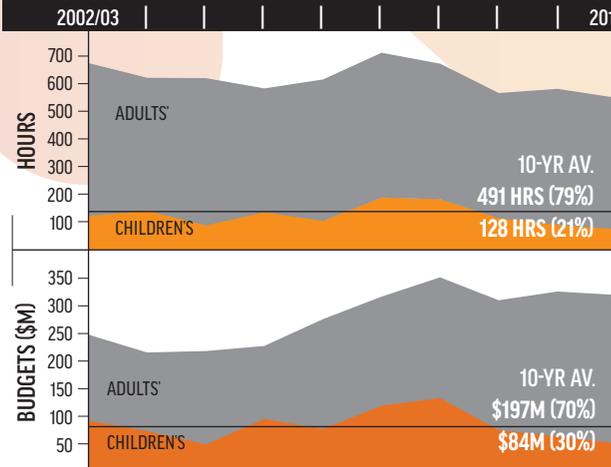


DID YOU KNOW?

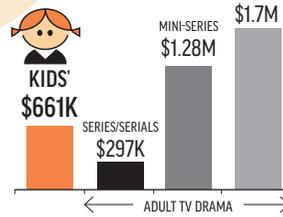


MAKING

AROUND 130 HOURS OF CHILDREN'S DRAMA IS PRODUCED ANNUALLY, WITH TOTAL BUDGETS OF ≈ \$85M



DRAMA COST/HOUR

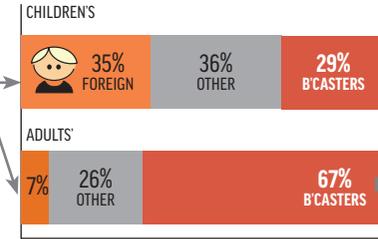


ON AVERAGE CHILDREN'S DRAMA ACCOUNTED FOR 21% OF ALL HOURS AND 30% OF BUDGETS

5-YEAR AVERAGE, 2007/08-2011/12²

SOURCES OF FINANCE

THERE IS PROPORTIONALLY MORE FOREIGN INVESTMENT IN CHILDREN'S DRAMA THAN ADULT DRAMA



THERE IS PROPORTIONALLY LESS BROADCASTER INVESTMENT IN CHILDREN'S DRAMA THAN ADULT DRAMA

AROUND A QUARTER TO A THIRD OF CHILDREN'S DRAMAS ARE MADE AS CO-PRODUCTIONS VS 1-2% ADULT DRAMA

WATCHING OPPORTUNITIES

HALF OF ALL CHILDREN HAVE WATCHED TV SHOWS ONLINE³



71% HAVE WATCHED SHORT CLIPS ONLINE³



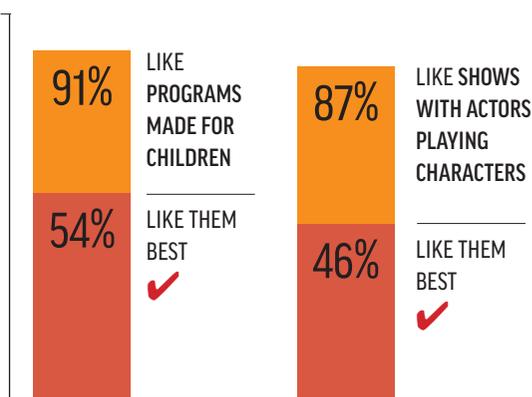
ON-LINE VIDEO

TV CHANNELS

10 DEDICATED CHANNELS ACROSS ABC AND SUBSCRIPTION TV (6 FOR YOUNGER CHILDREN AND 4 FOR OLDER)

THE THREE COMMERCIAL FREE-TO-AIR NETWORKS MUST BROADCAST 260 HOURS 'C' PROGRAMS AND 130 HOURS 'P' PROGRAMS PER YEAR⁴

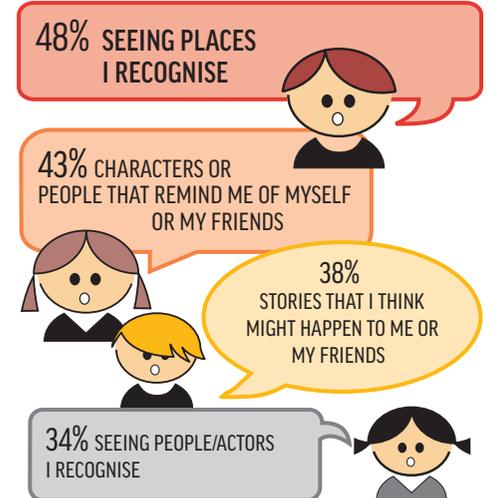
CHILDREN'S PROGRAM PREFERENCES⁴



CHILDREN AGED 2-7		CHILDREN AGED 8-14	
PER CENT WITH SOME PARENTAL RESTRICTIONS ³			
TV: 92%	GAMES*: 97%	TV: 84%	GAMES*: 88%
INTERNET: 98%	MOBILE: 98%	INTERNET: 91%	MOBILE: 87%
MAINLY CONTENT-RELATED (AGE APPROPRIATE, EDUCATIONAL)		MAINLY TIME-RELATED (AMOUNT AND TIME OF DAY)	
FAVOURITE CHANNELS ³			
49%	ABC2	26%	ABC3
11%	ABC3	10%	YOUTUBE
5%	DISNEY JUNIOR	8%	DISNEY CHANNEL
4%	CARTOON NETWORK	7%	GO!
4%	DISNEY CHANNEL	6%	CHANNEL 7

4 OF THE TOP 5 FAVOURITE PROGRAMS WERE AUSTRALIAN³

WHY KIDS LIKE AUSTRALIAN CONTENT³



Sources:
1. 10-year average 2002/03 to 2011/12, Screen Australia production database
2. 5-year average 2007/08 to 2011/12, Screen Australia production database

3. Compiled by Screen Australia from research survey What's On conducted by Jigsaw Strategic Research, on behalf of Screen Australia and the Australian Children's Television Foundation; survey of 1060 children and their parents, 29 November 2012-11 December 2012. Questionnaire design informed by focus groups undertaken October 2012.

4. ACMA, Children's Television Standards 2009