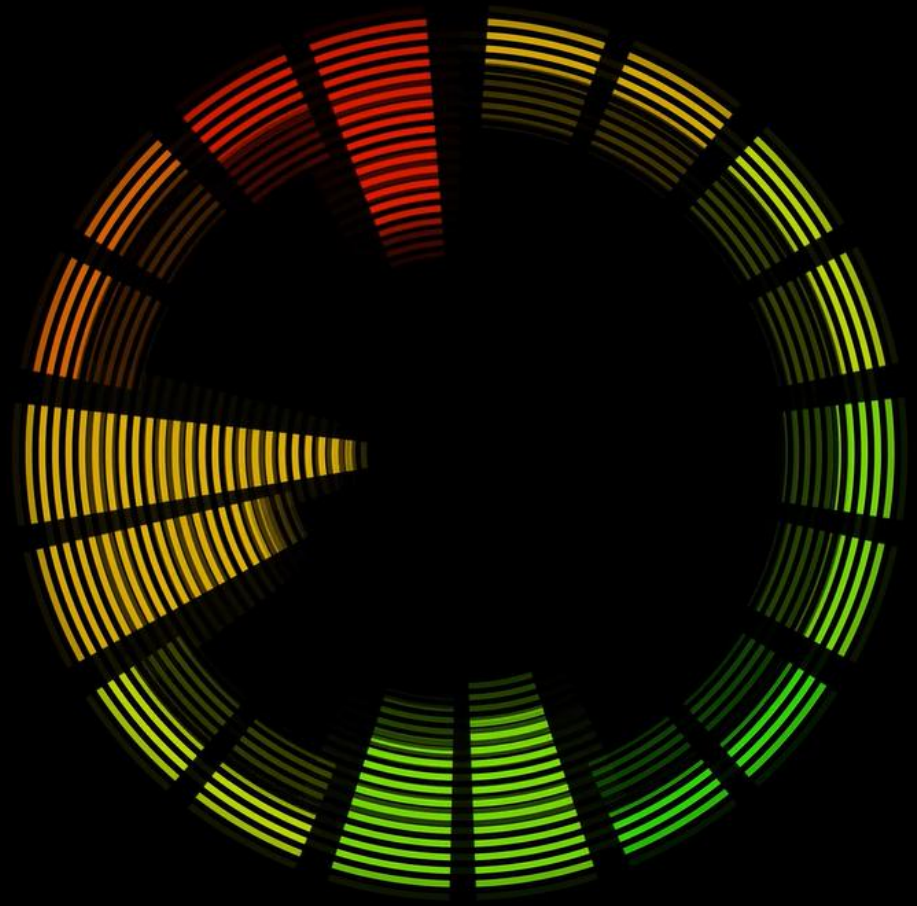
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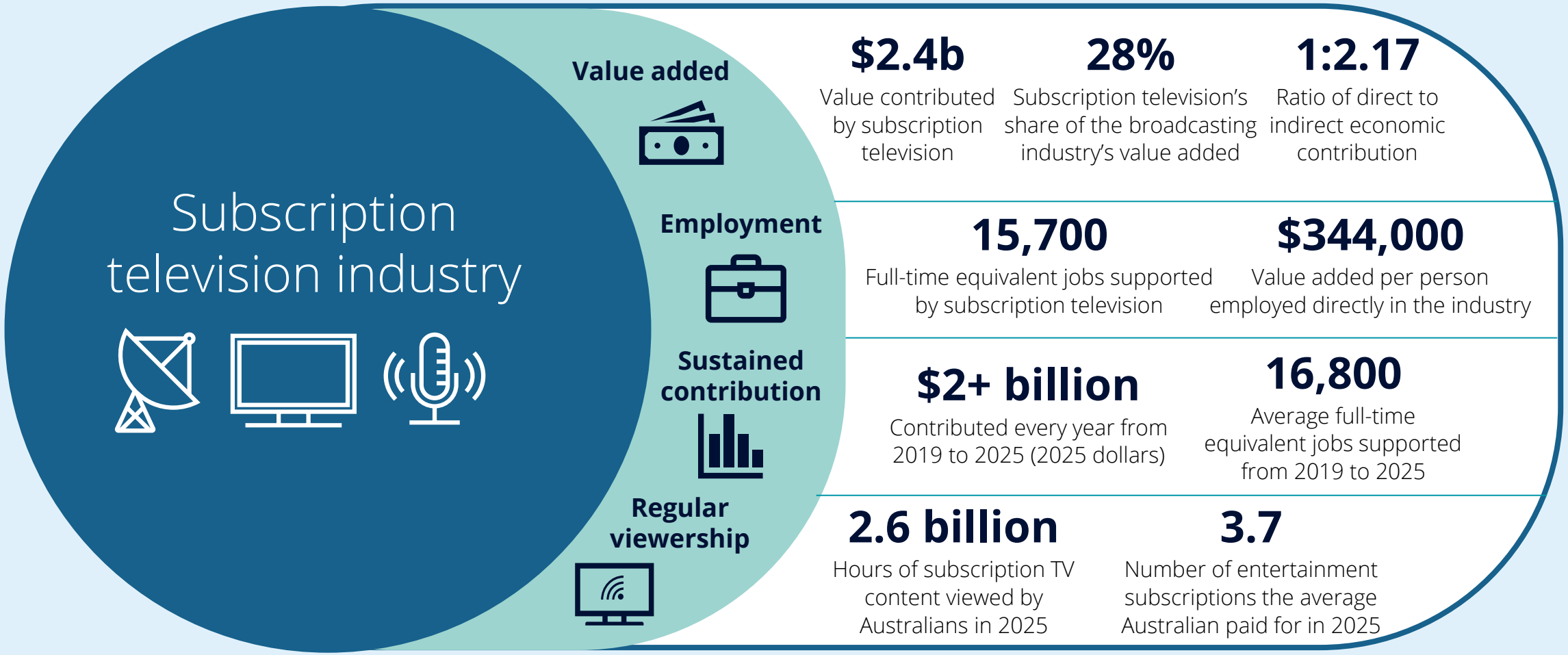
Economic contribution of Australian subscription television in 2025

Australian Subscription Television and Radio Association

October 2026

Deloitte
Access Economics

The Australian subscription television industry generated **$2.4 billion of economic activity** and supported over **15,700 jobs** in 2025.



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Over the course of 2025, Australians viewed **2.6 billion hours** of subscription television content.

Television and streaming viewing in 2025

2.6 billion

Hours of subscription television content viewed by Australians, of which 36% was produced in Australia

10.4

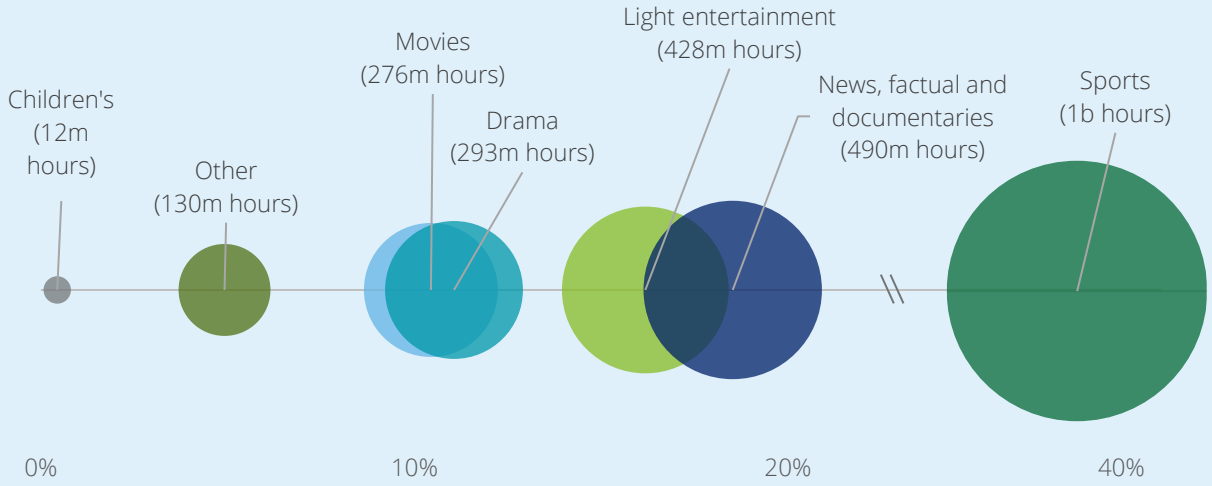
Hours of subscription television content viewed by an Australian subscriber per week on average

4.2

Average number of online services used by Australians to watch video content

Sports, news and factual, and light entertainment

Most popular content categories for Australians in 2025 by viewership hours



Note: Viewership data includes content viewed on streaming and linear TV services.

