



online media standards authority

PO Box 1298, Shortland Street
Auckland 1140, New Zealand

www.omsa.co.nz
omsa@omsa.co.nz

Media Release

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ONLINE MEDIA STANDARDS AUTHORITY OPEN FOR BUSINESS

The Online Media Standards Authority, "OMSA", which oversees online news and current affairs content standards for New Zealand broadcasters, begins accepting complaints on Monday.

OMSA was developed by the broadcasting industry to fill a gap in the existing regulatory model. It provides a cost effective and consumer friendly solution to regulate online news and current affairs content.

OMSA Chair Clare Bradley said:

"From Monday, online consumers of news and current affairs will be able to seek independent resolution of their complaint, fast and free."

The OMSA Complaints Committee is chaired by retired Court of Appeal Judge, Sir Bruce Robertson and comprises four public members and three broadcasting industry representatives.

The complaints process applies to the websites operated by all OMSA members, TVNZ, SKY/Prime, MediaWorks TV, Maori Television, Radio New Zealand, The Radio Network and MediaWorks Radio.

An online marketing campaign is being planned to promote the new Authority. Complaints can be made via the OMSA website, www.omsa.co.nz. The website also lists the OMSA Standards and provides information on the complaints process.

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For further information please contact:

Clare Bradley, OMSA Chair

Tel: 021 447 262

Email: cbradley@mediaworks.co.nz