



PARLIAMENT OF AUSTRALIA
DEPARTMENT OF PARLIAMENTARY SERVICES



PARLIAMENTARY LIBRARY

Quick Guide | 17 July 2024

News media outlets, ownership and audience statistics: a quick guide to internet links

Nell Fraser

Research Paper Series, 2024–25



Confidential, Impartial, Timely

ISSN 2203-5249

This quick guide provides links to resources regarding news media in Australia, including lists of news outlets and reports on news consumption patterns.

News outlets in Australia

- The [Australian News Data Project](#), by the Public Interest Journalism Initiative, provides a range of resources to ‘assess media diversity and plurality’ in Australia.
 - The Australian [News Index](#) is a searchable database of news [outlets](#), [entities](#) and [membership bodies](#). Outlets are searchable by format (print, radio, television and digital), scale, geographic area and entity. Each listing includes a link to the outlet’s website.
 - The [Australian News Sampling Project](#) produces reports that assess digital and print ‘news output by specific geographic location/s to understand the local character and quantity of public interest journalism production’.
- The [National Ethnic and Multicultural Broadcasters’ Council](#) website includes a [map of community radio stations in Australia](#). The map can be filtered to show ‘general’, ‘ethnic’, ‘Indigenous’, ‘print handicapped’, and ‘religious’ radio stations, as well as community television stations.
- The [Commercial Radio and Audio](#) website includes a [map of commercial radio stations in Australia](#).
- James Cook University’s [Indigenous Studies Guide: Newspapers, Media, TV, Radio and Film](#) includes links to Aboriginal and Torres Strait Islander media outlets.
- There is no central database of multicultural news outlets in Australia. The following resources include some useful compilations:
 - Western Australia’s Office of Multicultural Interests [provides a list](#) of culturally and linguistically diverse media in Western Australia. Many of these outlets operate nationally.
 - The Queensland Government’s [multicultural resource directory](#) can be filtered to ‘media’ to provide a list of media organisations ‘with an ethnic community focus in Queensland’.
 - Some multicultural media outlets in New South Wales are listed as previous recipients of the Premier’s Multicultural Communications Awards (see: [2023](#) and [2022 winners](#)).
 - Some multicultural media outlets in Victoria are listed as previous recipients of the Victorian Government’s [Multicultural Media Grants program](#).
 - Professor Wanning Sun’s [Chinese-Language Media in Australia: Developments, Challenges and Opportunities](#) (2016) provides a list of major Chinese media in Australia as at 2016 (pp. 26–36).

Media diversity and ownership

- The Australian Communications and Media Authority's (ACMA) [website](#) provides an overview of media control and media diversity rules in Australia.
- ACMA's '[media interests snapshot](#)' publication provides a visual representation of media ownership and interests in Australia. The '[media interests snapshot and media interests maps – package](#)' is a comprehensive overview of media interests by stakeholder.

News media governance, peak bodies and industry standards

- The [Australian Press Council](#):

... is responsible for promoting high standards of media practice, community access to information of public interest, and freedom of expression through the media. The Australian Press Council is the principal body with responsibility for responding to [complaints](#) about published material other than advertisements in Australian newspapers, magazines and digital sites. [link added]

The Australian Press Council also publishes [Standards of Practice](#), contained in its Statement of General Principles and Statement of Privacy Principles, which apply to its members, as well as [advisory guidelines](#) for particular aspects of media practice.

- The [Media, Entertainment and Arts Alliance](#) (MEAA) is the key union and industry advocate for those in creative industries, including people working in television, radio and journalism. The [MEAA Journalist Code of Ethics](#) applies to all journalist members of MEAA.
- [Independent Multicultural Media Association](#) (IMMA) is a media alliance of over 30 independent multicultural media organisations in Australia, which present and publish in heritage languages and in English.
- [Digital Publishers Alliance](#) (DPA) is an industry association representing over 56 digital-first publishers, including many news titles.
- The national broadcasters – [ABC](#) and [SBS](#) – are bound by their Charters, as contained in their respective pieces of enabling legislation.
- ACMA is an independent Commonwealth statutory authority which regulates communication and media services in Australia. ACMA may [investigate](#) whether broadcasters are following the law, particularly requirements under the [Broadcasting Services Act 1992](#). ACMA also publishes [industry codes of practice](#) for radio and television broadcasters, many of which include aspects related to news content.