Source: Data provided by Foxtel.

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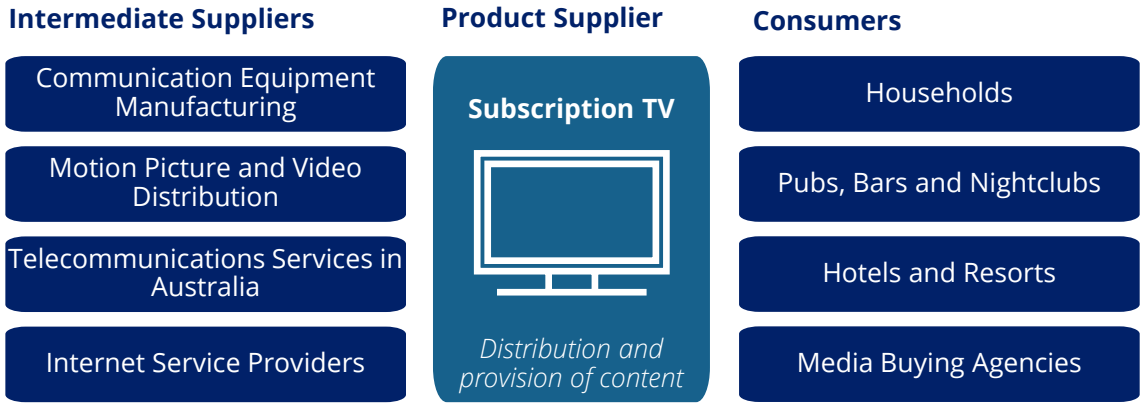


Introduction

This report demonstrates the economic contribution of Australian subscription television to the national economy in 2025.

The subscription television industry in Australia

The Australian subscription television (or subscription TV) industry encompasses media organisations who provide and distribute subscription television content to a range of consumers in Australia. The industry contributes to Australia's vibrant entertainment industry, with consumers ranging from households to hotels and resorts. It is represented by the peak body, Australian Subscription Television and Radio Association (ASTRA).



This report

Deloitte Access Economics was engaged by ASTRA to analyse and provide a snapshot of the economic contribution of subscription television in the calendar year 2025. This includes the direct and indirect contributions of the industry to gross value added (GVA) and full-time equivalent (FTE) employment in Australia. This report is an update to Deloitte Access Economics' studies on the economic contribution of subscription television in the calendar years 2019, 2021, and 2022, and financial year 2023-24.

The scope of this analysis covers the organisations listed on the right who are ASTRA members and part of the subscription TV industry.

The analysis was underpinned by a survey of subscription TV content providers

Modelling the economic contribution of subscription television was informed by a survey of content providers. The survey gathered financial, employment and business information relating to subscription television operations within Australia in 2025.

This information provided a suitably robust evidence base to quantify the sector's direct economic activity and broader contribution to the Australian economy.



*Warner Bros. Discovery has since been acquired by Skydance Corporation.

Analytical framework

The analytical approach employed is consistent with the Australian National Accounting framework, produced and maintained by the Australian Bureau of Statistics (ABS). Direct economic contributions were derived from survey data in addition to imputations where there were data gaps. To determine indirect economic contributions, intermediate expenditure data of members was applied to the economic multipliers derived from the 2022-23 ABS Input-Output tables, the most recent I-O tables available.

Further details on the analytical approach are covered in the Appendix.

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Contribution of subscription television to the Australian economy

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In 2025, subscription television contributed $2.4 billion in value added to the Australian economy and supported over 15,700 jobs.

Results overview

This study presents estimates of the economic contribution of the subscription television industry to the Australian economy in 2025. This contribution consists of both gross operating surplus (return on capital) and wages paid to labour (return on labour) which together determine the industry's value added.

Key findings

In 2025, the subscription television industry contributed a total of $2.44 billion to the Australian economy. The industry also contributed 15,728 jobs, representing 13.7 per cent of total FTE employment in the Australian broadcasting industry, including 2,205 direct and 13,524 indirect FTE jobs. From 2019 to 2025, the industry generated an annual economic contribution of at least $2 billion and 16,782 FTE jobs (infographic right).

In 2025, the industry directly contributed $759 million through its own operations – including the management, production, programming and broadcasting of media content. This represented 28 per cent of the total contribution of the Australian broadcasting industry which includes cable, free-to-air and radio broadcasting.[ii] A further $1.68 billion was generated indirectly through the industry's purchases of intermediate goods and services across the broader economy.

Table 1: Economic contribution of subscription television, 2025

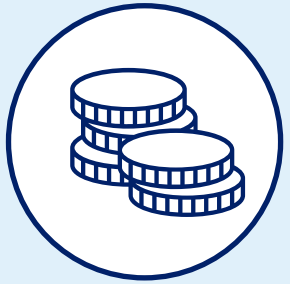
	Direct	Indirect	Total
Value added ($m)	759	1,684	2,443
Including			
Gross operating surplus ($m)	417	629	1,046
Labour income ($m)	342	1,056	1,398
Employment (FTE jobs)	2,205	13,524	15,728

Source: Deloitte Access Economics analysis, Survey data provided by subscription TV content providers (2025).
Note: This economic contribution has been calculated based on survey data, and refers only to broadcasting, and distribution activity of members within Australia. Figures may not add due to rounding. Dollar figures are in nominal 2025 dollars.

ii. The Australian broadcasting industry refers to the ABS ANZSIC group *Broadcasting (except Internet)* in 2023-24, including cable broadcasting, free-to-air broadcasting, and radio broadcasting.

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Sustained contribution over time



$2 billion+

Value added annually to the Australian economy each year since 2019



16,800

Full-time equivalent employees, of whom 18% are employed directly within the industry, and 82% indirectly in other industries



$344,000

Value added directly within the industry per full-time employee

Average figures from 2019-2025

In 2025, the Australian subscription television industry contributed $2.4 billion to GDP. This consisted of $759 million of direct value added and $1.68 billion of indirect value added.

Most of the subscription television industry's value added is generated indirectly via the purchase of inputs

The subscription television industry generated $1.68 billion in indirect economic value added in 2025, in addition to its $759 million direct contribution. This reflects the industry's substantial upstream spending within the Australian economy on inputs such as local production, advertising, and sports licensing. These activities support a broad network of industries and skilled employment across other parts of the economy, reflected in the high labour income share of indirect contribution (Chart 1).

The industry's indirect share of total economic contribution increased from an average of 59 per cent to 69 per cent in 2025 (Chart 2). This was partly driven by inflationary pressures, which increased the cost of goods and services purchased by subscription television providers. Rising costs reduced industry profits and moderated direct value added, though the industry continued to generate positive economic value over time.

