

## Australian Content Quotas for FTA Broadcasters and Streaming services Feedback

I strongly support Option 2 – Minimal changes.

As a current employee of an FTA Broadcaster in Australia, I have worked in the production of Children's TV content for the past 10 years. Over that period, I have seen a consistent and steady decline of staff, budget cuts and facilities that allow us to produce great Australian stories made by Australians for Australian children. As one person in a department of many I am extremely proud that we always will and have produced content that informs, entertains and engages all children.

Obviously the landscape of FTA broadcasting and TV in general is rapidly changing in the current environment of streaming and online services, I feel these services need to be regulated to provide CTV content similar to Free to air broadcasters so that we may compete on an equal playing field.

As a parent myself with young kids, I witness first-hand the unrestricted advertisements that my children are exposed to online, some of which are extremely inappropriate for them. I get extremely frustrated that our FTA Broadcasters are greatly inhibited through strict regulations regarding the advertising and promoting of products in the stories of the content that we produce. We always adhere to this code without failure.

However, if CTV content is still to be viable moving forward, and to encourage FTA Broadcasters to keep producing this content, we need regulations to be amended rapidly. In order for the FTA Major Networks in Australia to be able create some level of profit from the content we make. While at the same time still adhering to a new more relaxed ACMA regulation model that still protects our children. Then maybe I won't go to work each day worrying that it will be my last.

I greatly understand and appreciate the current situation that FTA Broadcasters are in, with extremely competitive sales revenue reduced, and the fractured viewing habits of children with streaming and online services. However, all current FTA broadcasting CEO's have all stated their intent publicly with the immediate desire to see all children's content requirements to be abandoned completely. If this occurs I have no doubt that I will be made redundant. As an employee of an FTA broadcaster currently, I would prefer Option 1 with no changes. However, I understand that some regulation changes need to occur in order for Children's TV to still be viable. Even option 3 where a pool of money is divided to create CTV content would still see me being made redundant, as Networks wouldn't need to employ anyone as the content would all be made by freelance independent providers. Without any content requirements for Children's television, all FTA Broadcasters would absolutely abandon all children's programming. What would go to air in its place?, probably more re-runs of Frasier, Friends or Mash? How lucky are children would be?