News consumption in Australia – survey results

- The ACMA [Communications and media in Australia](#) research series includes interactive reports on how Australians communicate and use and access media, based on annual survey results. Reports allow for results to be filtered by gender, age and location. The latest report, [How we access news](#), was published in February 2024.
- The University of Canberra’s News and Media Research Centre publishes an annual [Digital News Report: Australia](#). The reports are:

... part of a long-running international survey coordinated by the Reuters Institute for the Study of Journalism, an international research centre in the comparative study of journalism based at Oxford University. The *Digital News Report* delivers comparative data on media usage in 47 countries and across 6 continents.

The reports provide insight on a range of topics, including how people access news, people’s interest in news and politics, use of social media and podcasting to access news, attitudes towards journalism and attitudes towards news curation and algorithms. International data is presented through the University of Oxford’s [Digital News Report](#).

- The Department of Infrastructure, Transport, Regional Development, Communications and the Arts [commissions and publishes](#) data related to media consumption. The [2023 Television and Media Survey](#), prepared by the Social Research Centre, includes a section on ‘News Content’.
- The Lowy Institute’s [Being Chinese in Australia](#) interactive report includes a short chapter on Chinese-Australians’ interaction with news and media.
- [VOZ reports](#) bring together total television viewing figures for free-to-air and subscription television programs across televisions and connected devices (including smart TVs, computers, tablets and smartphones). These reports can be used for comparing the reach of television news programs.
- [Regional TAM](#) provides TV viewing figures for free-to-air and subscription television programs in regional Australia. The weekly reports can be used for comparing the reach of television news programs.
- The [Australian Podcast Ranker](#), commissioned by Commercial Radio and Audio, Australia’s peak commercial radio body, lists the top podcasts from participating publishers that are consumed by listeners in Australia. The ranker can be filtered to ‘news’ and ‘news and politics’.
- [Roy Morgan](#) and Think News Brands publish quarterly reports on readership numbers for newspapers in Australia. Reports prior to June 2021 include readership numbers by newspaper title.

Licence

© Commonwealth of Australia



Creative Commons

With the exception of the Commonwealth Coat of Arms, and to the extent that copyright subsists in a third party, this publication, its logo and front page design are licensed under a [Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Australia](#) licence.

In essence, you are free to copy and communicate this work in its current form for all non-commercial purposes, as long as you attribute the work to the author and abide by the other licence terms. The work cannot be adapted or modified in any way. Content from this publication should be attributed in the following way: Author(s), Title of publication, Series Name and No, Publisher, Date.

To the extent that copyright subsists in third party quotes it remains with the original owner and permission may be required to reuse the material.

Inquiries regarding the licence and any use of the publication are welcome to webmanager@aph.gov.au.

Disclaimer

This work has been prepared to support the work of the Australian Parliament using information available at the time of production. The views expressed do not reflect an official position of the Parliamentary Library, nor do they constitute professional legal opinion.

For copyright reasons some linked items are only available to members of Parliament. All links are correct at the time of publication and are not subsequently updated.

Any concerns or complaints should be directed to the Parliamentary Librarian at webmanager@aph.gov.au. Parliamentary Library staff are available to discuss the contents of publications with Senators and Members and their staff. To access this service, clients may contact the author or the Library's Central Entry Point for referral.

Acknowledgement of Country

We acknowledge the traditional owners and custodians of country throughout Australia and acknowledge their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the elders past, present and emerging.

The Parliamentary Library of Australia was established in 1901 and serves as a trusted source of information, analysis and advice for the Australian Parliament. The Library is part of the Department of Parliamentary Services.

Our services are confidential, impartial, and offered on an equal basis to all parliamentarians, parliamentary committees, and to staff acting on their behalf.

Our published material is available to everyone at:



aph.gov.au/library



Australian Parliamentary Library



@ParlLibrary



Confidential, Impartial, Timely

ISSN 2203-5249