Chart 1: Value-add breakdown 2025 ($m)

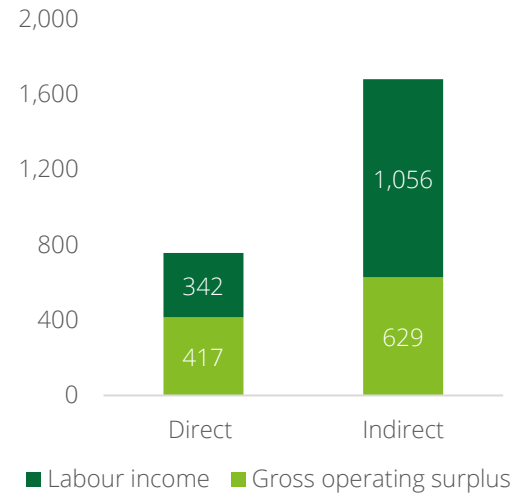
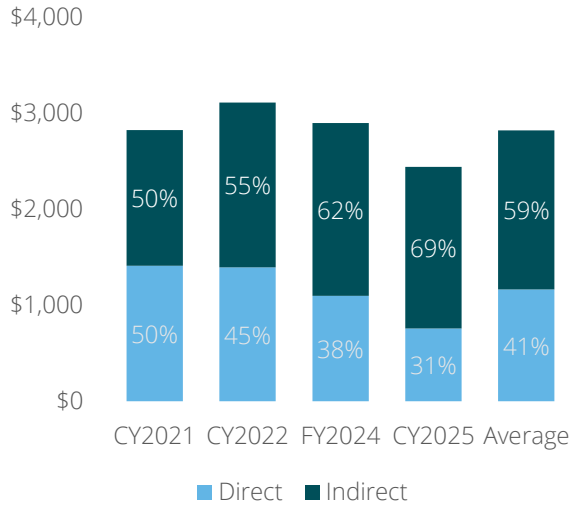


Chart 2: Profile of economic contribution, 2025 ($m)



Source: Deloitte Access Economics analysis, Survey data provided by subscription TV content providers (2025)

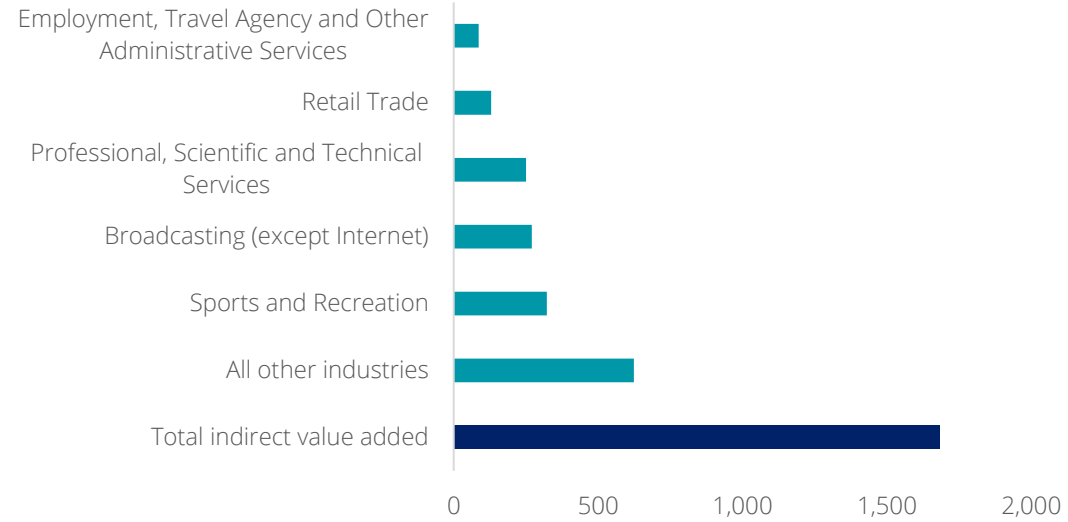
Indirect value added has been generated across a range of service industries

The subscription television industry generated $1.68 billion in indirect value added in 2025, largely across service-based industries, with the composition of the top five industries remaining broadly unchanged over the past four years.

The largest component of subscription television's indirect contribution was towards the sports and recreation industry with $322m (19.1 per cent of total indirect), followed by non-internet broadcasting at $270m (16 per cent) and professional, scientific and technical services with $251m (14.9 per cent) (Chart 3).

These top three industries together comprised around half (50.1 per cent) of subscription television's total indirect contribution. Notably, these industries have varied labour income shares – at 32.8 per cent, 12 per cent and 10.7 per cent of value added respectively – demonstrating the significant skilled labour needs of the television content production and professional sporting sectors.

Chart 3: Breakdown of indirect value added of subscription television by industry, 2025 ($m)



Source: Deloitte Access Economics modelling, Survey data provided by subscription TV content providers (2025)
Note: Figures may not add due to rounding.

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In 2025, the subscription television industry supported 15,728 FTEs across Australia, which included 2,205 FTEs employed directly in the industry, and 13,524 FTEs supported indirectly in other industries.

Employment supported by the industry

In 2025, the subscription television industry directly supported 2,205 full-time equivalent (FTE) employees across a range of roles including content management, production, programming and broadcasting.

Employees in the industry are highly skilled, which is reflected in strong labour productivity indicators. Each direct FTE contributed around $344,000 in value added to the economy, underscoring the productivity and economic contribution of the workforce.

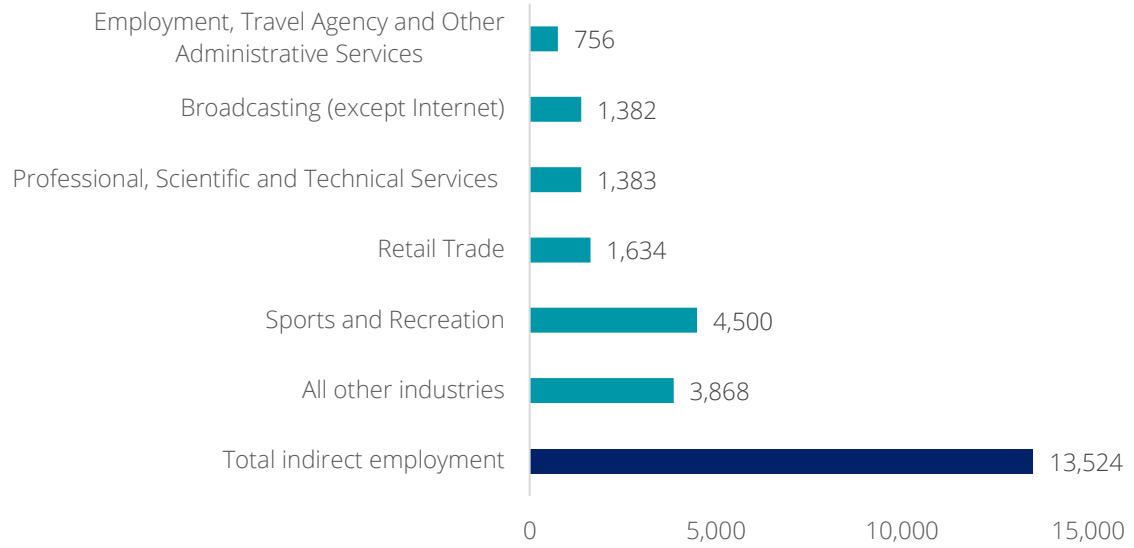
Beyond its direct workforce, the subscription television industry supports substantial employment in upstream supply chains. In 2025, around 13,524 FTE roles were supported indirectly, equivalent to approximately seven additional jobs in the broader economy for every direct FTE. This reflects the industry's growing reliance on external suppliers and its expanding contribution to supporting industries over time.



Employment supported outside the industry is concentrated across sectors such as broadcasting, retail trade and professional services (Chart 4). The largest contribution is to sports and recreation, which accounted for around 4,500 FTEs in 2025, more than double direct employment in the subscription television industry. This reflects both strong demand for sports content and the labour-intensive nature of professional sports organisations, teams and venues.

Overall, the data indicates that the subscription television industry's economic contribution is driven not only by its direct workforce, but by strong productivity and extensive linkages to labour-intensive upstream sectors.

Chart 4: Breakdown of full-time equivalent employment generated by subscription television by industry, 2025 (FTE employees)



Source: Deloitte Access Economics modelling, Survey data provided by ASTRA members (2025)

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Trends in the subscription television industry

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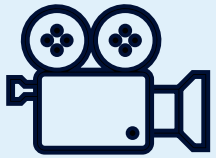
Australia's subscription television industry is being reshaped by digital consumption trends, evolving regulation, technological innovation, changing consumer preferences, and favourable macroeconomic conditions.

