

Media Release
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Free TV Networks Drive Investment in Australian Content

Screen Australia figures released today confirm that Australian commercial free-to-air broadcasters remain the leading underwriters of Australian drama.

Free TV CEO Julie Flynn said, “We are extremely proud of our ongoing commitment to Australian drama.

“The latest Screen Australia drama report again highlights that our members are the major investors in Australian drama and contribute more than any other sector with \$93 million across 21 titles.”

8 of the 10 most watched Australian dramas in 2014/15 were on Free TV.¹

The Venture Report, *The Value of Free TV: The Contribution of Commercial Free-To-Air Television To the Australian Economy*, released earlier this year found that commercial free-to-air television is by far the largest contributor to domestic content production in Australia, responsible for \$6 out of every \$10 spent on domestic content and supporting over 15,000 jobs in broadcasting and the independent production sector.

Commenting on the report Ms Flynn said, “While we note that there has been an overall decline in production starts this year, this appears to be partly due to timing.

“The really good news is that all three commercial networks have announced an exciting and varied slate of new Australian dramas for the coming year. These include: *The Secret Daughter*, *Wanted*, *Molly*, *Here Come the Habibs!* *House of Bond*, *Hide and Seek*, *Mary: The Making of a Princess*, *BROCK* and *Offspring Season 6*.

“There is no doubt that the Screen Australia figures demonstrate the increasingly challenging environment that Free TV broadcasters operate in; competing against services that are unregulated, pay little or no Australian taxes, and do not invest in local content production.

“A level regulatory playing field is critical to ensure that all Australians can continue to see great Australian dramas for free”, Ms Flynn said.

For media enquiries contact Free TV on (02) 8968 7100.

¹ Source: OzTAM and RegionalTAM, 5 cap cities, 6 aggregated regional markets, 01 July 2014 – 30 June 2015, total people, based on drama coded programs, metro and regional audiences are added to form a combined average audience estimates and ranking, based on program title matches, consolidated data.