

February 21, 2023

**Ms Pauline Sullivan
First Assistant Secretary
Online Safety, Media and Platforms Division
Department of Infrastructure, Transport, Regional Development, Communications and
the Arts
GPO Box 594
CANBERRA ACT 2601**

Dear Ms Sullivan

The Ticker Company, operator of Ticker News, appreciates this opportunity to provide comment on the *Prominence Framework for Connected TV Devices – Proposals Paper*.

While much of the attention in this conversation is focused on the survival of free to air (FTA) networks and the ABC in this new era, the Ticker Company would like to highlight the importance of new channels like Ticker News in this framework.

Since launching in 2019, Ticker News has been a new-age media company focused on breaking news, and business and tech news, in Australia and around the world. We employ broadcast journalists, editors, camera operators and studio crew, just like the larger FTA networks. We have built studios in Melbourne and internationally to deliver content via smart devices and connected TVs.

Ticker News provides an independent Australian voice at home and abroad.

Ticker News is available as an app on Apple and Google smart TVs; however, we receive no assistance from these global companies in making our app more prominent. The Ticker News app provides essential real-time updates on breaking news stories, delivered without opinion or spin.

In Australia, we have negotiated carriage agreements with Fetch TV, Telstra TV and Flash News. However, with more people choosing and watching content through their smart TVs, it has been very difficult to access to some of these smart TV platforms. Many of them prefer to highlight overseas news services over local producers like Ticker News. We have found more success by growing in overseas markets than our own home.

Consumers are increasingly reliant on electronic gadgets, and one of the most popular electronic devices in their homes is the smart TV.

While most televisions can access the Ticker News app, we are at a disadvantage compared to the marketing power of larger, long-established media companies like The Nine Entertainment Company and Seven West Media.

It would be a shame to prioritise larger media companies like Nine and Seven over newer startups like Ticker News. Failing to include new operators like Ticker News in the framework would only stand to make viability more difficult for new media companies.

Furthermore, a failure to include Ticker News in the framework would endanger future growth in the Australian market, further concentrating the power of legacy media companies and hindering our capacity to cover local news.

In conclusion, I urge the Department to include Ticker News in the TV services that will be included in the framework.

Yours sincerely

Ahron Young
CEO & Managing Editor
The Ticker Company
