DID YOU KNOW?

A quarterly snapshot from Screen Australia's Strategy & Research Unit

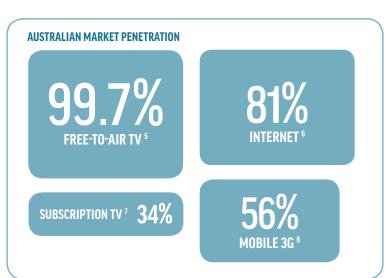
Jan/Mar 2011

2010: DRAFT TERMS OF REFERENCE FOR THE CONVERGENCE REVIEW RELEASED BY THE DEPT OF BROADBAND, COMMUNICATIONS & THE DIGITAL ECONOMY 2005: CURRENT AUSTRALIAN CONTENT STANDARD CAME INTO FORCE

47 OF 50 TOP-GROSSING FILMS WORLDWIDE IN 2010 WERE FROM THE US THE OTHER 3 WERE FROM JAPAN¹

THERE WERE ONLY 2 DRAMA SERIES IN THE TOP 5 SHOWS ON AUSTRALIAN TV IN 2010. BOTH WERE AUSTRALIAN: PACKED TO THE RAFTERS AND UNDERBELLY: GOLDEN MILE²

FRANCE, IRELAND, ITALY, NETHERLANDS, SPAIN AND BRITAIN COUNTRIES WHERE GOVERNMENTS HAVE SLASHED FILM INDUSTRY FUNDING ³





\$233 MILLION REPORTED COST OF PIRACY TO THE AUSTRALIAN FILM INDUSTRY³ **8-24** CURRENT TIME TAKEN TO DOWNLOAD AN AVERAGE COMPRESSED MOVIE¹²

93% AUSTRALIAN PREMISES THAT WILL ULTIMATELY HAVE ACCESS TO THE FASTEST BROADBAND SPEED ON THE NATIONAL BROADBAND NETWORK (NBN).¹⁰

28 DAYS: TIME TAKEN TO SELL 1 MILLION IPADS WORLDWIDE ¹¹

1. Screen Daily: http://www.screendaily.com/box-office/international-box-office-2010-wrap/5022291.article 8.

- 2. OzTAM
- 3. http://www.deadline.com/tag/european-film-funding/
- 4. http://www.oanda.com/currency/average
- 5. OzTAM (2009)
- 6. CCi Digital Futures 2010 Report
- 7. ACMA 2008-2009 Annual Report

- ASTRA Auspoll research 2009
- 9. 2005: http://www.smh.com.au/entertainment/movies/
 - movie-pirates-not-winning-the-war-20100812-121a5.html
- 10. Up to 100 Mbps; http://www.nbn.gov.au/content/nbn-key-questions-and-answers-faqs#q5
- http://www.theaustralian.com.au/business/news/apples-ipad-sales-pass-one-million-mark/story-e6frg900-1225861824659
- 12. http://www.nbn.gov.au/content/nbn-key-questions-and-answers-faqs#q9

MINUTES ESTIMATED TIME TO DOWNLOAD THE SAME MOVIE ON THE NBN 12