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?