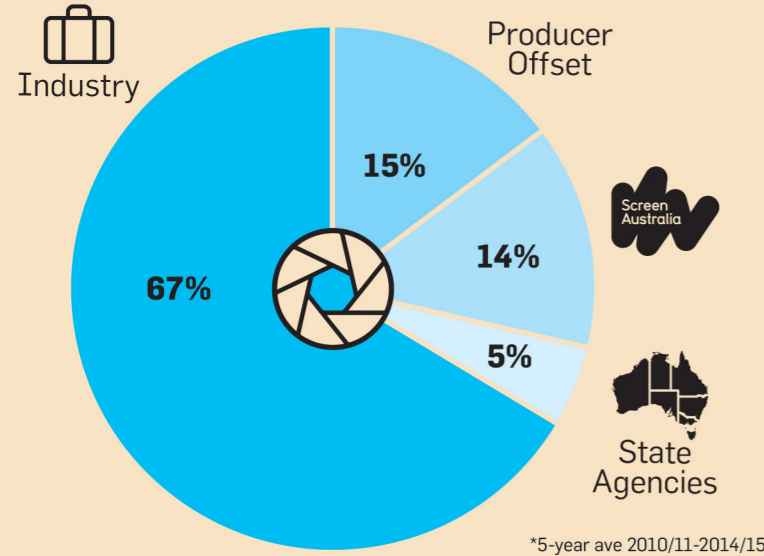


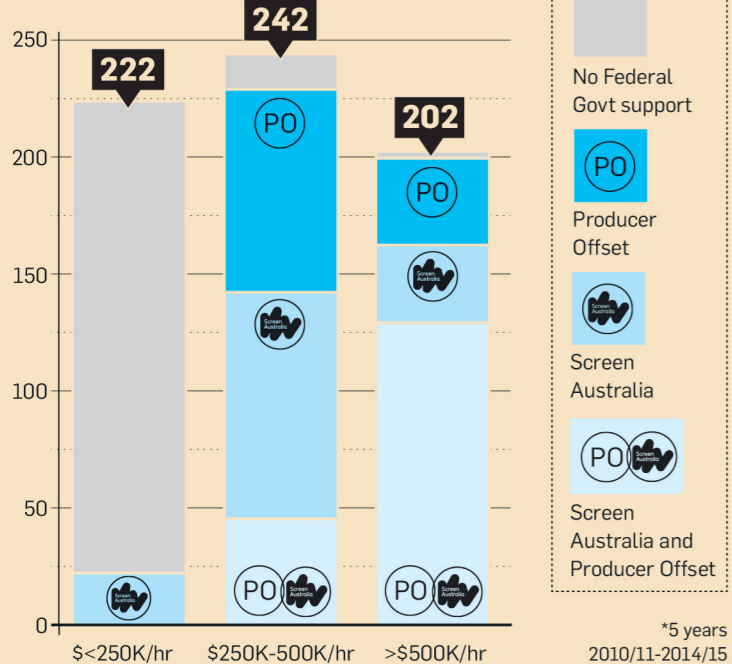
# Australian documentaries: the facts

## Finance

The industry (mainly broadcasters) provides the majority of finance for independent docs.



Finance for independent docs is underpinned by Govt support.



## Finance

Financing models for docs are evolving and adapting to changing audience behaviour.

The ABC's internet TV service **iView** has commissioned new doco series including **Black As** (25 x 5 min), **No Strings**

**Attached** (10 x 5 min) and **Slim TV** (6 x 5 min), and has partnered with **Screen Australia** to fund arts web series **Art Bites**.

**13** social impact docs unlocked distribution opportunities and accessed over \$6m in philanthropic

investment during 2014 and 2015 through **Good Pitch<sup>2</sup> Australia**, a platform to pitch projects and their associated

outreach campaigns and forge strategic partnerships. Many have already gone well beyond their TV/cinema

