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Embargoed until 6 May 2017

REGIONAL BROADCASTERS WELCOME INDUSTRY SUPPORT OF THE MEDIA REFORM BILL

WIN, Southern Cross Austereo and PRIME Media Group welcome Minister Fifield's announcement today of a package of reforms to the Australian broadcasting industry.

The regional broadcasters congratulate Minister Fifield's achievement in securing industry consensus for a package of important reforms that includes repeal of the 75% reach rule and the 2-out-of-3 rule, abolition of licence fees, introduction of a spectrum pricing model, changes to the anti-siphoning list and reforms to gambling advertising that cover commercial television, radio, subscription television and online streaming services.

Grant Blackley, CEO of Southern Cross Austereo said: "We are delighted that the Government recognises the need for meaningful media reform and importantly has acted to secure a consensus view from key stakeholders. The enormity and complexity of the task should not be underestimated."

CEO of WIN, **Andrew Lancaster**, said: "The Government should be commended for bringing the industry together to support a raft of changes that includes repeal of the archaic 75% reach rule and 2-out-of-3 cross media rule."

Ian Audsley, CEO of PRIME Media Group, said: "The regional broadcasters have worked tirelessly for many years, detailing the significant structural challenges faced by the television industry and advocating for change. We are very pleased to see that everyone has gravitated to share our view and now encourage the Parliament to pass the legislation as soon as possible."

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