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To: tvfunding@screenaustralia.gov.au
Date: 01/04/2011 11:14 AM
Subject: Comments on Draft Guidelines

Dear Screen Australia

I'm confining my comments to the All Media strand.

In the digital ignition strand I'm concerned that the number of web native projects should be increased. Making it open to "traditional" media could lead to producers looking for top-up funds. Ultimately I understand that this will come down to the assessment process, but I reckon the guidelines should state that there is a preference for projects that are web-native.

At the other end of the spectrum, I think it would be very useful for the industry as a whole if money from either program could be made available to support the distribution and marketing of online screen content. I appreciate that the Innovative Distribution fund does some of this, but that's another story! So here I am talking about support for aggregators and enablers of the global distribution and marketing of Australian content.

Thanks for the opportunity to comment.

Regards

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