

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 FUNDING³

2003/04 **A\$1 = US\$0.71**⁴ **6** BIG-BUDGET US PRODUCTIONS
 SHOT IN AUSTRALIA THE FOLLOWING YEAR

2007/08 **A\$1 = US\$0.90**⁴ **0** BIG-BUDGET US PRODUCTIONS
 SHOT IN AUSTRALIA THE FOLLOWING YEAR

31 DEC 2010 **A\$1 = US\$1.02**⁴ **?**

AUSTRALIAN MARKET PENETRATION

99.7%
 FREE-TO-AIR TV⁵

81%
 INTERNET⁶

SUBSCRIPTION TV⁷ **34%**

56%
 MOBILE 3G⁸

\$233 MILLION

REPORTED COST OF PIRACY TO THE AUSTRALIAN FILM INDUSTRY⁹

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 WORLDWIDE¹¹

8-24 HRS
 CURRENT TIME TAKEN TO
 DOWNLOAD AN AVERAGE
 COMPRESSED MOVIE¹²

11 MINUTES
 ESTIMATED TIME TO
 DOWNLOAD THE SAME
 MOVIE ON THE NBN¹²

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

8. 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>
 11. <http://www.theaustralian.com.au/business/news/apples-ipad-sales-pass-one-million-mark/story-e6fr-g90o-1225861824659>
 12. <http://www.nbn.gov.au/content/nbn-key-questions-and-answers-faqs#q9>

POLICY

ECONOMY

SOCIETY

TECHNOLOGY