

AUSTRALIANS ARE ENTITLED TO WIDER DIVERSITY OF NICHE MUSIC FORMATS ON RADIO.

Open Narrowcast Music radio could provide a huge variety in the music Australian's experience. The networking of niche formats, such as Jazz and Country could provide a consistent source where the 'special interest/limited appeal' fan base could be served. An equally important function, *Australian Content*, could be served as well.

ONC Music Radio could position itself to have a 50% Australian content provision and a 50% *new release* provision to the overall format. This would have a positive outcome for the other 'special interest' group ; Australian Composers, musicians and performers. Due to the high licence and infrastructure costs involved in commercial radio, such niche formats could not be contemplated.

ONC Music Radio could play an important social and cultural role by playing Australian music to Australians. The economic benefit to individuals and the community would be that the compositions and recordings of Australian performers would have permanent 'promotional' airplay that has never consistently existed before; hence record sales. More live performances could also be derived from this exposure. All of this leads to potential Australian Music exports.

Formats that are committed to growing Australian Music Culture should be given a stable and predictable regulatory environment. They should be able to sell advertising/sponsorship air time to fund such niche formats. They should provide the ABA with sample programming to demonstrate *Australian* and 'new release' content.

ONC Music Radio could substantially advance Australia Music Culture and deliver long term export opportunities, while providing 'special interest/limited appeal' formats of wider musical diversity to the listening public.