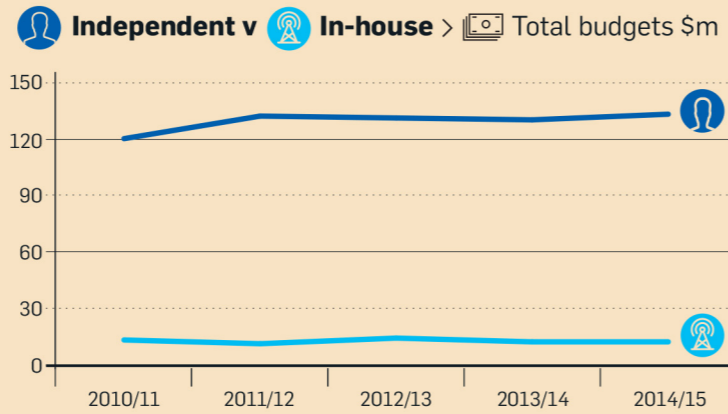
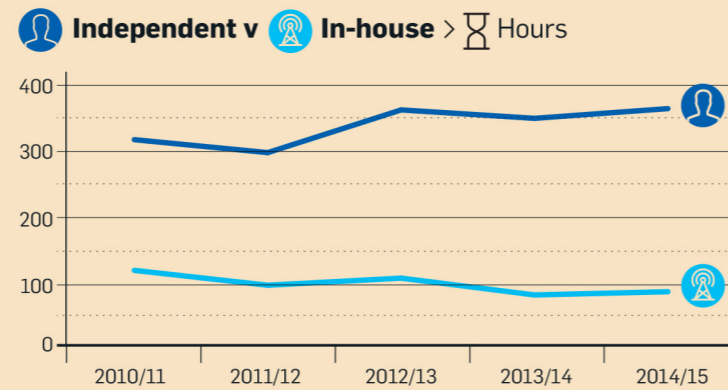
releases to reach wide new audiences through community, education and workplace screening

programs, including **That Sugar Film**, **Gayby Baby**, **Call Me Dad**, **Frackman** and **Prison Songs**.



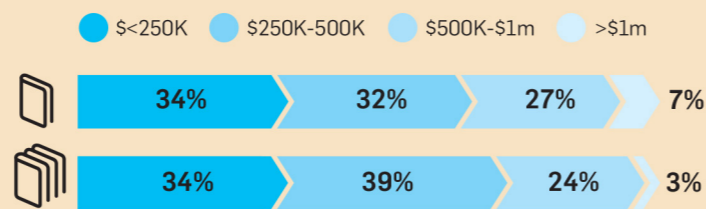
## Production

On average, 432 hours of Australian documentaries, worth \$144m, are produced annually, mainly by independent production companies.



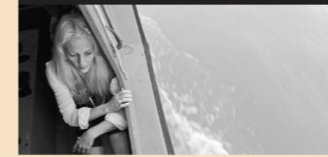
## Budgets

Most docs (singles and series) are made for less than \$500K per hour.



\*5-year ave 2010/11-2014/15

## On the world stage



**Go Back to Where You Came From** won an Emmy Award in 2013 and the coveted Rose d'Or for best program of 2012. The format has been produced locally in The Netherlands, Germany, Denmark and Belgium. Series 3 was reported in the media around the world, and Realscreen voted it one of the top 10 global documentaries of 2015.

**Tyke: Elephant Outlaw** has followed a successful run at 15 international festivals with 7 TV sales to date, including BBC **Storyville** (UK) and the Nine Network (Aus). Plus 5 VOD sales including Netflix (US and worldwide).

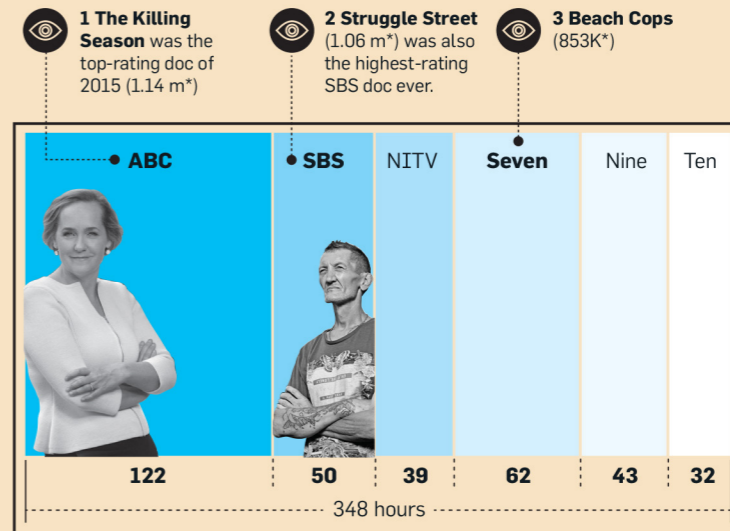


**Sherpa** has screened at 31 international festivals to date, won 3 awards and a 2016 BAFTA nomination. Discovery is set to broadcast the film in 220 countries in April.

Short documentary **The Face of the Ukraine: Casting Oksana Baiul** screened at 48 international festivals to date and has won 5 awards, most notably - Short Film Jury Award for Non-Fiction at Sundance.

