



(South Pacific Post Limited)

- Post Courier is the oldest daily newspaper in the country.
- We publish in English each weekday.
- Established 1969 and have seen and recorded the country's history prior, during, and after independence.



Ownership

- We are majority owned by NewsCorp, part of the Murdoch group.
- Just under 40% are in country in PNG.
Second largest being all public servants in the country through Nambawan Super Limited.
- That means we are owned by the women and men of our public service from the politicians, bureaucrats, down to the tea boy.
- We pay dividends to all our shareholders that includes the church, businesses, and individual Papua New Guineans.



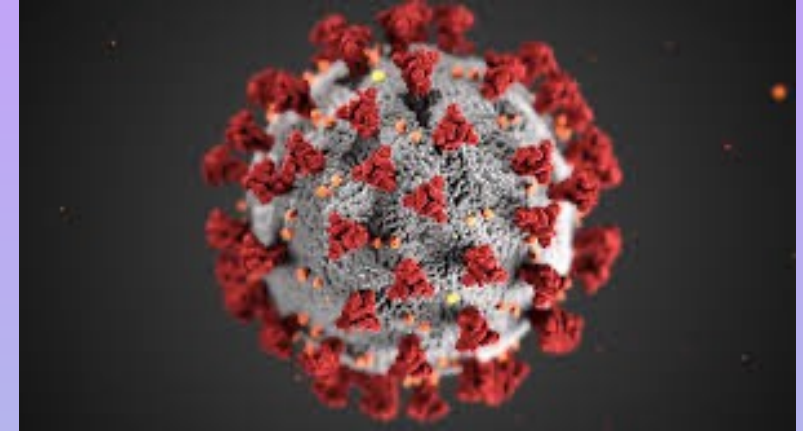
The era of disruption

- Online social media makes inroads
2008 entry of Digicel in PNG.
- The period of disruption, everyone now had a podium
- The classic game Telephone Game, which the platforms allowed.
- Not everything was wrong, or was bad. It was just the responsibility in it all that lost its value.
- We took a hit from this, and just after 2010 was when we put out our website it.



The late 20-teens

- **This is where things were beginning to really get out of hand.**
- **COVID came through and really forced many media houses, just like the world itself, to rethink delivery and seriously join the bandwagon that is social media.**
- **Misinformation and Disinformation**



Can't beat em, join em

- No point fighting social media
- The digital evolution
- A wave that no one can stop. So we had to seriously think as a company, service provider



Disrupting the disrupter

- This is now the evolution phase we are involving ourselves in the whole mix of all social.
- Currently we are the most active online news platform taking out four of the six awards at the return of the Media Awards for 2025



The PNG Audience

A country with over 800 languages, 800 plus tribes, cultures diverse, when you want to provide content, you want to provide what I refer to as common prompts.

They can be:

- **Language**
- **Social Issues**
- **Family**
- **Corruption unfortunately gets to viewership**
- **Crime**
- **The communal effect**
- **Success**
- **Riches**
- **Amounts of money**
- **Sports**
- **Education**



Media landscape in PNG

- Our current landscape is a complicated one, in a complicated country
- Apart from mainstream of Paper, Television, Radio.
- Digital Online has now the big thing right now reaching audiences immediately.
- There more and more devices reaching the rural simpleton then even some of us can afford here in POM. Videos, images, text the whole works are now out there unfiltered now with all the stuff that's coming out.
- The issue with such content is that while it is unverified, it leaves a whole lot more questions than answers.



So what do we do?

- We take a targeted approach herding the audience back to vetting, clarifying, debunking explainers.
- Most important bringing back the news to those who can be held liable for misinformation and disinformation.



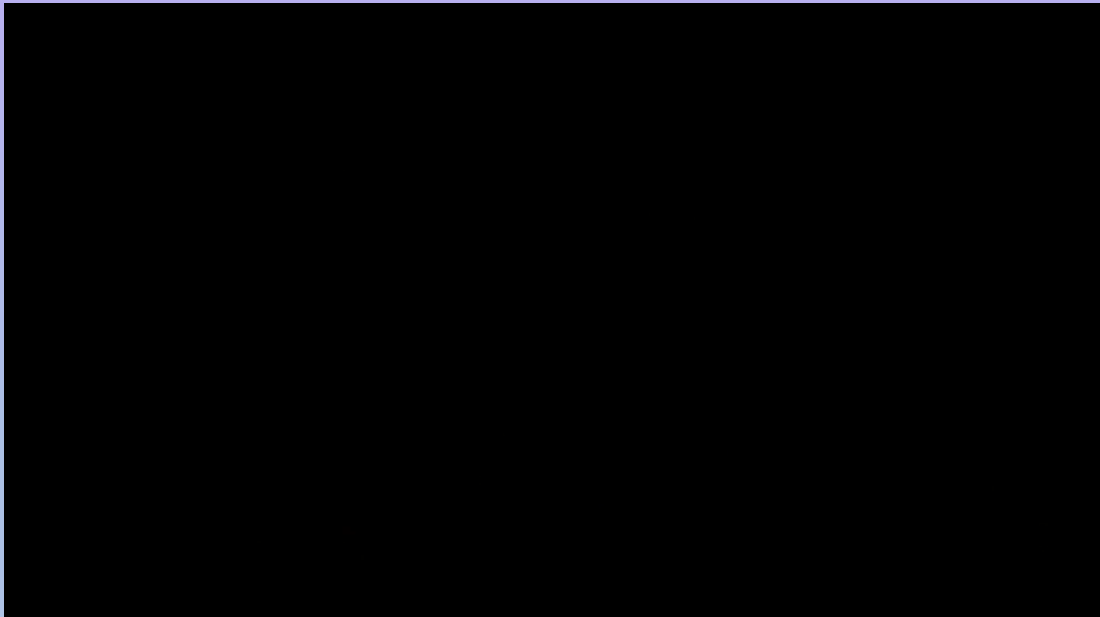
Investing in Digital Journalism is vital

- We currently have the largest mainstream Digital newsroom.
- We've invested in great partnerships.
- Partners like the Digital News Academy run at the Melbourne University School of Business is one such vital partners. The DNA Academy is run through the partnerships of Melbourne Uni, NewsCorp Australia, and Google
- All members of my team are not just journos, but range from producers, videographers, I even have a biologist graduate and a popular artist to give us perspective in content.
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Rebrand and Paywall

We have just launched our new subscription paywall
The very first in mainstream media PNG.



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Media Council of PNG

Focus leading into the next few years

1. **MCPNG** and media leading in establishing rapport with the PNG Electoral Commission due to impacts the abuse of digital media we anticipate a difficult road ahead for 2027.
2. Council has already initiated discussions on coming up with an AI framework for PNG Media, in consultation with DICT.
3. We are preparing our newsrooms for AI integration into existing news workflows, to fully capture the media's use of AI, and establishing guardrails or guidelines for us to follow.
4. **BBC Media Action** and **ABC International Development** have been a major part of assessing the industry's current capabilities, and building their digital knowledge and skillsets combating misinformation, disinformation and malinformation.



