

Subject: Media Reform Green Paper replacement submission
Date: Wednesday, 26 May 2021 10:56:39 AM

To Who It May Concern,

The government needs to act to regulate SVOD platforms and AVOD platforms, urgently. The platform companies need to give back to Australian audiences and the local screen industry sector to maintain our unique voice and stories and to continue to provide and increase employment in this sector. The Green Paper is a start but these companies are hugely profitable but still have no obligations to contribute to the market they operate in and no obligation to give back to the local audiences. For example , It's estimated 5.6 million Australians subscribed to Netflix at the beginning of 2020 yet the local content in its catalogue fell in 2018.

In April 2020, the government suspended the local content quota obligations for commercial television broadcasters, saying it was a necessary in response to COVID-related shutdowns of production. The government then announced the quotas would return but in a relaxed form! Our peak writing body, the AWG discovered that within a week of this announcement, several productions in development were cancelled leading to a significant loss of income and work for the key creatives involved as well as the cast, crew, costume designers, sound engineers, editors, set builders and administrators. Meanwhile, international SVODs and AVODs profited enormously. It is unsustainable that these companies with the greatest capacity to pay, have no responsibility in producing, programming and promoting Australian scripted content.

We had a strong and sustainable Australian screen industry which produces quality diverse productions, that provide thousands of jobs, are sold around the world and increase our presence on the world stage, which needs to be further supported and sustained.

Australian's deserve to see Australian stories, told by Australians, on our screens. The government can do this by stimulating demand and requiring SVODs and AVODs to invest in local production. But the government's proposed reinvestment obligation of 5% is well short of international regulatory recommendations. Eligible service providers should be required to reinvest 20% of their Australian revenue into new Australian content, this would deliver around \$366 million in Australian content investment annually, providing 10,000 extra industry jobs. Service providers should also commit to quotas for drama, children's television and documentary, with promotion and discoverability. Finally there must be an increase in direct funding to public broadcasters who have no viable production budgets, for vulnerable areas such as children's television, as well as scripted drama and comedy for local audiences.

Thank you