



CommsDay Congress

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Australian Communications and Media Authority
Melbourne
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communicating | facilitating | regulating



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HOME CONSUMER INDUSTRY CONSULTATION EVENTS REPORTS THE ACMA

Optimal conditions for effective self- and co-regulatory arrangements

Optimal conditions for effective self- and co-regulatory arrangements

Making
communications
and media work
in the public
interest

ACMA aspires to be world's best converged regulator

on SEPTEMBER 25, 2011 · [LEAVE A COMMENT](#) · in [CONSUMER](#), [INDUSTRY](#)

The ACMA's strategic intent is to make communications and media work (really work) in Australia's public interest. But how can we tell whether we're performing at that level? Chris Chapman, our Chairman and CEO, set an aspirational standard for the ACMA—'To be, and to be recognised as, the world's best converged regulator'. The standard was formulated as a way to stretch us as an organisation to reach our strategic intent.

<http://engage.acma.gov.au/acma-world%e2%80%99s-best-converged-regulator/>

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The internet service market and Australians in the online environment

More Australians embrace online activities in their daily lives

The internet service market in Australia is dynamic, characterised by continual innovation in internet service provider (ISP) offerings, take-up of innovative consumer access devices and increased consumer participation in the online environment. These are some of the key findings from the latest ACMA research into the emerging digital economy, *The internet service market and Australians in the online environment* ([PDF \[693 kb\]](#) or [Word \[1.3 mb\]](#) formats), released on Tuesday 5th July.

At December 2010, there were nearly 10.4 million active internet subscribers in Australia using fixed and mobile wireless (dongle, datacard, USB mode) services and 8.2 million internet subscribers using mobile phone handsets - across the household, business and government sectors.

The availability of internet services over mobile networks continues to grow. Mobile wireless subscriber numbers increased by 49 per cent in the 12 months to December 2010, while mobile phone handset subscribers increased at a comparable, but slightly lower, rate (21 per cent over the six months to December 2010).

However, growth in these services has not occurred at the expense of fixed-line access technologies, with ADSL (subscriber numbers also increasing by seven per cent over the 12 month period. Fixed-line internet services continue to play a central role in driving the digital economy accounting for the majority (91 per cent) of data downloads in Australia. During the December quarter of 2010, nearly 175,000 terabytes of data were downloaded via fixed-line services in Australia, compared to 16,990 terabytes downloaded via mobile wireless services (dongles, datacards and USB modems) and just 4,029 terabytes downloaded via mobile phone handsets.

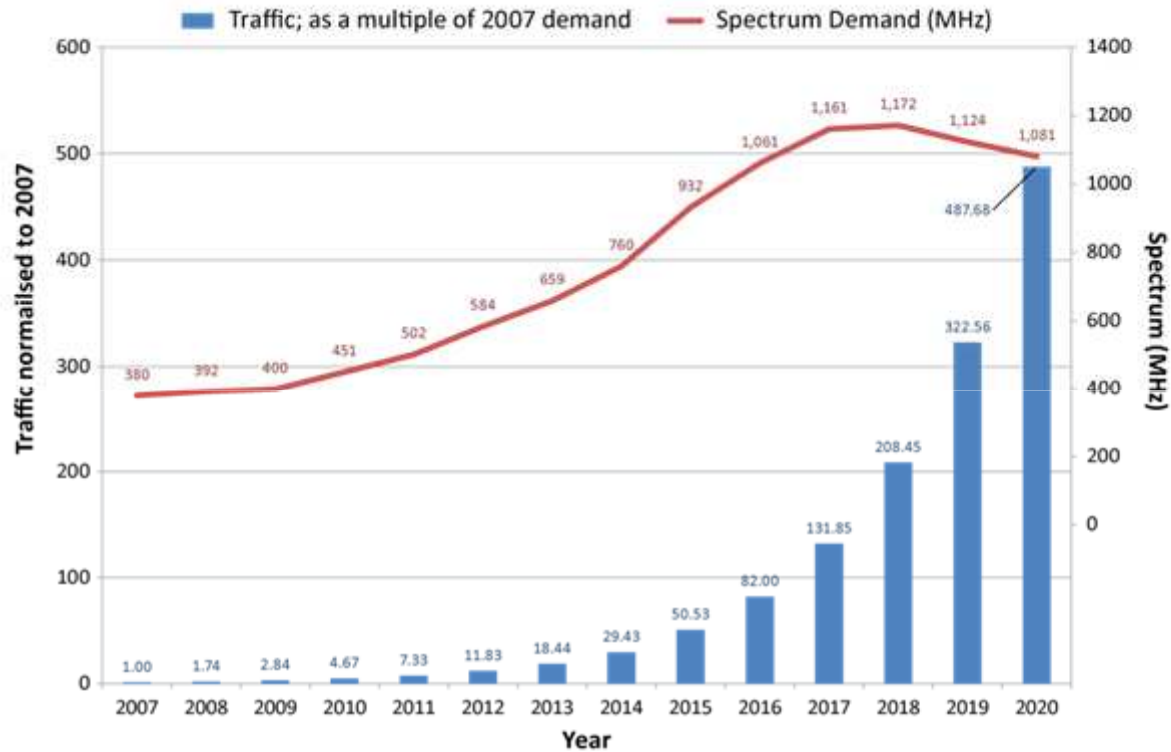
More Australians are going online and becoming more intensive users of the internet. Nearly 15.1 million (83 per cent) persons aged 14 years and over went online during the December quarter of 2010, up from 14.2 million during the same period in 2009. At December 2010, 71 per cent of internet users went online at least once a day, compared to 67 per cent at December 2009 and 63 per cent at December 2008.

