, Scientific Communication and Psychology.

**Sabeena Oberoi** is the Assistant Secretary, Cyber Security and Asia-Pacific Engagement Branch within the Department of Broadband, Communications and the Digital Economy. The Branch provides policy advice on cyber security; telecommunications security and national interest matters; and the Emergency Call Service.

The Branch also manages Australia's international engagement on communications issues in the Asia-Pacific region.

Ms Oberoi has had many years experience in the area of cyber security and critical infrastructure protection. She also has extensive experience in developing and managing cyber security awareness for home users, students and small business.

She has worked on the Australia-US Free Trade Agreement e-commerce chapter and has been an active contributor to the Asia-Pacific Engagement Telecommunications Information Working Group's cyber security work. Ms Oberoi has a Bachelor of Arts (Hons) in Mathematics, and Bachelor of Commerce in Banking and Finance.