## On screens

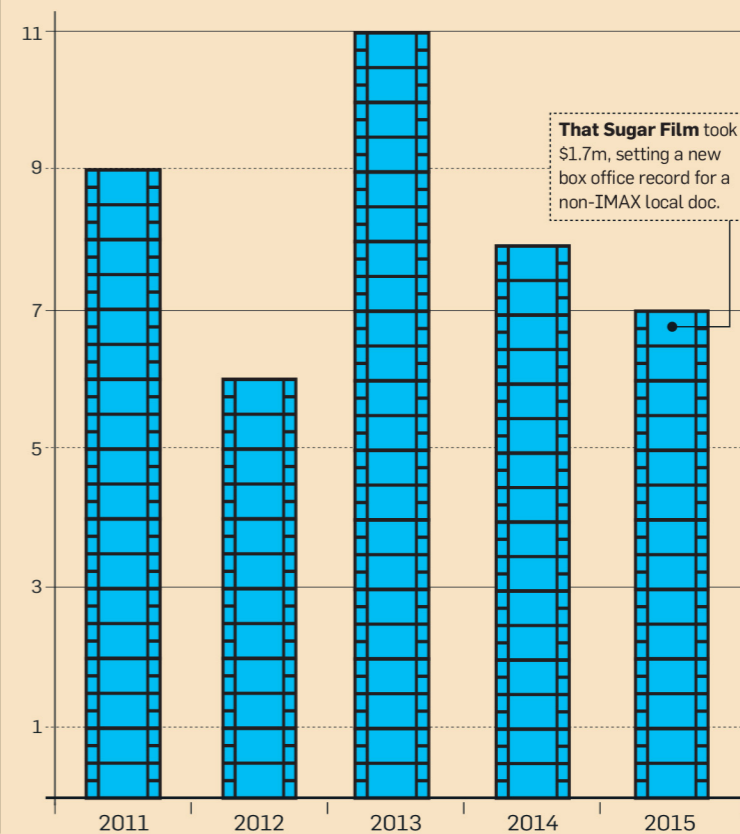
348 hours of first-release docs were screened on free-to-air TV in 2015.



\*OzTAM, five-city metro average audience, all people, consolidated, 2015. Includes first release and repeat screenings. Metropolitan data is copyright to OzTAM and may not be reproduced, published in whole or part without the prior consent of OzTAM.

7 local docs were released in Australian cinemas in 2015:

**Frackman, Gayby Baby, Graceful Girls, Only the Dead, Putuparri, That Sugar Film, Women He's Undressed**



## On screens

Around **70 hours** of docs are made for broadcast on Australian subscription TV each year.

A growing number of Australian docs are finding audiences on **VOD**. Local audiences are

tapping into a strong catalogue of titles through Australian VOD services (e.g. **Stan, Presto, Netflix** and **iTunes**).

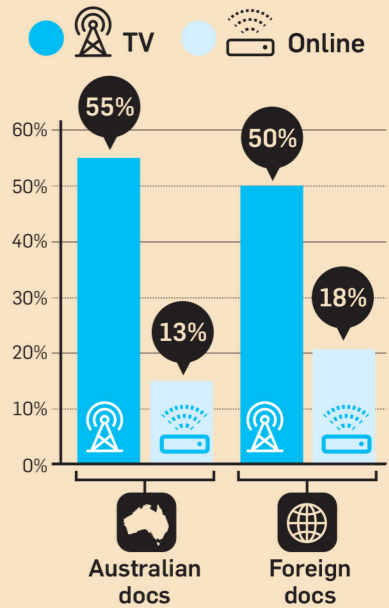
**Netflix** has picked up at least 7 Australian docs to date for its international markets.



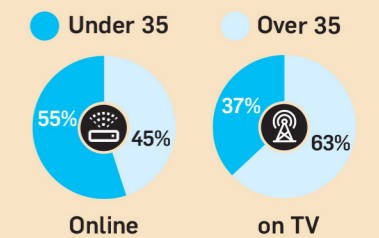
Source: Screen Australia, 2016  
[www.screenaustralia.gov.au/research](http://www.screenaustralia.gov.au/research)  
 Infographic: Anthony Calvert

## Audiences

% of all Australian VOD viewers\* who watch:



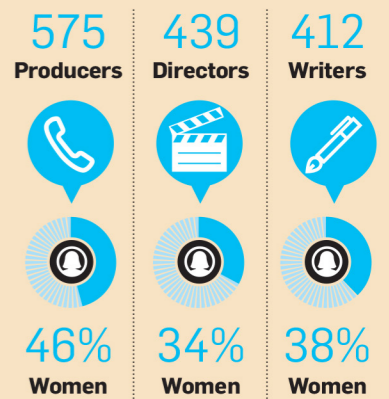
VOD viewers who watch docs:



\*People who watched professionally-produced film or TV content online in 2014. Nielsen data.

## Doc makers

Currently active\* documentary filmmakers in Australia.



\*Docs made between 2010/11 and 2014/15