

Below is this week's Watch.

Rachel Slattery

newswatch

Telstra in the news this week!

In a week which began with reports of Telstra's chief executive, Sol Trujillo, receiving a \$95 million severance package when he left Telco Qwest in 2000, it ended with the market digesting Telstra's net profit after tax fall of 26.2% on revenue growth of around 3% and Telstra's announcement to pull out of discussions with the ACCC on the arrangements for a fibre-to-the-node (FTNN) network for selected metropolitan areas of Australia. Analysts were not impressed with Sensis' modest performance but KAZ performed above expectations.

Tasmanian grants on their way

Senator Helen Coonan, and Tasmanian Premier Paul Lennon have appointed a panel to recommend applications for funding under the Market Access and Partnerships Program (MAPP) designed to support Tasmanian ICT companies to develop and commercialise products and services. Panel Members include: Graeme Poulton, retired former Managing Director, NEC is to chair the panel. 89 Expressions of Interest have been received for the first round of MAPP grants. MAPP will provide up to \$18 million in grants over four grant rounds, two each in 2006 and 2007. The \$40 million Intelligent Island program is funded by the Australian Government from the second part-sale of Telstra and is administered by the Tasmanian Department of Economic Development.

Fairfax and IDG do Technology Deal

Fairfax Business Media (FBM) the financial publishing unit of John Fairfax Holdings Limited is to license the International Data Group's global IT content and mastheads for the Singapore, Malaysia and New Zealand markets and acquire IDG's publishing assets in those markets. FBM will sell IDG its UK publishing assets including MIS UK. The deal does not affect the Australian Market where FBM will continue to publish MIS Magazine and IDG will continue to publish Computerworld, CIO, PC World and NZ Reseller.

newsbriefs

ReelTime and Yahoo!7 have partnered together to enable Yahoo!7 users to download ReelTime.tv's major Hollywood studio movies and TV programmes to their PCs.

The Communications Alliance is to be launched next month following approval of members of the two merging entities - Australian Communications Industry Forum (ACIF) and Service Providers Association Inc (SPAN). The body will initially be co-chaired by current ACIF chairman Neville Stevens and SPAN chairman John Kranenburg with a new board to be elected in December. ACIF CEO Anne Hurley is the CEO of the Communications Alliance.

Southern Cross Cables is to upgrade its capabilities with Nortel equipment. Nortel will supply, deploy and maintain the optical solution on the U.S. mainland's west coast as part of Southern Cross' 30,500-kilometer submarine cable network that acts as the major link for broadband services and Internet traffic from Australia, New Zealand, Fiji and Hawaii to the U.S. Southern Cross Cable Network is owned by Telecom New Zealand (50%), SingTel Optus (40%) and Verizon (10%).

Australian software developer, Beethoven, has implemented its customer care and feedback software, Resolve, at Disability Services Queensland (DSQ). Resolve will manage requests for the Queensland Police Service to conduct over 21,000 criminal history checks for DSQ staff and volunteers by the end of 2006. The system is being implemented as part of the Criminal History Check screening project which was launched to reduce the likelihood of abuse and neglect within DSQ and DSQ-funded services.

Western Australian developer, ISS Group Ltd (ASX:ISS) has been contracted to supply its babelFish and Operational Conformance products to Shell Canada Ltd. The project has an estimated value in excess of \$1 million and will be implemented over an 18 month period.

Clarity International, a fully owned subsidiary of Powerlan has signed a contract with Indonesia's PT Hutchinson CP Telecommunications to provide highly scalable real-time provisioning of mobile services.

eventwatch

AIIA Government Briefing. Wednesday 23rd August, 2006 at Taronga Centre, Mosman, Sydney. Speakers: NSW Minister, Hon. John Della Bosca and the NSW Government CIO, Paul Edgecumbe. More details [here](#).

EJA Brisbane - Suncorp on EAI & Sun on Wireless Sensor Devices.

Thursday 17th August, 2006. Speakers: Paul Reedman, Solutions Architect, Suncorp; Cristina Cifuentes, Researcher, Sun Labs . More details [here](#).

ACIF Forum - Future Wireless.

Tuesday 22nd August, 2006. What is the role of Wireless in the world of next generation networks? Speakers include: Simon Curry, Group Manager, Intel Australia; John Lindsay, Carrier Relations Manager, Internode; Ray Owen, Asia Director, Motorola. More details [here](#).

Computing the Future Symposium.

Wednesday September 13th, 2006, Sydney. Join Australia's leading researchers, leaders across industry and international luminaries in a day designed to open our minds to the opportunities of ICT innovation over the next 50 years. Speakers include: David Murray, Chairman, Future Fund Board of Guardians; Howard Charney, Senior Vice President of Cisco Systems; Dr Caroline Kovac, General Manager of IBM Pharmaceutical & Life Sciences. More details [here](#).

companywatch

EFTel Acquires Again

Following on from recent acquisitions of the aaNet group and ACE Online, EFTel (ASX:EFT) has acquired another ISP, Queensland-based Instant Communications. All three acquisitions are cash deals worth a maximum total of \$2.47 million and based on performance targets. ISP Instant Communications adds 3,000 active dial-up and broadband accounts to EFTel.

