

SCREEN PRODUCERS AUSTRALIA

SCREEN PRODUCTION IN AUSTRALIA KEY FINDINGS



SPA engaged Deloitte Access Economics to undertake a study into the current state of the independent film and television sector in Australia and the key issues it is facing.



To gather robust data, Deloitte conducted a survey of production businesses and productions themselves to aggregate the size and scale of the independent sector in the calendar year 2017.

SIZE AND SCALE

The independent screen sector:

- generated \$1.2 billion in production revenue
- supported nearly 20,000 jobs

The survey captured scripted (drama) and unscripted (reality, light entertainment) content, with an almost even split between the two genres.

AUSTRALIAN GOVERNMENTS (COMMONWEALTH, STATE AND TERRITORY) ARE INVOLVED IN THE INDUSTRY

- 47 per cent of television productions surveyed received some government funding
- 46 per cent of commissions surveyed were from public broadcasters (ABC & SBS)

SOME BUSINESSES ARE DOING WELL, MOST ARE NOT

- 22 per cent of surveyed production businesses made a loss (a very high proportion of these businesses had revenue under \$1 million)
- 48 per cent of production businesses made a slight profit
- All production companies with revenue over \$25 million made a profit



THE TOP CHALLENGES FACING PRODUCERS

- 44 per cent of respondents cited broadcaster bargaining power as a challenge
- 34 per cent cited high labour / capital costs in Australia
- 29 per cent cited sector specific government tax policy, international competition and competition from video on demand services
- 26 per cent cited the broadcasters' trend towards vertically integrated production

AUSTRALIAN PRODUCTION BUSINESSES ARE OUTWARD FACING

- 43 per cent of production businesses exported, compared with 7.6 per cent in the broader economy
- 14 per cent of total revenue was export revenue (\$163 million)
- Key markets were North America and Europe