Australian Industry Overview



9 in 10

Australians used an online service to watch video content in a week



10%

Required share of Australian program expenditure to be invested in new Australian content

- Viewing behaviours continue to shift to online
- Popularity of online video services has cemented
- Australian content requirement introduced

Technological Change



74%

Uptake of 50 Megabits per second (Mbps) and above plans in June 2025



62%

Adults who stream content on smart TVs in 2025

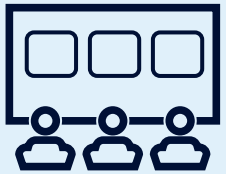
- Enhancements in digital infrastructure
- Rising uptake of smart TVs
- Digital-first media environment

Consumer Preferences



3.7

Number of entertainment subscriptions the average Australian paid for in 2025



46%

Share of Australians interested in bundling services

- Variety and customisability are increasingly important
- High spending
- Strategic consumption

Macroeconomic Conditions



3.5%

Forecasted average annual IMT growth



2.2%

Forecasted average annual GDP growth

- Population expansion
- Rising household incomes
- Strong performance in the Information Media and Telecommunications sector

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Australia's video streaming industry captures subscription TV as well as video streaming services, free-to-air, including catch up, TV, online pay-per-view, and user generated or short-film content.

From shifting viewing behaviours to evolving rules for production, the Australian video streaming industry has continued to mature in 2025, setting the foundation for future market dynamics.

Subscription television's role in the broader video streaming industry

The subscription television industry sits within the broader 'video streaming' industry, alongside free-to-air TV and other online platforms. Data from the Australian Communications and Media Authority (ACMA) indicates that paid subscription services have continued to remain the viewing platform of choice over the past four years, with 68 per cent of Australians watching them in 2025 (Chart 5).[1]

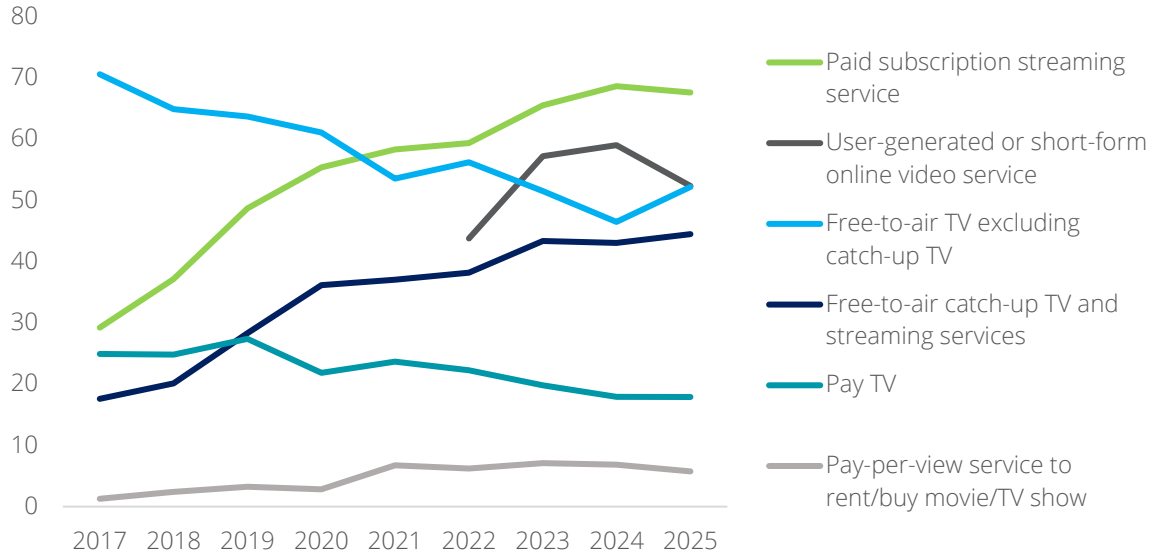
Signs of market maturity

Growth has stabilised following a prolonged expansion. The consumer market size declined marginally to 90 per cent (from 91 per cent in 2024), while the average number of services per user fell from 4.3 to 4.2, representing early signs of potential saturation.[2]

Shifting audience trends

Viewership growth is driven by those aged 35+, while short-form and user-generated content declined by 13 per cent since mid-2024, though the durability of this trend remains uncertain.[3]

Chart 5: Viewing behaviour by media platform (%), June 2017 - June 2025



Source: ACMA 2026
Note: This data shows the proportion of respondents who used the service in the past 7 days.

9 in 10 (90%)
Australians used an online service to watch video content in a week (91% in 2024)

68%
of Australians watched paid subscription streaming services, up from 29% in 2017

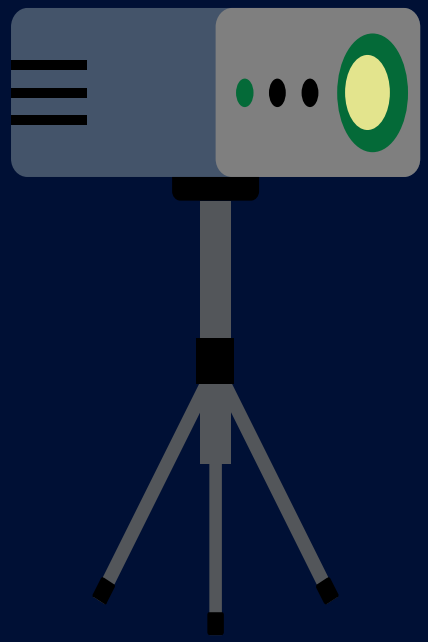
35+ years
Age demographic driving increased viewership of online video services

4.2
Average number of online services used by Australians to watch video content

Note: Figures are as of June 2025 and Include viewership across ACMA categories of paid subscription streaming service and pay TV or other subscription TV channels.

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The introduction of the Australian Content requirement continues the subscription television industry's contribution to Australian content production.



10%

Required share of Australian program expenditure to be invested in new Australian content

$414M

Total FY25 spend on Australian content by subscription video-on-demand providers

1.7x

Higher production costs for comparable Australian content

1.3M

Additional Queensland visitors estimated from Bluey tourism campaign

Australian Content Requirements

Introduced in November 2025, the Australian Content Requirement mandates that major streaming services invest either 10 per cent of their Australian program expenditure or 7.5 per cent of local revenue in new Australian content.[1] Longstanding local content quotas have applied to subscription television broadcasters as well as free-to-air.[2]

Existing investment in Australian content

Streaming services have proactively contributed to Australian content production over several years. Total spending* on commissioned or co-commissioned Australian content in FY2025 was $316.6 million, while $97.5 million was spent acquiring local programs, with the majority directed towards adult drama. [3] Foxtel has invested more than $130 million annually in local production and programming.[4]

Economic trade-offs in local production

Despite these investments, Australian content is often less commercially attractive than imported programming. For example, 2020 research found high-quality international content typically cost $100,000 to $300,000 per hour, compared with $500,000 to over $1 million per hour for comparable Australian productions.[5] With similar expected audience and revenue returns, lower-cost imports are often the more financially efficient option.[6]

Broader economic and cultural benefits

Australian screen content delivers economic and cultural benefits beyond direct revenues, supporting economic activity and tourism.[7] International audiences have long "set-jetted" to Australia on the back of popular films set in Australia – for example, Crocodile Dundee contributed to a 20% increase in U.S. visitors in the 1980s.[8] More recently, Season 2 of High Country supported 895 jobs* for Victorian screen workers.[9] Season 2 of The Twelve, the biggest television drama of its kind ever filmed in Western Australia, delivered $9.6 million in value-add to the WA economy and supported more than 650 jobs.[10]* Season 3 contributed more than $10 million to the WA economy.[11]

**Only captures SVOD organisations who voluntarily reported data*

***These figures represent the total number of people employed over the course of the production, not the number of full-time equivalent positions supported over a certain number of years. The figures are a sub-set of the industry-wide employment contribution results on page 8 and therefore should not be added to these results.*

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Improvements in Australia's NBN infrastructure allow for improved quality and reliability of streaming.

Developments in Australian digital infrastructure have enhanced the delivery of subscription television services.

