

**NZME/Fairfax Authorisation:
Topics for Commission Conference - 6 and 7 December 2016**

Below is a list of topics that the Commission is intending to hear evidence on at the NZME/Fairfax conference on 6 and 7 December. This list is not exhaustive and is only intended to guide attendees as to the topics we are likely to examine. This topic list does not cover the confidential sessions.

Competition assessment – reader markets

- The production of news content vs the distribution of news
- The demand for and substitutability of different types and sources of news
- The quality of news including variety, volume, accuracy and objectivity of content
- The two-sided nature of the news distribution platforms
- The readership and prices of the *Sunday Star Times* and *Herald on Sunday*

Competition assessment – advertising markets

- The characteristics of and demand for premium digital advertising
- The characteristics of and demand for Sunday newspaper advertising
- Constraints on community newspaper advertising prices

Current state of the industry and future developments

- The viability of printed newspapers
- The influence of social media networks and third party aggregators (eg Facebook, Google)
- Current and emerging trends in the production and consumption of news content
- The rate of change in the news industry

The media landscape with and without the merger

- What would be the likely media landscape without the merger?
- Timing of future rationalisation of the print industry and the future of digital news
- How would this merger “extend the runway” for New Zealand and for how long?

Plurality

- Relative importance of internal plurality and external plurality
- How would internal plurality be maintained?
- Diversity and influence of current and future media ownership
- The role and impact of different media organisations on plurality
- How should media plurality be considered and measured?
- How would the merger affect media plurality?