

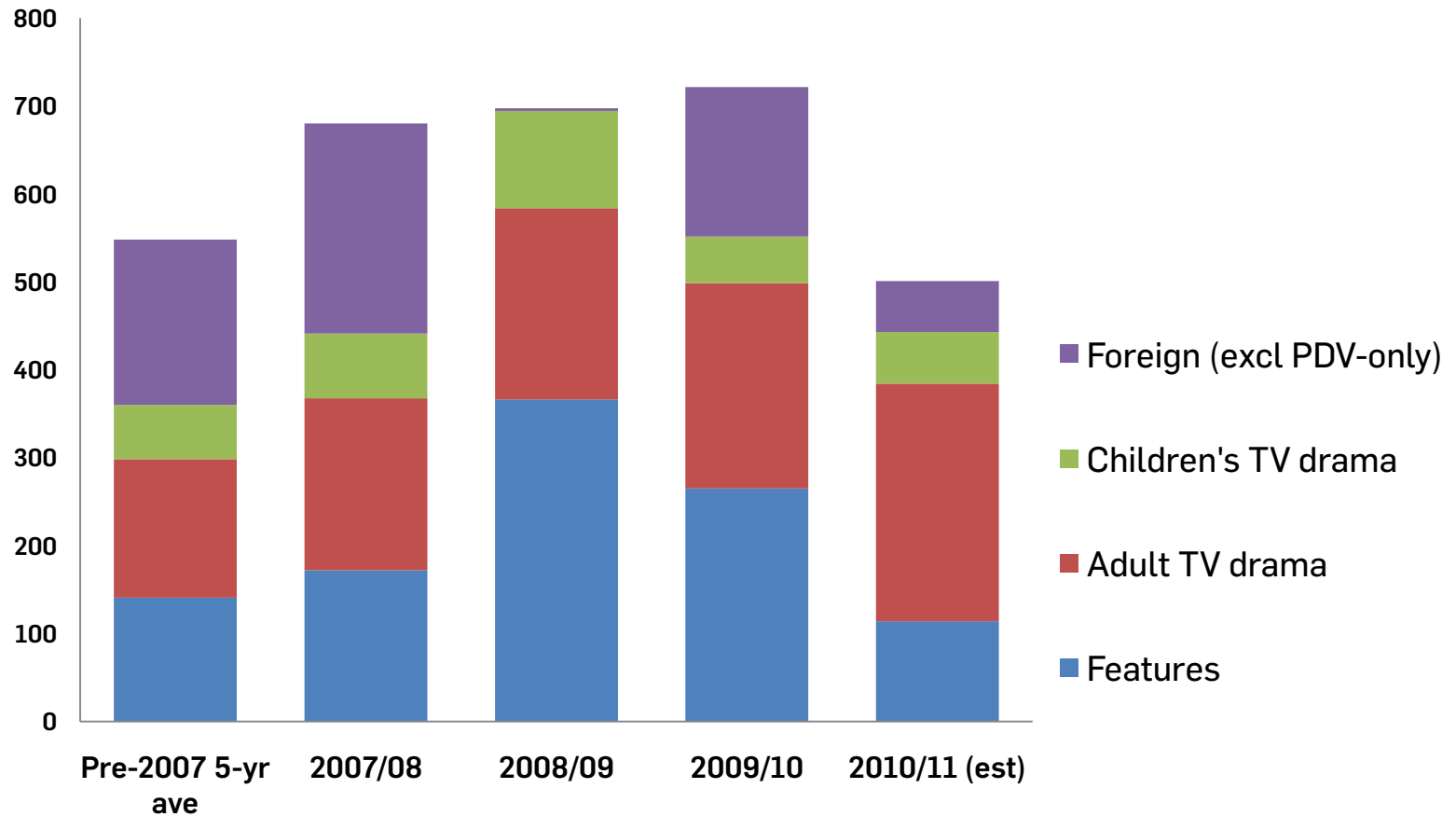
NSW Film & TV Industry Briefing

14 July 2011

Ruth Harley, Chief Executive
Screen Australia

Drama Production in Australia

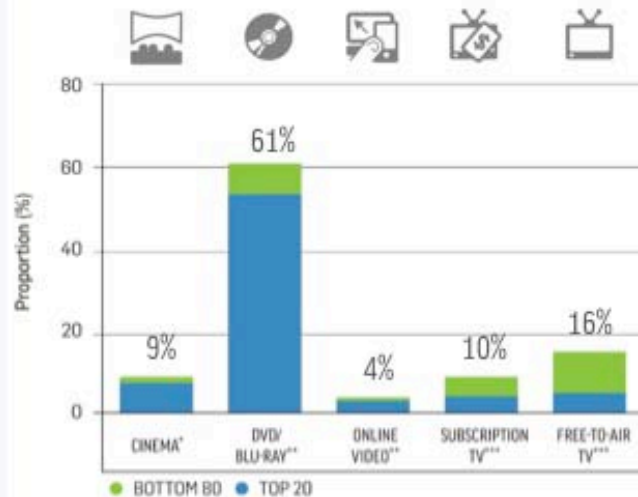
Spend in Australia (\$m)



Audience Viewing

BEYOND THE BOX OFFICE: UNDERSTANDING AUDIENCES IN A MULTI-SCREEN WORLD

PROPORTION OF TOTAL AUDIENCE VIEWINGS ACROSS MULTIPLE PLATFORMS FOR FEATURE FILMS WITH CINEMA RELEASE 2007-2009



Australian cinema releases between 2007-09 have achieved total audience viewings of 100.8 million.

