

Media Release
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Drama Report shows commercial broadcasters' commitment to Australian content despite a challenging year

Screen Australia's Drama Report released today again showed that commercial free-to-air broadcasters remained the largest investors in Australian drama production, directly investing \$61 million across 18 titles in Australian drama in 2019/20 – more than any other sector.

This is despite the extremely difficult market conditions that the industry has endured as a result of the COVID-19 pandemic.

Commenting on the report, Free TV CEO, Bridget Fair said: "While Screen Australia report shows this was undoubtedly a tough year for all in our industry, it also highlights broadcasters' absolute commitment to providing great Australian content.

"In FY20, commercial free-to-air broadcasters produced 336 hours of first-release Australian drama with programs like *Housos vs Virus: The Lockdown*, *Home and Away*, *Informer 3838*, *Halifax: Retribution*, *Five Bedrooms*, and *Neighbours*.

"This was despite the unprecedented challenges faced by the industry, including suspension and cancellation of program production across all genres, a significant reduction in advertising revenues, and increased costs of producing and delivering content during this time.

"The interesting thing is, during COVID-19 Australians relied on our services more than ever before, with average audiences for some programs up by 60% at the end of March in all demographics.

"Broadcasters worked hard to meet this demand, including by bringing great Australian drama to free-to-air screens.

"We are proud to be the platform of choice for so many Australians – and our drama slate is an important part of our overall offering", Ms Fair said.

Click [here](#) to view the report.



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ABOUT FREE TV AUSTRALIA

Free TV Australia is a leading media industry organisation. It represents all of Australia's commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, Prime Media Group, WIN Network and Imparja Television.