Rising uptake of higher-speed broadband

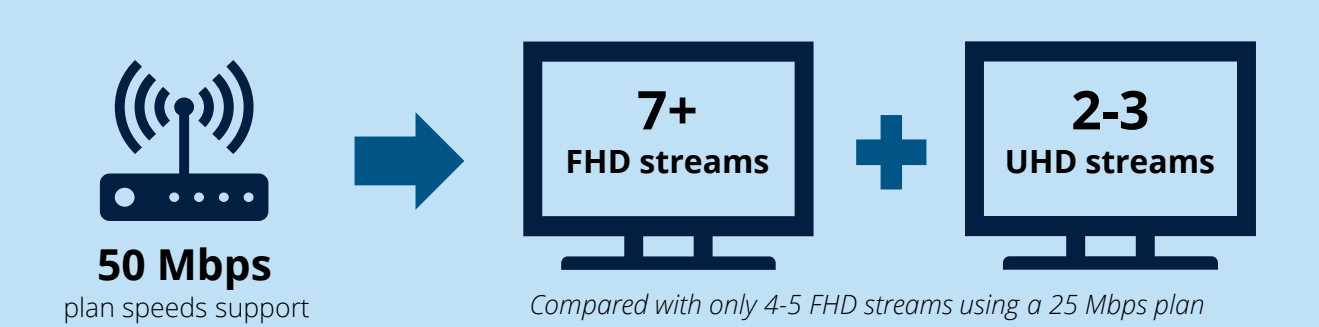
Consumers are increasingly gaining access to higher-speed National Broadband Network (NBN) plans. Uptake of 50 Megabits per second (Mbps) and above plans rose from approximately 69 per cent in June 2020 to 74 per cent by June 2025, indicating an improvement in infrastructure and increased access to higher-speed services.[1,2]

Enhanced streaming performance and service delivery

Higher-speed plans improve the quality and reliability of streaming, which enhances the delivery of subscription television services. Faster connections allow for multiple simultaneous streams in high definition (HD) (~0.9 million pixels), full high definition (FHD) (~2.1 million pixels) and ultra high definition (UHD) (~8.3 million pixels), reducing buffering and improving overall viewing quality. For example, a 25 Mbps connection supports around 4–5 concurrent full HD streams with limited UHD capability, whereas a 50 Mbps connection can support 7+ FHD streams and 2–3 UHD streams, enabling a significantly better viewing experience for subscription-based content delivered via the internet.[3]

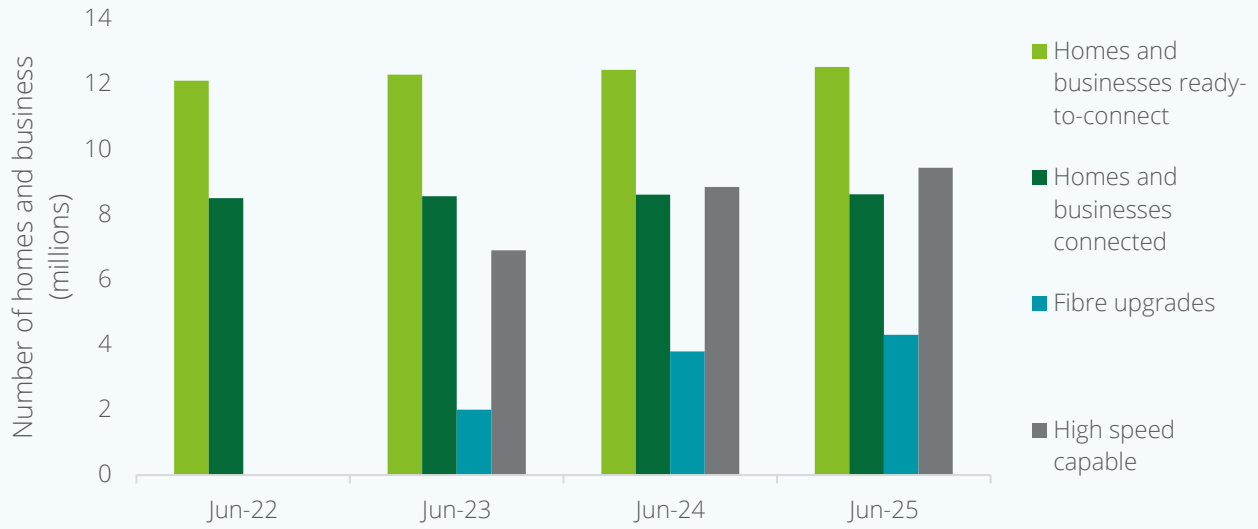
Ongoing network upgrades expanding capacity

Ongoing infrastructure upgrades are expanding access to high-speed internet, further improving the streaming quality of subscription television services. High-speed-capable connections increased from approximately 6.9 million in June 2023 to over 9.4 million by June 2025, alongside rapid growth in fibre upgrades (Chart 6).[4,5] Supported by a $3.8 billion investment, the NBN is being upgraded to deliver speeds of up to 1 Gigabits per second (Gbps), enabling more households to access high-quality, reliable streaming of subscription television.[6] Better internet access is one reason why a greater share of Australian adults view subscription television and other online video services in a typical week (91 per cent) compared to traditional free-to-air television (52 per cent).[7]



Source: NBN monthly progress report June 2025

Chart 6: Quality of NBN access and connection, June 2022 to June 2025



Source: NBN monthly progress reports, June 2022 to June 2025

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The way Australians use devices to access content has continued to evolve.

Australia has transitioned to a digital-first media environment, with streaming across smart TVs and mobile devices now the dominant form of content consumption.

Transition to digital broadcasting and spectrum reallocation

Australia transitioned from analog to digital-only free-to-air television in 2013, followed by a spectrum restack that retuned over 20 million televisions.[1] This freed up spectrum capacity for more efficient use, including mobile broadband, laying the foundations for greater flexibility in digital streaming.[2]

Shift toward multi-device content access

Consumer preferences for how content is accessed have shifted toward greater flexibility and convenience across multiple devices. Increased accessibility via smartphones, tablets and smart TVs allows consumers to watch content anytime and anywhere.[3]

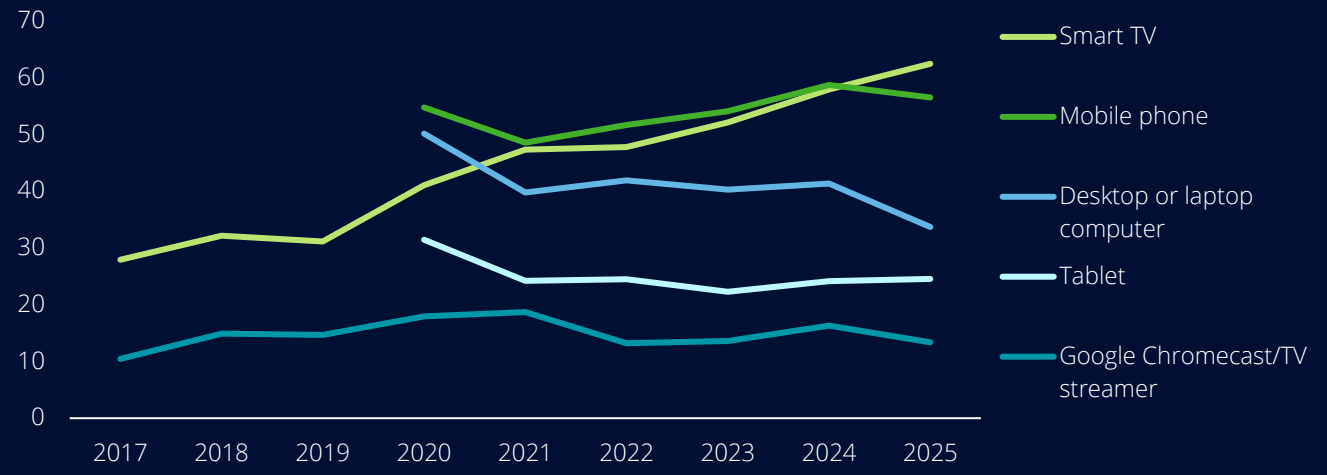
Growth of smart TV adoption in the home

Smart TVs are becoming increasingly popular around Australia. General usage increased from 28 per cent in 2017 to 62 per cent in 2025 (Chart 7), whilst 74 per cent of adults only have a smart TV in their household.[4] This reflects a shift toward internet-enabled televisions as the dominant platform for in-home content consumption. Despite the digitisation of free-to-air television in 2013, viewership has steadily declined amid the rise of subscription TV and other viewing platforms (page 13).

