



The auction in Melbourne brings to a close the current round of radio licence auctions. The ABA does not propose to allocate any further analog commercial radio licences within the next five years.

# \$52 million bid for new Melbourne commercial radio licence

Daily Mail (UK Radio 3) Pty Ltd, a company associated with DMG Radio Australia, bid \$52 million for a new commercial FM radio licence to serve Melbourne at an ABA auction on 12 August.

'The ABA is very pleased with the result of today's auction and the prospect of a new commercial radio service for Melbourne listeners,' said Ms Maddock.

'The Melbourne auction brings to a close the current round of radio licence auctions. The ABA indicated in September 2003 that it did not propose to allocate any further analog commercial radio licences within five years of the last allocation in the current round.'

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

Full payment for the new licence must be made between 19 and 21 September 2004. The ABA will allocate the licence as soon as possible after full payment is received.



Kingsley Hall (centre), of Daily Mail (UK Radio 3) Pty Ltd, answers questions about the new station

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).

The ABA received seven applications for the Melbourne licence, from:

- ACN 110 030 530 Pty Ltd (ACN: 110 030 530)
- Banbury Pty Ltd (ACN: 109 499 836)

- Daily Mail (UK Radio 3) Pty Ltd (ACN: 109 734 661)
- GTShelfCo 2 Pty Ltd (ACN: 108 435 356)
- HR Broadcast Investments 2004 Pty Ltd (ACN: 108 428 431)
- Melbourne Radio Company Pty Ltd (ACN: 109 734 689)
- River View Radio Pty Limited (ACN: 108 209 043). ☒