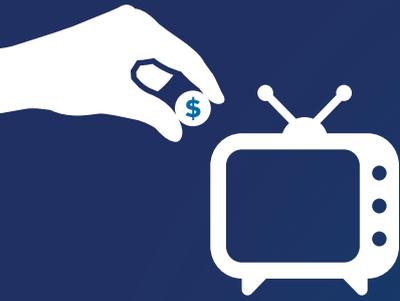


# Telling Australian Stories



Commercial free-to-air television is the home of Australian content

The industry contributes:

**15,000+**

jobs directly and indirectly

**\$2.8 billion**

to the Australian economy annually

invests

**~\$1.5 billion**

directly into production of local programs

**78%**

of all program spending is on Australian content

**428 hours**

of first-release Australian drama

**430 hours**

of locally produced news and current affairs programming every week



But audience demands are changing

AUDIENCE

**↓17%**

in total minutes watched

SCREENS

**↑6.2**

in every home

REVENUE

**↓4%**

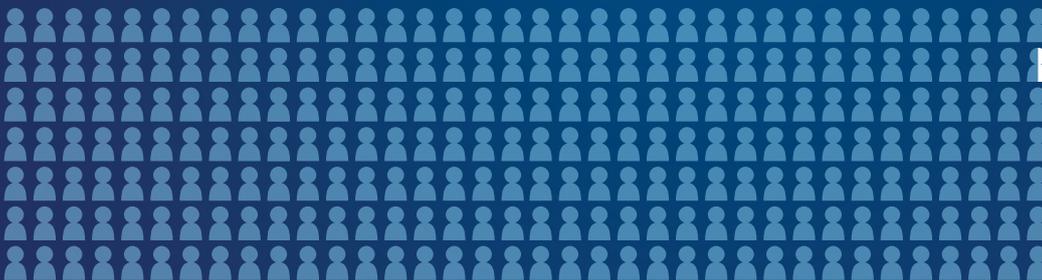
5YR real average

CONTENT COSTS

**↑6%**

annual average

**Kids viewing** demands are changing:



audience reach

**0.2%**

**79%**

of C+P shows play to audience of less than 10,000 0-13 y/o  
Average 0-13 audience = 6,800

Kids are now watching:



dedicated ad-free channels

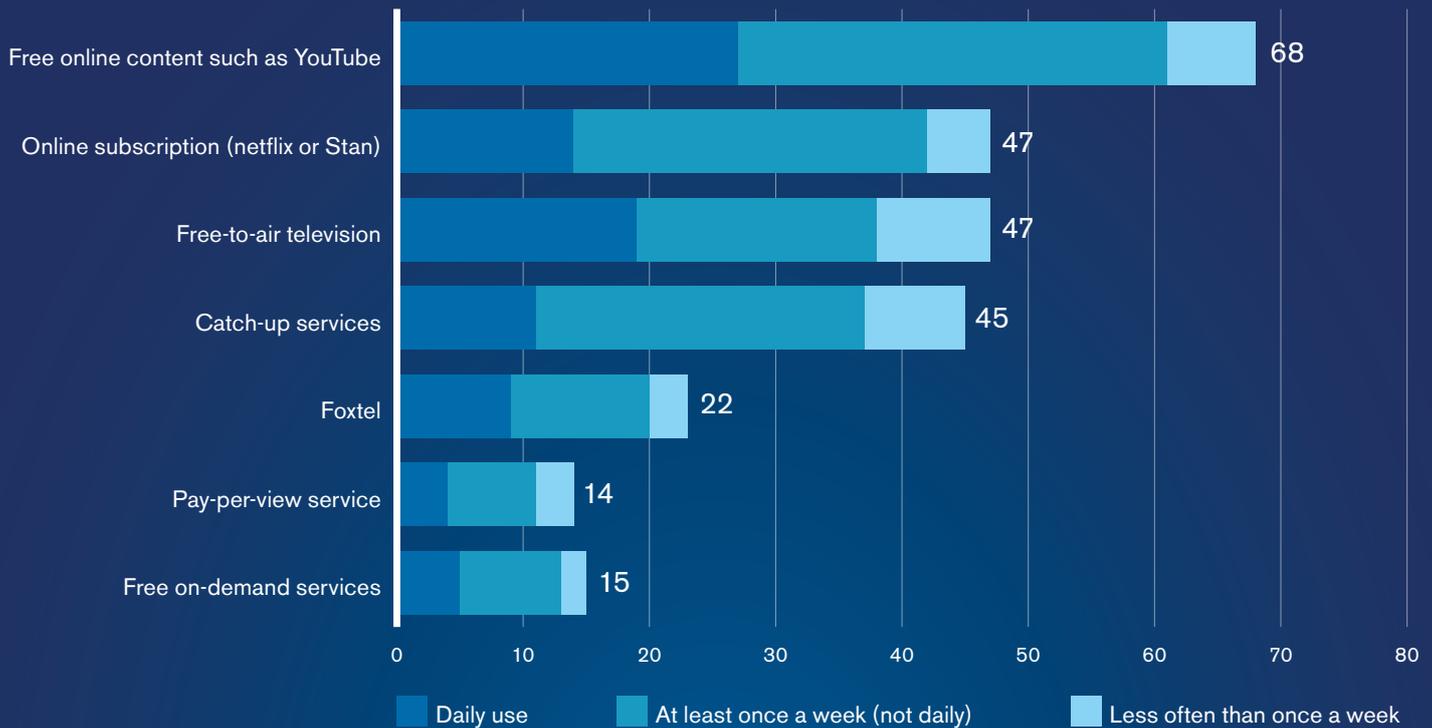
**NETFLIX**



streaming services

No other comparable country imposes kids quotas on commercial networks

## Platforms used to watch children's programs, by frequency



Source: Children's television viewing and multi-screen behaviour, ACMA, August 2017. Base: Selected child aged 0–14 who in a typical week watches children's television programs, movies, videos or DVDs, as reported by their parents, guardians and carers (n=1,259). Includes 'can't say' and non-responses. Note: Data may not add up to displayed totals due to rounding.



## Reforms are required to meet today's audience needs

1

### Reset the quota system

- Remove C+P quotas
  - Despite spending millions making award winning shows, kids are not watching C+P programming
- Adjust drama sub-quota
  - Recognise escalating production costs
  - Draw a distinction between originally commissioned and acquired shows
  - Reward high-volume serials

2

### Standardise financial incentives across film and TV

- Equalise producer offset at 40%
- Provide equal access to Screen Australian funding

3

### Review role of ABC and SBS

- National broadcasters should provide unique services, not duplicate non-subsidised commercial offers

4

### Strengthen copyright protections

- Protect those who create content from those who facilitate access to pirated material
- Close retransmission loophole that allows Foxtel to profit from broadcast content