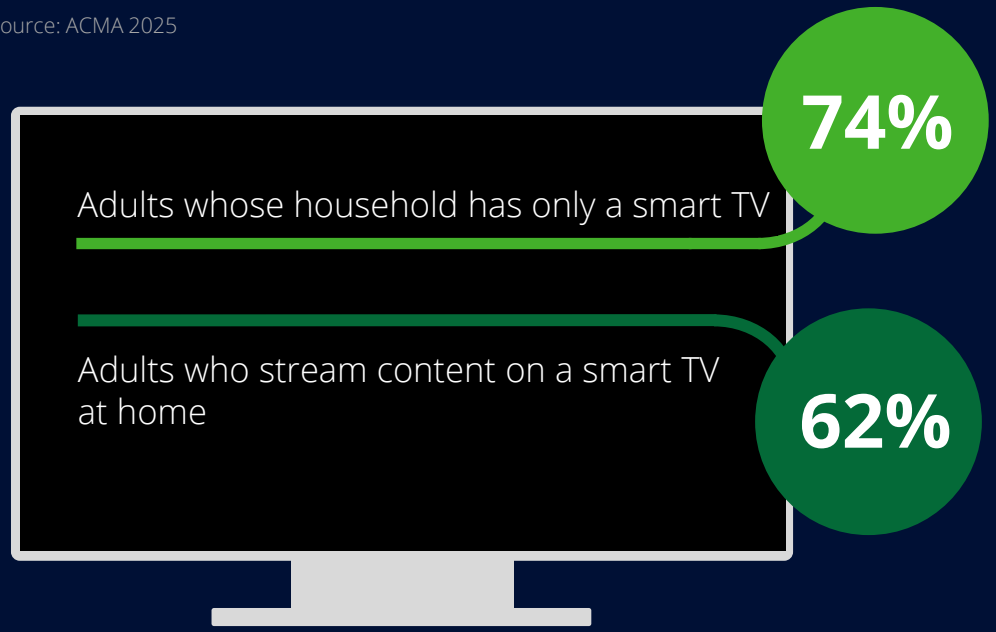
Continued role of mobile streaming for portability

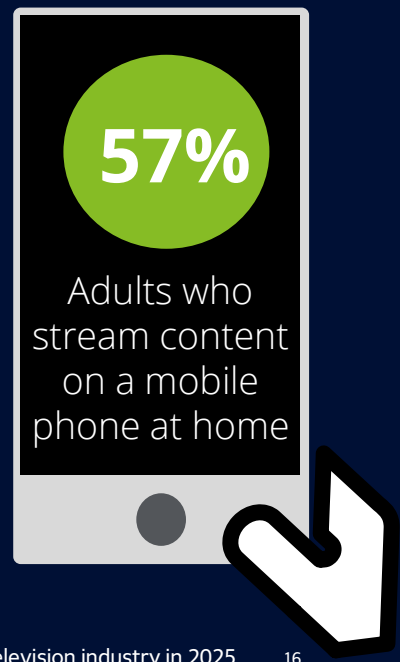
Meanwhile, mobile phone usage for streaming has remained relatively stable over the past five years. At 57 per cent in 2025, mobile phones are now the second most popular device for streaming video content at home.[5] Their portability provides a distinct advantage, making them a preferred option for on-the-go viewing.

Chart 7: Main devices used to stream video content at home, June 2017 to June 2025 (%)



Source: ACMA 2025





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Technological innovation has shaped the subscription TV landscape since the 1950s.

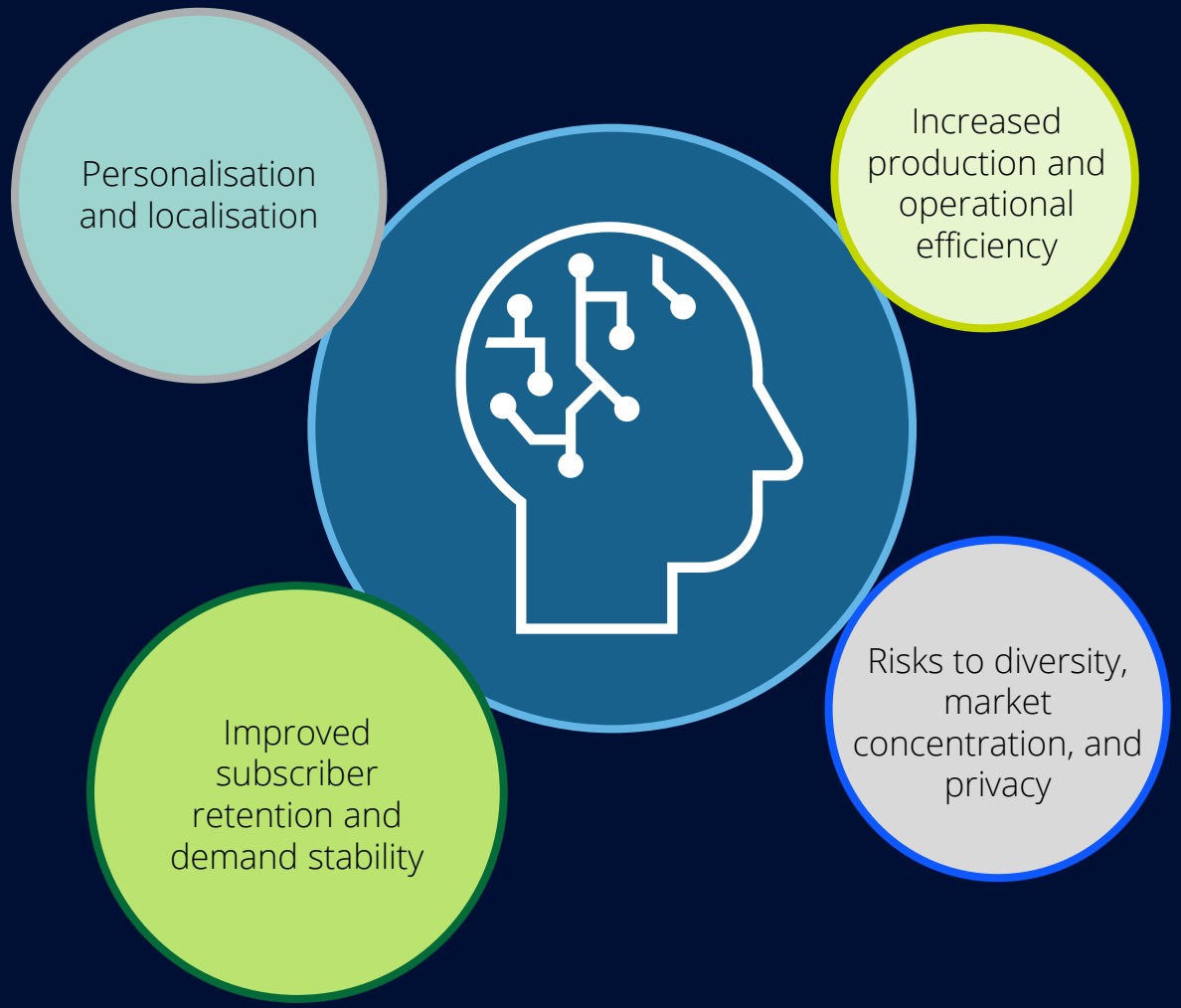
Figure 1: Timeline of technology milestones shaping the subscription TV landscape

