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Office for the Arts
Department of Prime Minister and Cabinet
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To whom it may concern

2010 Review of the Australian Independent Screen Production Sector

Free TV Australia represents all of Australia's commercial free-to-air television broadcasters. In 2011 commercial free-to-air television is the most popular source of entertainment and information for Australians, with our members providing nine channels of content across a broad range of genres, as well as rich online and mobile offerings, all at no cost to the public.

Free TV welcomes the findings of the Office for the Arts' *2010 Review of the Australian Independent Screen Production Sector*.

In particular, Free TV supports the finding that questions regarding the ongoing effectiveness of the Australian Content Standard in the context of the digital and online environment are best considered as part of the 2011 Convergence Review. Free TV agrees that the issue of Australian content in the new converged environment is an important matter to be examined. However, it agrees that this examination would be most appropriate as part of the Governments broader consideration of regulation and sustainability in the Australian media and communications sector as a whole.

Please contact me if you would like further comment.

Yours sincerely

A handwritten signature in black ink that reads "Julie Flynn".

Julie Flynn
CEO