'The increases in online activity demonstrate the growing importance placed on the internet as a facilitator of everyday social and economic activity,' said Chris Chapman, ACMA Chairman. 'Australians are engaging with the digital economy more often, drawn to services such as online shopping, banking and social networking'.

Approximately 7.4 million people accessed retail and auction web sites, 8.4 million people accessed social networking sites and 5.5 million accessed video streaming sites from home during the month of December 2010 alone. Table 8 shows that the most visited e-commerce sites by Australians are eBay (4.2 million people), Amazon (1.7 million) and the shopping.com.au network (1.3 million). The growth of e-commerce is further reflected in latest ABS numbers which shows that nearly \$143 billion in

http://www.acma.gov.au/webwr/_assets/main/lib310665/the_internet_service_market_in_australia.pdf

Mobile data traffic growth



Source: Towards 2020—Future spectrum requirements for mobile broadband May 2011



Five-year Spectrum Outlook

<http://www.acma.gov.au/webwr/assets/main/lib312061/fyso-2011-2015.doc>

Towards 2020—Future spectrum requirements for mobile broadband

http://www.acma.gov.au/WEB/STANDARD/pc=PC_312514

900 MHz Band—Exploring new opportunities

http://www.acma.gov.au/WEB/STANDARD/pc=PC_312515

Draft spectrum reallocations for the 700 MHz digital dividend and 2.5 GHz bands

http://www.acma.gov.au/WEB/STANDARD/pc=PC_312542

Digital Dividend Auction Tune-Up

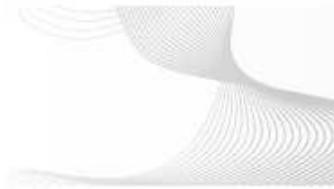
Friday 4 November 2011

Email: majorspectrumallocations@acma.gov.au





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Have your say on proposed new privacy guidelines for broadcasters

ACMA's Cybersmart program presented to the world's largest 'classroom'

Broken concepts – old rules struggling with new technology

on AUGUST 24, 2011 · 5 COMMENTS · in CONVERGENCE



On 29 August 2011, the ACMA released *Broken Concepts: The Australian communications legislative landscape* ([word](#)) and ([pdf](#)), a research paper about 'broken concepts' in media and communications legislation.

The paper examines how the process of convergence has systematically broken, or significantly strained, many of the legislative concepts that form the building blocks of current communications and media regulation.

Of the 55 legislative concepts reviewed, the majority are either 'broken' or under significant pressure from the effects of convergence. These 'broken concepts' are symptoms of the deeper change of digitalisation breaking the now outdated premise that content can be controlled by how it is delivered.

<http://engage.acma.gov.au/broken-concepts/>



Optimal conditions for effective self- and co-regulatory arrangements

Occasional paper

SEPTEMBER 2011

http://www.acma.gov.au/WEB/STANDARD/pc=PC_410165



The Reconnecting the Customer inquiry - Final Report

http://www.acma.gov.au/webwr/_assets/main/lib310013 rtc_final_report.pdf

1. Clearer pricing information in advertisements allowing consumers to more easily compare services.
2. Improved and more consistent pre-sale information about plans.
3. Developing meaningful performance metrics which allow consumers to compare providers.
4. Tools for consumers to monitor usage and expenditure.
5. Better complaints-handling by providers.



A counterpart to *Broken Concepts*:

Enduring concepts

coming soon:

Building from Chris Chapman speech to Communications and Media Lawyers Association (CAMLA) in Sydney in May 2011:

The 'convergence phenomena' from a regulator's perspective

http://www.acma.gov.au/WEB/STANDARD/pc=PC_91724



‘Emergent’ concepts in media and communications

- Confidence**
- Digital information management**
- Digital citizenship**



‘Citizens’ and the ACMA— Exploring the concepts within Australian media and communications regulation

Occasional paper

JUNE 2010

[http://www.acma.gov.au/webwr/_assets/main/lib311886/
citizens_and_the_acma.doc](http://www.acma.gov.au/webwr/_assets/main/lib311886/citizens_and_the_acma.doc)



www.cybersmart.gov.au/tagged



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Tagged What you do online could tag you for life



When a group of high-school friends post a rumour about a rival it sparks a chain reaction that leaves no one untouched. Cyberbullying, sexting, filmed fights and police action ensue — will these friends avoid being tagged forever?

Developed by the Australian Communications and Media Authority's Cybersmart program, *Tagged* is recommended for use with students aged 14 and over.

Tagged is supported by lesson plans and compelling character reflection interviews. It explores themes of personal and peer safety and responsibility that are crucial to maintaining positive online behaviours and digital reputation into adulthood.

[Order your copy of *Tagged* now.](#)

- [Facts for Teenagers](#)
- [Guide for Parents](#)
- [Resources for Schools](#)

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Character reflection interviews



Jack

Kate

Raz