Milestone	Description	Impact
Broadcast TV 1950s – 1960s	Brought video into the home; TV ownership in Melbourne expanded from less than five per cent in 1956 to 90 per cent in 1966.[1]	TV entertainment substituted the cinema; by 1959, a third of Melbourne's cinemas had closed.[2]
Cable TV Late 1960s onward	Expanded channel capacity beyond free-to-air's limited spectrum, enabling niche subscription programming across sport, children's, lifestyle, and news content to complement mass-audience broadcast models.[3]	Introduced paid subscription and pay-per-view models, bringing premium drama, first-run films, and live sport to Australian homes and establishing pay TV as the home of prestige content from the 1990s onward.[4]
Home video: VHS, DVD 1970s – early 2000s	Allowed audiences to watch content on their own schedule rather than at broadcast times; VCR ownership in Australia rose from 3 per cent in 1981 to 80 per cent in 1993.[5]	Shifted consumption to the home, with home video revenues ($980 million) exceeding box office revenues by $723 million;[6,7] created new distribution channels
Satellite TV 1980s onward	In 1985, the Aussat A1 and A2 satellites enabled nationwide broadcast and telecommunications services.[8] Pay TV launched in 1995, expanding satellite television into urban homes, with viewers rising from 114,000 to 800,000 by 1998.[9]	Satellite television expanded nationwide coverage, enabling access in regional and remote areas; increased content choice through pay TV; supported the growth of subscription services; and continues to ensure access, with VAST serving around 200,000 regional users.[10]
DVD rental services 1990s – late 2010s	In Australia, Blockbuster dominated home entertainment in the 1990s and 2000s through VHS and DVD rentals, with its last store closing in 2019;[11] Quickflix, founded in 2003, introduced a mail-order DVD service with a flat-fee subscription model, an early form of subscription television, before later pivoting to streaming and closing in 2021.[12]	DVD rental services increased convenience and access to home entertainment; introduced flat-fee subscription models as an early form of subscription television; and laid the groundwork for streaming by shifting consumers toward on-demand, catalogue-based viewing.
Open internet video platforms 2000s onward	By 2000, cable internet and ADSL were introduced in Australia, with speeds reaching 25 Mbps by 2005.[13] This enabled the rise of YouTube and low-cost global content distribution, with users growing from 0.2 billion in 2010 to 2.74 billion in 2024.[14]	Fragmented viewing across platforms in Australia, with online video usage rising to 91 per cent of adults weekly and YouTube usage at 57 per cent in 2024, alongside declining dominance of free-to-air TV and strong growth in subscription streaming services.[15]
Analog TV obsolete 2010s onward	Australia transitions from analog to digital-only free-to-air TV, retuning over 20 million televisions.[16]	Improved broadcast quality and efficiency; expanded channel capacity; and freed spectrum for mobile broadband and other digital services.[17]
Streaming Late 2010s onward	Delivered on-demand access to global and local content libraries, displacing scheduled broadcast viewing and enabling behaviours such as binge-watching.[18]	Shifted advertising revenue away from traditional broadcasters; commercial free-to-air television's share of Australian advertising spend fell from 43% to 17% between 2006 and 2022, as advertiser dollars followed audiences to online and streaming platforms.[19]

Source: Deloitte Access Economics

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The introduction of AI could revolutionise the streaming landscape



Artificial intelligence is reshaping subscription television by improving personalisation, production efficiency, and subscriber retention, while also introducing new risks around content diversity and data privacy.

AI-driven personalisation and localisation

Artificial intelligence is helping subscription TV providers reach more consumers by improving both content delivery and engagement. Recommender systems and context-aware advertising personalise viewing,[1] while generative AI enables faster dubbing and localisation, making global content more accessible.[2]

Efficiency gains in production and operations

AI can also assist in production, such as editing and visual effects, to enable cost savings of up to 30 per cent.[3] Whilst this could increase production output, TV and film studios are cautious of its limited ability to create premium-quality content,[4] dedicating less than 3 per cent of production budgets to AI tools.[5]

Subscriber retention and demand stability

AI also supports more consistent demand by predicting customer churn and enabling targeted retention strategies, helping providers maintain subscriber bases.[6]

Risks: diversity, concentration, and privacy

However, these benefits come with risks. Recommender systems may reduce content diversity and increase market concentration,[7] while data use raises privacy concerns, with 83 per cent of consumers believing companies should seek consent before using their data to train AI models.[8]

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Consumer preferences for watching content have continued to develop.

Through the years, consumer preferences for watching content have evolved. Their continued evolution will shape the demand for subscription television services into the future.

Variety and customisability are increasingly important

Consumers increasingly demand a wider range of content. In 2025, the average Australian paid for 3.7 entertainment subscriptions, up 61 per cent since 2021.[1] The rise of bundled services can help meet demand for variety and customisation, with 46 per cent of Australians interested in bundling services.[2] However, these services can expose consumers to higher overall costs.[3] Moreover, the ACCC Digital Platform Services Inquiry found that bundling can reduce pricing transparency and limit the range of available services due to anticompetitive behaviour.[4]

Spending on subscriptions remains high despite limited discretionary income

Despite rising cost-of-living pressures, consumers continue to prioritise spending on subscription services. Average monthly spending on digital subscriptions has risen to $78, a 25 per cent increase over the past year, even as 78 per cent of consumers report concern about total subscription costs (Chart 8).[5]

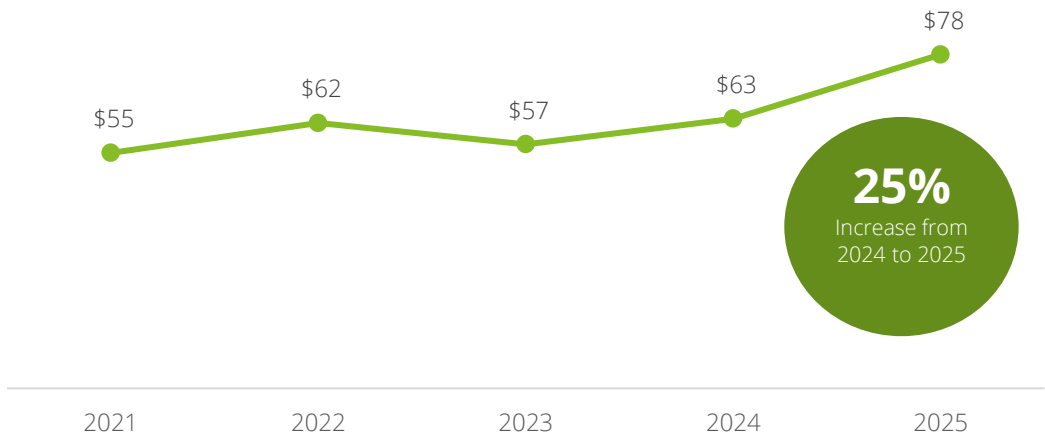
This trend aligns with broader economic patterns: spending on recreation and culture increased by 2.4 per cent in 2025,[6] despite the cost of living rising between 2.3 per cent and 4.2 per cent.[7] Across household types, recreation and culture were a key driver of rising living costs (3.3 to 4.0 per cent) alongside essential categories such as housing and food (Chart 9).[8] This suggests that while recreation is becoming increasingly important to consumers, it is also becoming less affordable as incomes fail to keep pace with rising prices.

Shift towards strategic subscription behaviour

However, sustained spending levels are increasingly accompanied by more deliberate and strategic subscription management. Rather than maintaining fixed bundles, consumers are increasingly subscribing for specific high-value content and cancelling afterward.

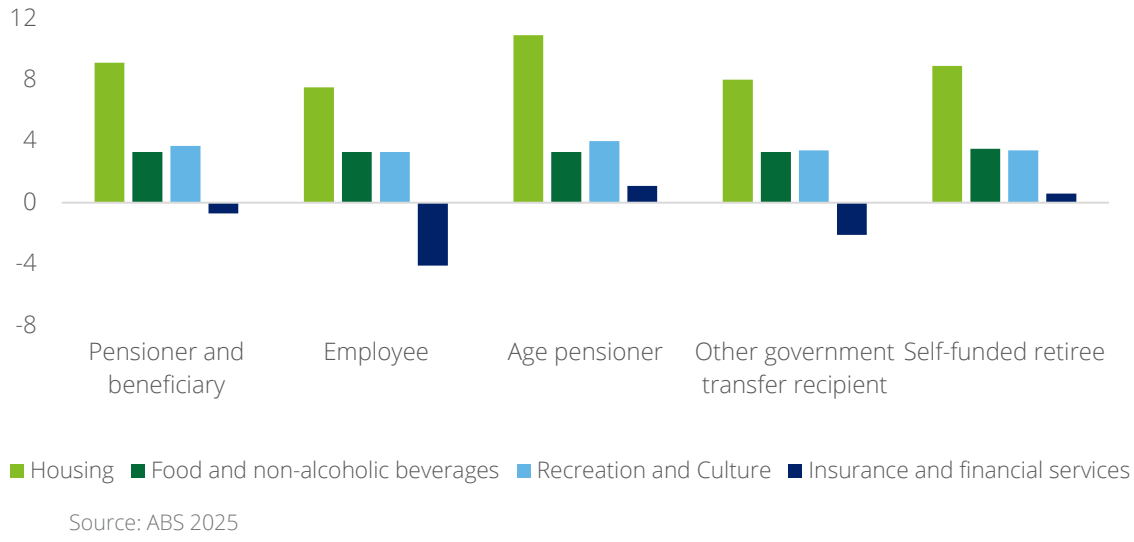
In Australia, 39 per cent of subscribers plan to cancel at least one subscription in the next 12 months, with more than half citing content-related reasons.[9] A 2026 Deloitte study found that 22 per cent of consumers cancelled a paid SVOD service and later returned to that same service within six months, indicating that churn frequently reflects temporary disengagement rather than permanent departure.[10]

Chart 8: Average household media and entertainment subscription spend ($ per month)



Source: Deloitte Australia 2025

Chart 9: Select living cost indices for various Australian demographics



Source: ABS 2025

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Structural macroeconomic drivers support sustained subscription TV expansion.