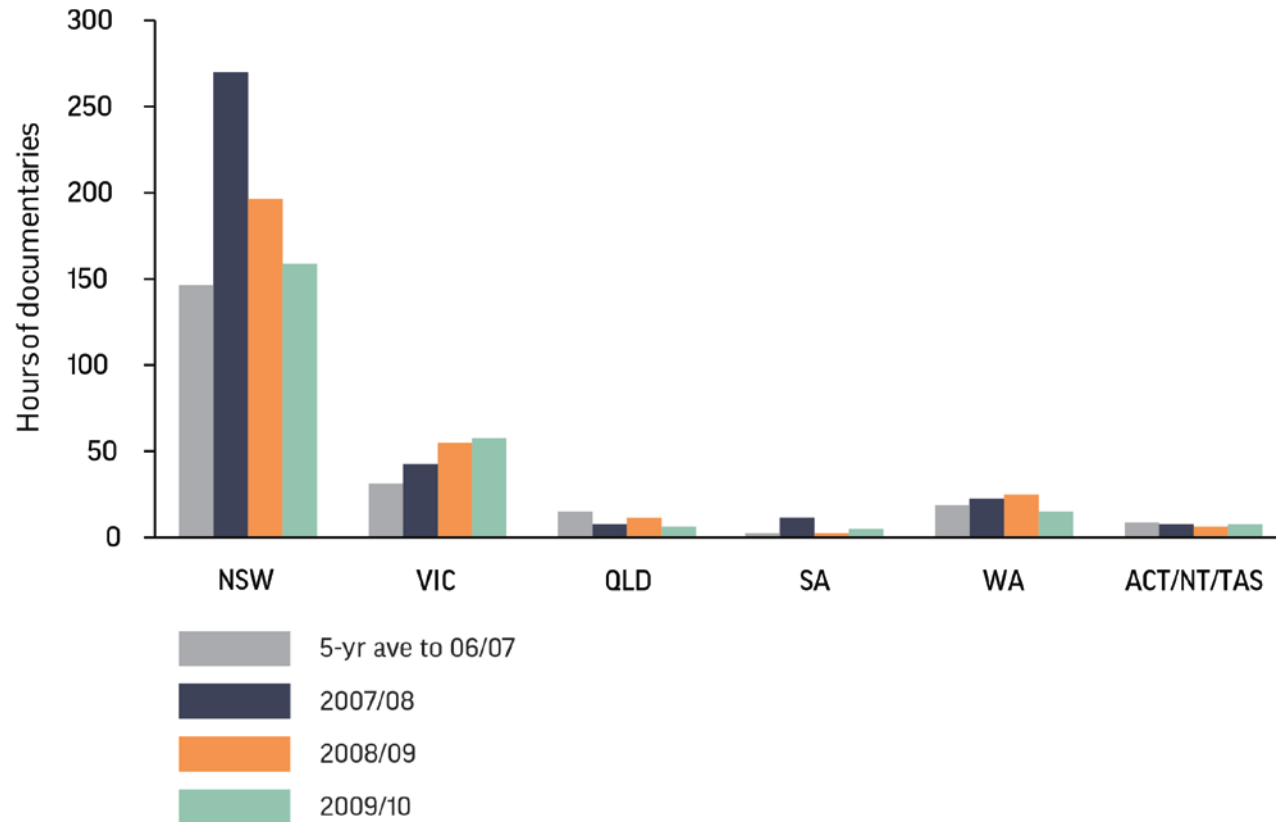
Source: Compiled by Screen Australia
* Screen Australia analysis of MPDAA data.
** PwC modeling.
*** Screen Australia analysis of OzTAM and RegTAM data.

Australian Feature Films & International Acclaim

- **Sundance**
Mad Bastards, Shut Up Little Man! An Audio Misadventure
- **Berlin**
Griff The Invisible, Red Dog
- **Cannes**
Sleeping Beauty, Snowtown, Toomelah
- **Academy Awards**
9 Australian nominations
and 4 wins



Australian Documentary Production



Screen Australia Investment

- This last financial year 2010/11 Screen Australia's Production Investment Department invested around \$60 million in 99 projects
- This triggered production worth around \$264 million
- The 2010/11 slate saw us commit to:
 - 17 feature projects
 - 11 television drama projects
 - 4 children's television projects
 - 67 documentary projects

Producer Offset Reform

- Thresholds for features and single episode dramas lowered from \$1million to \$500,000
- Additional \$2-3 million per year for low-budget documentary
- 65 episode cap converted to 65 commercial TV hours
- PDV offset increased to 30%
- \$1.5 million for ABS Survey
- Documentaries exempt from 20% above the line cap
- Broader range of QAPE expenses eligible

Convergence 2011

- Screen Australia's 2 new programs:
 - **Convergent Television:** \$30-35 million for doco and TV drama
 - **All Media Program:** \$3-5 million for risk taking innovative content comprising two streams:
 - Digital Ignition:** development support for innovative interactive projects (including games)
 - All Media Production:** production support for linear and non-linear (interactive) content

Screen Australia

Thank you.