

## ACMA news media bargaining code eligibility assessment report

**News business name:** Daily Mail Australia

**News business ID:** ACMA-NBC-4537XLYB04

**News sources:** Daily Mail Australia

**Date submitted:** 4/05/2021

**Link to CRM entry:** [Click here to open the CRM record in a new window](#)

Initial assessor: Lachlan Habgood (APS6)

QA assessor: Elizabeth Press (EL2)

**Officer recommendation:** Eligible

### Revenue test

Assessment: Pass

The applicant submitted independent audited financial statements under the *Corporations Act 2001* for Dailymail.com Australia Pty for the year ending 30 September 2020 that indicate the corporations revenue exceeded the \$150,000.00 threshold.

The applicant meets this criterion.

### Professional standards test

Initial assessment: Pass

The applicant states it is subject to APC professional standards. A review of the APC membership list confirms that Dailymail.com Australia Pty Ltd, publisher of Daily Mail Australia is a member of the APC. The applicant states it is not owned or controlled by a party with political or commercial interest.

The applicant meets this criterion.

### Content test

Initial assessment: Pass

The applicant provided the URL <https://www.dailymail.co.uk/auhome/index.html> as the primary link to the content. A review was conducted on 21 May 2021.

This link resolves to a page titled Daily Mail Australia. The main page is arranged by showing the most important/interesting and latest news stories at the top of the page. With other content being progressively posted lower on the page.

Articles on the main page contain multiple core news articles and stories that report on issues or events that are relevant in engaging Australians in public debate and in informing democratic decision making and current issues or events of public

significance at a local, regional or national level. Examples of this content includes an article about a Sydney woman falsely stopped by people pretending to be police, new Covid-19 variants in the UK, surging property prices in Australia, a story about Prince William's reaction to a report about a BBC interview of his mother, Princess Diana, a story about rioters destroying property in Swansea (UK), a story about a probe into the death of a woman who died in a swimming pool etc. This page contains numerous stories and articles concerning core news subjects, such as crime, Covid-19 news, political reporting etc.

The majority of content on the main page would not be likely to meet the definition of core news content. However, the site as a whole does display a predominant amount of core news accessed via the 'News' links on the main page and their sub links (see copies of page in file).

Along the top of the page is a ribbon of links (Home, US, UK, News, World News, Sport etc). Each of these links when accessed is a number of sub links that appears directly under it. Eg the Link UK, when accessed contains sub links titled Breaking News, World News Syria, Russia, ISIS, Migrant Crisis, Israel, Event etc). Similarly, the US main link is comprised of sub-links titled Covid-19, Joe Biden, Derek Chauvin, Kamala Harris, Donald Trump, US Economy. The News main link is comprised of the following sub links Royal Family, Covid-19, US Election, Breaking News, World News, Sydney, Melbourne, Brisbane, New Zealand, Headlines, Wire.

The content in these sub link is overwhelmingly focused on core news content. The majority of content on the news related pages, along with the pages dedicated to specific country or city reporting contain a strong predominance of core news reporting.

The applicant also provided a supporting documentation in the application listing a number of core news articles about Australia or Australians published on the news source website.

The applicant submitted links to examples of content located on Twitter, Facebook, MSN and Instagram. These links were not assessed as the submitted news source is a website and a full assessment of that news source, as applied for under the Code, was able to be conducted. Accordingly, the supporting links were not required to finalise the assessment and recommendation.

The applicant meets this criterion.

## Australian audiences test

Initial assessment: Pass

A search of the news source IP address reveals that the news source server is located in Australia. Much of the content published on the news source primary link and secondary link is targeted at Australian Audiences in that it concerns Australia or Australians primarily. Much of the other content would be of interest and relevance to Australian Audiences who are interested in world news reporting.

The applicant submitted documents stating that it employs a broad mix of highly experienced, mid-range and junior reporters, with the bulk of journalists based at the head office in Sydney, with other staff located in bureaus in Melbourne and the Gold Coast. The applicant also submitted Nielson audience share information for

each month in 2020. This information relates to Australian audience numbers and indicates that the news source irregularly ranks in the top 5 in hosted/targeted news sites (ABC News websites, news.com.au, nine.com.au etc) and that audience figures for the news source measure at approximately 10 million per month.

The applicant meets this criterion.

## Connection requirements

Initial assessment: Pass

An ABN search on the submitted ABN 94 166 912 465 confirms that it is for the Applicant Corporation DAILYMAIL.COM AUSTRALIA PTY LTD, a registered Australian Private Company.

The applicant's submitted statutory declaration stating that the applicant corporation operates and controls Daily Mail Australia, the nominated news source.

The applicant meets this criterion.

## Recommendation

Decision maker: (include level)

Comments from decision maker

QA of the Application and the initial assessment shows

1. The application appears to have been completed correctly.
2. The applicant has passed the Revenue test.
3. The news source is a member of the APC and appears in the APC constituent bodies list. The applicant is not solely owned or controlled by a political party, union, or a political lobby or advocacy group or controlled by a party that has a commercial interest in the coverage being produced.
4. The news source features content that can be considered either relevant in engaging Australians in public debate or informing Australians about current issues or events of public significance on a national level. The news source passes the content test although it is noted that, on occasion, the main page of the news source might place entertainment and celebrity news and gossip with more prominence than content meeting the definition of core news content.
5. The news source passes the Australian audience test as it operates in Australia for the purposes of Australian audiences.
6. The Applicant passes the connection requirement.

## Final decision

Decision-maker: Elizabeth Press (EL2)

Date of final decision: 26 May 2021

Final decision: Pass

Comments from decision maker

The assessments have been reviewed. At the time of assessment, the applicant meets the eligibility tests under the code and the applicant should be registered for the following reasons

1. The application appears to have been completed correctly.

2. The applicant has passed the Revenue test.
3. The news source features content that can be considered either relevant in engaging Australians in public debate or informing Australians about current issues or events of public significance on a national level. The news source passes the content test, although, it is noted that, on occasion, the main page of the news source might place entertainment and celebrity news and gossip with more prominence than content meeting the definition of core news content.
5. The news source passes the Australian audience test as it operates in Australia for the purposes of Australian audiences.
6. The Applicant passes the connection requirement.



Signature of delegated officer:

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Name: Elizabeth Press

Date: 26 May 2021