

# Inquiry into the competitive neutrality of Australia’s national broadcasters

## Submission – Keir Winesmith (22 June 2018)

### Question 8: Considering the commercial activities of the national broadcasters (e.g. where they are selling or purchasing goods and services), is there evidence that they have taken undue advantage of their government ownership, to the detriment of competitive outcomes?

### Absolutely not. They do not outbid on high profile sporting events like the NRL or AFL and only pick up shows that the commercial channels overlook or aren't interested in.

### Question 9: What is the differential impact of regulation on commercial and national broadcasters, and is there evidence of consequent adverse impacts on competition and outcomes?

The public broadcasters are highly regulated and scrutinized, I believe their are adverse impacts on those public broadcasters, however is important that they stay independent and impartial. I don't see any major or notable adverse effects on the commercial broadcasters other than that they have to do better programming than they would if neither SBS or ABC were around. Or if they were merged or privatized. If there were, I think the quality and diversity of programming in Australia would be massively and adversely impacted.

### Question 10: Is the reporting and accountability by the national broadcasters on their best endeavours to observe competitive neutrality adequate?

### Yes, absolutely. Overly burdensome at times, on the national broadcasters, but that's a reasonable price to pay for their continued trustworthy independence.

Question 11: Are you aware of any specific instances where the ABC or SBS may have received any other competitive advantage, due to their public ownership, to the detriment of a private competitor?

### No. This feels like a made a scenario, looking an excuse to make a political point.

### Question 12: The SBS Charter requires it to take into account the activities of the ABC and community television on radio and television. In the context of the competitive neutrality principles how in your view, is the SBS complying with this requirement? From your perspective does it adequately cover the activities of the SBS?

### Yes, absolutely.

### Question 13: From your perspective do the national broadcasters seek a balance between competing in the market and complementing the market? Is that balance the same for traditional broadcasting and for new digital platforms?

### Yes they do. With exceptional consistency across traditional broadcasting and in the digital space.

### Question 14: Do you have comment on these guiding principles?

### The Australian media landscape is something that all Australians should be proud of, anything that curtialis, minimises, or otherwise seeks to diminish or remove the ABC and SBS should be considered with great caution. These questions, and their intent, seem to be written by someone with a vested financial or power sharing interest in a commercial media entity looking to use regulation to remove a perceived competitor.