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Record \$13.5M bid for new Gosford FM radio licence

DMG Radio Australia Pty Ltd, bid \$13.5 million for a new commercial FM radio licence to serve Gosford at an ABA auction on 19 April 2002.

This is a record price for a regional commercial radio licence.

'The ABA is very pleased with the result of the auction,' said Professor David Flint, ABA Chairman. 'It indicates how commercially valuable the FM band is. The level of bidding demonstrates a real depth of interest in the market and shows

that the radio frequency spectrum is a public asset of great worth. When this new service goes to air, it will add to the diversity of radio services for listeners in the Gosford market.'

The ABA made licences available for one new commercial and three new community radio services in its licence area plan for Gosford.

'This is a significant occasion in broadcasting planning in Australia. This is the first new commercial radio licence for Gosford in the last 12 years.

And it comes just four months after the completion of the enormous task of planning the analog radio spectrum for the entire country,' said Professor Flint.

Full payment for the licences must be made between 3 and 5 June 2002. The ABA will allocate the licence, which is to provide a commercial radio service on 104.5 MHz on the FM band, as soon as possible after full payment is received.

If a successful applicant fails to meet any of the

requirements of the price-based allocation systems or relevant legislation, the licence will not be issued to the applicant. The ABA may then re-offer the licence for allocation.

Commercial broadcasting licensees must begin a service within one year of being allocated the licence (or within a longer period with the ABA's permission).



To contact DMG Radio, please call Paul Thompson on (08) 8415 5240.



Left: (L to R) Kingsley Hall, DMG Radio Australia Pty Ltd, is congratulated by Professor David Flint following the Gosford licence auction.