MobileActive moves into Real Estate

MobileActive Ltd (ASX:MBA) is to acquire the assets and intellectual property of mapShed Australia's 'Mobile Real Estate' technology. The subscription-based application enables consumers to dynamically request sales history, view property sales summaries, maps, property dimensions and aerial photos, as well as enabling access to the realestate.com.au database for sales and rental listings via your mobile phone. MobileActive plans to release the Real Estate application on a monthly subscription service, priced at approximately \$4 per month via carrier portals. The focus will initially be on the Australian market with a target to reach 50,000 subscribers within the first twelve months.

The ABC has injected new life into its Triple J Unearthed radio talent quest with the launch of a new website for the program, www.triplejunearthed.com. Unknown independent musicians will be encouraged to upload their music and profiles, with Triple J listeners able to review the songs.

Proteome Systems Ltd. (ASX: PXL) and Agilent Technologies Inc. have expanded their cooperative marketing agreement to develop new workflow solutions for the discovery of diagnostic markers and drug targets by glycomics analysis.

e-pay Asia (ASX:EPY) has signed on a six month pilot project with Pos Malaysia Berhad, Malaysia's national postal company. E-pay Asia is to extend e-pay's electronic top up network throughout its nationwide network of more than 900 post offices.

Ezenet, through its fully owned subsidiary EzeStream, has signed contracts to supply its Digital Movie & Internet Services and Health and Mining Entertainment and Information System to eight hotels, hospitals and mining camps.

legalwatch by Minter Ellison

Media reforms: The New Anti-Siphoning Legislation

Everyone is talking about the Federal Government's new cross-media reforms – but that's not the only change that will come about when the full media reform package is complete. Not only has the Government decided that it is time to force Australia to step into the digital age, it has decided to give the anti-siphoning list a bit of a shake-up.

So what exactly is the 'anti-siphoning list'? The anti-siphoning list, in short, is a list that gives free-to-air networks a first right of refusal on the purchase of television rights to many of Australia's major sporting events. Television rights to events on the list cannot be purchased by the subscription networks unless the rights have already been acquired by a free-to-air (FTA) network. Once acquired by an FTA network, however, rights to these sporting events can then be on-sold to pay TV networks (depending on what rights were initially acquired by the FTA network).

Events on the list include the AFL and NRL seasons, international cricket featuring Australia, soccer's FA Cup and World Cup and the Olympic Games, thus preserving our right to view these events free of charge.

For years, those with substantial pay TV interests have lobbied against the existence of the anti-siphoning list, claiming that it unfairly excludes competition and distorts the market. Further fuel has been added to the fire when events on the anti-siphoning list have not been broadcast by FTA services at all, and thus have remain untelevised. This problem has been reduced in recent years by the introduction of the automatic delisting period, where if an event has not been purchased six weeks prior to the start of an event (or in some cases up to 12 weeks), the event is removed from the list and the rights to the event can be acquired by pay TV.

As part of the new media reform package, the Government has decided to introduced a new 'use it or lose it' policy. If an event on the anti-siphoning list is not considered to have been 'used' by FTA networks, it will be removed from the list, and the rights to those events made available for purchase by the pay TV networks. Factors considered in determining whether an event is has been 'used' will include how much of the event has been broadcast, the time of day the event is broadcast, and whether the event is live.

The impact of such changes remains to be seen. The reforms could potentially lead to FTA networks giving greater coverage to events on the anti-siphoning list. Alternatively, events that are currently broadcast by FTA, but aren't broadcast in the manner required by the new 'use it or lose it' policy, may be removed from the list and be snapped up by pay TV, no longer accessible to FTA viewers.

This article was written by Gemma-Jane Cooper, Minter Ellison, Melbourne. For questions about legal issues, contact Paul Kallenbach - paul.kallenbach@minterellison.com.

peoplewatch

New faces at Yahoo!7

Leaving his role as General Manager of Yahoo! Brazil and Argentina, Bruno Fiorentini has joined Yahoo!7 as Chief Operations Officer. He has worked for Yahoo! since 1999. Previously Director of Global Sales for Yahoo! in Sunnyvale USA, Markus Barnikel joins Yahoo!7 as Chief Sales Officer. He has been with Yahoo! Inc. since 2000 and has led Sales, Marketing and Business Development teams in Germany, Singapore and the US.

Steve Hodgkinson Joins Ovum

Ovum has appointed Dr Steve Hodgkinson as Research Director to head up its newly created Public Sector practice in Australasia. Steve was previously the Deputy CIO for the Victorian State Government.

Outtrim is New BQT Shareholder

Steve Outtrim, founder of Sausage software, Majitek and current Chairman of ekoliving.com has become a shareholder in BQT through his participation in a share placement.

Carbonaro Joins Customer

Charles Carbonaro, former Managing Director of ANZ Banking Corporation's Global Cards business, is joining the Board of Directors of Customers Ltd. Charles has 30 years of experience in banking and finance.





Assisting ICT Companies with Marketing, Communications and Events

SYDNEY Level 4, 120 Clarence Street Sydney, 2000 Phone: 02 9423 8850 Fax: 02 9423 8855

MELBOURNE Level 8, 313 La Trobe Street Melbourne, 3000 Phone: 03 9602 1313 Fax: 03 9602 3388