ASTRA Subscription Television Australia

MEDIA RELEASE
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Subscription TV industry investment in Australian content production increases by 13%

$667 million invested in 2011–2012
$1.4 billion direct contribution to the Australian economy
Export of local content internationally

Canberra: The Australian Content Investment and Employment Survey results announced at Parliament House in Canberra this morning reveal an investment of $667 million in Australian content by subscription television (STV) platforms and channels in 2011–12. The figures released by the Australian Subscription Television and Radio Association (ASTRA) highlight an increase of 13% from financial year 2010–11. The Survey includes all STV genres of programming.

ASTRA also presented Deloitte Access Economics estimates which place the overall direct contribution made by STV to the Australian economy at **$1.4 billion** in 2011–12 and **at least $7 billion** overall since the start of STV in 1995.

In addition to the Survey results, ASTRA highlighted that **STV is exporting an increasing amount of hours of Australian programming internationally**. Programs like Tim Winton's Cloudstreet, Grand Designs Australia, Camp Orange, Kings Cross ER, Killing Time, Australia's Great Flood and many more are reaching viewers as far afield as Canada, Belgium, Denmark, Eastern Europe, Holland, South Africa, Spain, and throughout Asia.

Light entertainment proves most popular followed by sport and children's programming. Highest rated programs include *Live: Australia's Next Top Model, Selling Houses Australia, Christmas Lights Spectacular, Grand Designs Australia* and *Rove LA*.

ASTRA CEO, Petra Buchanan said, "The 13% increase in investment in Australian production indicates that in an increasingly dynamic technology, media and broadcast environment, consumers still desire local content.

"These numbers and recent advances made by the sector demonstrate the ability of STV to adapt and lead the way in managing changing consumer demand and content consumption habits by offering greater choice and convenience, STV continues advocate for pro-investment, pro-innovation and ultimately, pro-consumer policy settings," added Buchanan.

The Australian Content Investment and Employment Survey results were presented during a breakfast session in Canberra at Parliament House to members of both Houses. Hon. Stephen Conroy - Minister for Broadband, Communications and the Digital Economy delivered opening remarks and a panel discussion with esteemed producers hosted by Helen Dalley, SKY News including:

- Des Monaghan - Executive Chairman, Screentime

- Brian Walsh - Executive Director of Television, Foxtel
- Penny Chapman - Creative Director, Matchbox Pictures
- John McAvoy - Managing Director, Eyeworks Australia

Survey figures also show that the STV industry employed 6,461 people in 2011–12 with 4,657 staff employed directly by ASTRA members in salaried, part time or contract positions. There is near-gender equality in the industry with women comprising 44% of the workforce.

The STV industry's commitment to develop Australian producers, actors, writers and other creative talent to share Australian stories, builds a vibrant screen culture as well as developing and reflecting the Australian identity, character and diversity of Australian culture, like no other medium through its niche programming.

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About ASTRA

ASTRA is the peak industry body for subscription TV (STV) in Australia. The STV industry is the undisputed leader of digital broadcasting with 200 channels (including HD and Plus2) broadcast on the Foxtel platform and channel packages offered through Telstra T-Box and Xbox360. STV platforms and channels directly employ 6461 people and in 2011-12 invested $667 million into Australian content. The direct economic contribution of STV to the Australian economy is estimated to be at least $7 billion since its inception. Received by 34% of Australians through their homes and over a million more through hotels, clubs and other entertainment and business venues, STV provides 24 hour news, sport and entertainment. www.astra.org.au

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EDITOR NOTES

Estimated viewing share by genre for subscription television:

Light Entertainment	22%
Sport	16%
Children	13%
Documentary	12%
Lifestyle	10%
Movies	9%
Drama	9%
News/Current affairs	3%
Other	3%
Music	3%

Source: OZTAM, 1/07/2011 - 30/06/2012

2012 ASTRA AWARD winning Australian programs include:

- Most Outstanding Drama: *Tim Winton's cloudstreet* (showcase)
- Most Outstanding News Program or Coverage: *Gillard v Rudd* (SKY NEWS)
- Most Outstanding Documentary: *Australia's Great Flood* (National Geographic Channel)
- Most Outstanding Reality Program: *Kalgoorlie Cops* (Crime & Investigation Network)
- Most Outstanding Music Program or Coverage: *Foo Fighters: Wasting Light on the Harbour* (Channel [V] & MAX)
- Most Outstanding Lifestyle Program: *Planet Cake* (LifeStyle FOOD)
- Most Outstanding Sports Program or Coverage: *KFC T20 Big Bash League* (FOX SPORTS)
- Most Outstanding Light Entertainment Program: *Balls of Steel Australia* (The Comedy Channel)
- Most Outstanding Children's Program or Event: *The Amazing World of Gumball* (Cartoon Network)
- Favourite Program – Australian: *Selling Houses Australia Extreme* (The LifeStyle Channel)
- Favourite Program – International: *Grand Designs* Season 9 (The LifeStyle Channel)
- Favourite Program – International Drama: *Game of Thrones* Season 1 (showcase)

About the Survey

The ASTRA Australian Content and Employment Survey captures data from over 30 organisations, representing 200 channels within ASTRA's membership, and fosters an appreciation for the high level of investment and creative involvement of STV within the Australian production sector.

The Survey collects information on subscription television's investment from concept to development and through to production, programming and broadcasting by calendar year, quantifying how much STV invests holistically into Australian content.

Individual channel/organisation responses are confidential and figures are only released as an aggregate of total industry investment.