

Submission for New Rules for a New Media Landscape

I am an Australian writer. I have written screenplays that feature Australian content and are about Australians who have stories that deserve to be told. I believe that our industry needs to be protected and encouraged. It would be a sad day when all the content on our TVs and movie screens is made overseas. I believe the following points show what is necessary for us to have a thriving Australian film industry:

1. There should be an investment obligation on SVOD and AVOD platforms of 20%. Eligible service providers must be required to reinvest **20%** of their Australian-sourced revenue into commissioning new Australian content. A 20% rate of obligation would deliver over \$300 million in Australian content investment annually, that would create an additional 10,000 industry jobs and over 300 hours of Australian content to streaming audiences each year.
2. Service providers should be subject to this obligation provided that they have at least **500,000 subscribers or registered users** and **AU\$50 million per annum** in Australian revenue. The investment obligation should apply to all types of service providers with no exemption for services owned by a corporate structure that also owns a broadcasting licence. Stan and Binge may be owned by the Nine Network and Foxtel respectively but they have different platforms, different revenue streams and different audiences.
3. Eligible service providers must comply with genre sub-quotas for drama, children's television and documentary and these quotas must come with promotion and discoverability requirements.
4. There must be an increase in the direct funding of the public broadcasters who have been left with the sole responsibility of programming vulnerable genres such as children's television for local audiences.
5. The regulation of the streaming platforms should be implemented by **1 January 2022** to reignite a contracted sector and cushion the blow from the loss of \$100 million in Australian content per annum.
6. The government must incentivise investment in script development and support local creatives such as myself. Investment in script development is critical if the government wants screen content with "higher production values and programs with a better prospect of being sold into the global content market." The government must also commit to growing and retaining world-class Australian creative talent. Emerging writers need to be able to hone their skills in their local industry, experienced writers need to be paid fairly and have control over their projects from development and throughout production. Writers must be encouraged to work in Australia, rather than the US or UK. I want to work here – not in Hollywood.

Sincerely,

Margaret E Skeel. Author