

Submission on New Rules For A New Media Landscape

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Hello,

I am a screenwriter with nearly twenty years experience in the Australian and UK television industries. I would like to make the following submissions for reform:

1. We should impose 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 approximately \$366 million in Australian content investment annually, driving an additional 10,000 industry jobs nadcreating over 300 hours of Australian content to streaming audiences each year. These services take a huge amount of money from Australian customers. Netflix earns around \$1bn of revenue in Australia, pays \$550k tax, and is not required to invest in our industry. That is a scandal.
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. They should not be exempt from supporting the local industry that supports them.
3. Eligible service providers should be required to 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. 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.

Thank you,



Peter Mattessi