

**PRIME**  
MEDIA GROUP  
**MEDIA RELEASE**

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**PRIME MEDIA WELCOMES THE PASSING OF  
THE MEDIA REFORM PACKAGE BY THE SENATE**

PRIME Media Group congratulates the Turnbull Government, Minister Fifield, and the Senate on the passing of a package of significant reforms for the Australian media industry.

PRIME Media Group welcomes Minister Fifield's achievement in securing the passage of important reforms through the Senate, which includes repeal of the 75% reach rule and the 2-out-of-3 rule, abolition of outdated licence fees, introduction of a spectrum pricing model, changes to the anti-siphoning list, reforms to gambling advertising that cover commercial television, radio, subscription television and online streaming services, an innovation fund and a cadetship program for small metropolitan and regional media organisations.

**John Hartigan**, Chairman of PRIME Media Group, said:

"PRIME congratulates Minister Fifield and all parliamentarians who supported this important reform bill, knowing that the commercial viability of Australian-owned media businesses ensures diversity of voices and opinions in the community, particularly in regional Australia.

"We offer our thanks to the Minister for his enduring resolve and to all the cross bench Senators who engaged with us, supported the reforms and gave thoughtful consideration to this matter."

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