

**PRIME
MEDIA GROUP**
MEDIA RELEASE

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**PRIME MEDIA CALLS ON FEDERAL MPS TO END THE IMPASSE
AND ADDRESS MEDIA REFORM URGENTLY**

PRIME Media Group (ASX:PRT) today called upon all Federal members and senators to support the Government's Media Reform Bill that has been re-introduced into the Parliament today.

Chairman of PRIME Media Group, John Hartigan, said: "We have spent a number of years detailing and explaining the significant structural challenges faced by the regional television industry to many Federal members and senators. We hope that the time has come when they will finally take action."

"If these reforms are not passed, the Federal parliamentarians who chose to stand in the way of reform need to be prepared to accept the blame for less diversity, the value erosion of Australian media companies and the loss of hundreds of jobs".

"Free to air television is an important service, especially in regional Australia, where many viewers rely on us for their local advertising, news, sport and entertainment. We urge all parliamentarians to work together and consider what is in the best interests of regional Australia, which deserves a viable and vibrant media sector," Mr Hartigan said.

PRIME Media Group CEO, Ian Audsley, said: "While Australian-built media companies remain subject to pre-internet rules that are clearly well past their use-by date, international tech giants like Google and Facebook are running rampant."

"There are two big winners from years of navel gazing and inertia on media reform in this country, and they are Google and Facebook. Their upside is absolutely at the cost of all Australian media businesses," Mr Audsley said.

Mr Audsley said, "Companies like Google and Facebook are unregulated, pay no licence fees, have no Australian content obligations and no advertising restrictions."

"It is unfathomable that any member of the Federal parliament would find it acceptable that Australian media businesses continue to operate under these conditions on home soil."

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