Broader macroeconomic trends are expected to result in strong growth in Australia's subscription TV market, driven by population expansion, rising household incomes, and strong performance in the Information Media and Telecommunications (IMT) sector.

Expanding consumer base and digital access

A growing population will expand the potential subscriber base. Australia's population is forecast to exceed 31 million by 2035 (Chart 10), increasing the number of households who may demand subscription TV.[1] At the same time, ongoing investment in digital infrastructure is improving access to high-speed internet[2], enabling more consumers to engage with streaming services at scale.

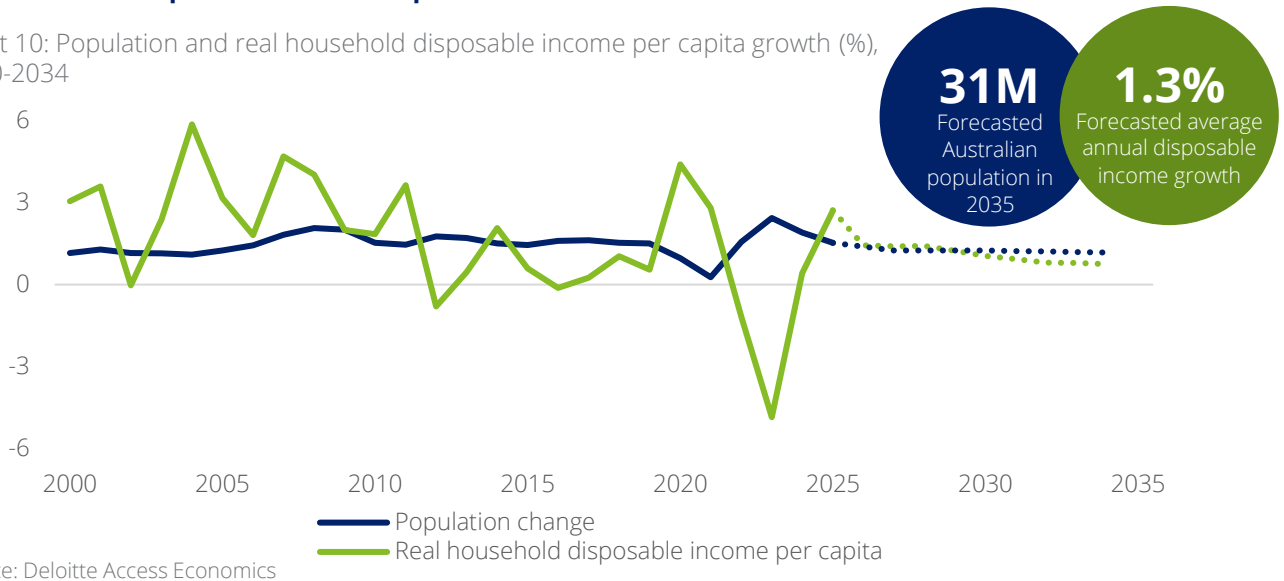
Rising household income and willingness to spend

Household spending capacity is also set to strengthen. Real household disposable income is projected to grow at an average rate of 1.3 percent through to 2034 (Chart 10),[3] leaving spare money in Australians' wallets to spend on subscription TV. This aligns with recent trends showing increased expenditure on subscription TV services between 2021 and 2025,[4] suggesting these services are becoming a recurring component of household budgets. As cost-of-living pressures ease, consumers may demonstrate a greater willingness to pay, particularly where content and service quality justifies the expense.

Industry growth outpacing the broader economy

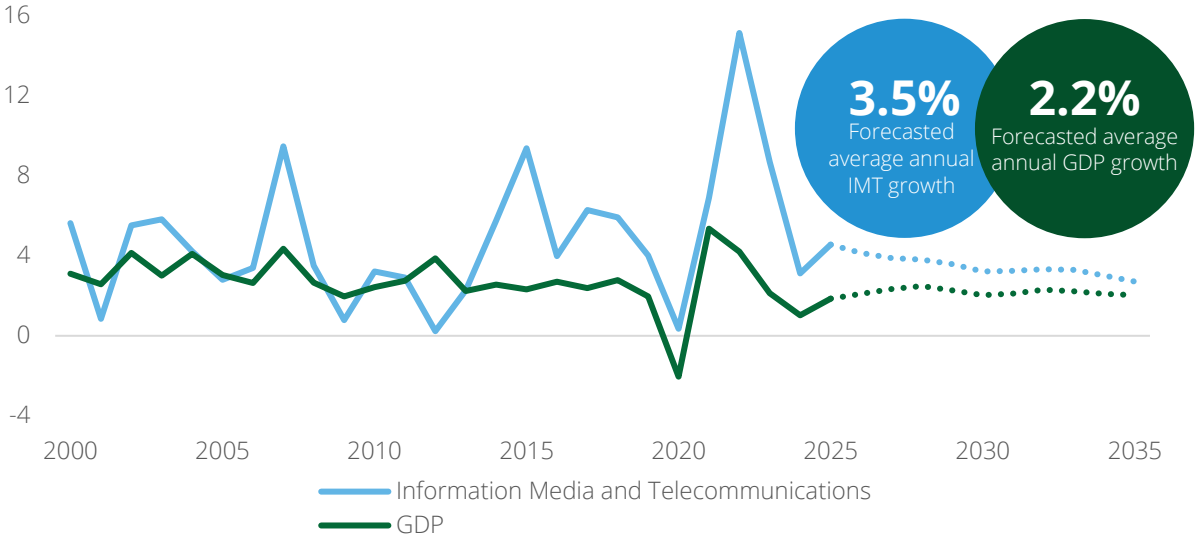
At an industry level, the IMT sector is forecast to grow 3.5 per cent annually from 2025 to 2035, outpacing GDP growth of 2.2 per cent by 1.3 percentage points (Chart 11).[5] This reflects sustained demand for digital and subscription-based services, supported by rising disposable incomes and improved infrastructure. Historically, IMT growth has remained positive since 2000, peaking at 15.2 per cent in 2022 due to a convergence of pandemic-driven demand,[6] NBN rollout effects,[7] increased streaming and e-commerce activity,[8] and early 5G deployment.[9] Looking ahead, growth is expected to moderate as these tailwinds fade, while GDP growth gradually converges toward IMT levels.

Chart 10: Population and real household disposable income per capita growth (%), 2000-2034



Source: Deloitte Access Economics

Chart 11: Comparison of GDP growth and Information Media and Telecommunications industry growth (%), 2000-2035



Source: Deloitte Access Economics

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Appendix

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Economic contribution framework

Economic contribution studies are intended to quantify measures such as value added, exports, imports and employment associated with a given industry or firm, in a historical reference year. The economic contribution is a measure of the economic value of production by a firm or industry.

Value added

Value added is the most appropriate measure of an industry's/company's economic contribution to gross domestic product (GDP) at the national level, or gross state product (GSP) at the state level. The value added of each industry in the value chain can be added without the risk of double counting across industries caused by including the value added by other industries earlier in the production chain.

Other measures, such as total revenue or gross output, may be easier to estimate than value added but they 'double count'. That is, they overstate the contribution of a company to economic activity because they include, for example, the value added by external firms supplying inputs or the value added by other industries.

The economic activity accounting framework is presented in Figure A.1, showing how total revenue can be disaggregated into component parts in order to measure the economic contribution of an entity or industry. The framework demonstrates the definition of value added being the difference between total revenue and intermediate inputs.

Direct and indirect contributions

The direct economic contribution is a representation of the flow from labour and capital within the sector of the economy in question.

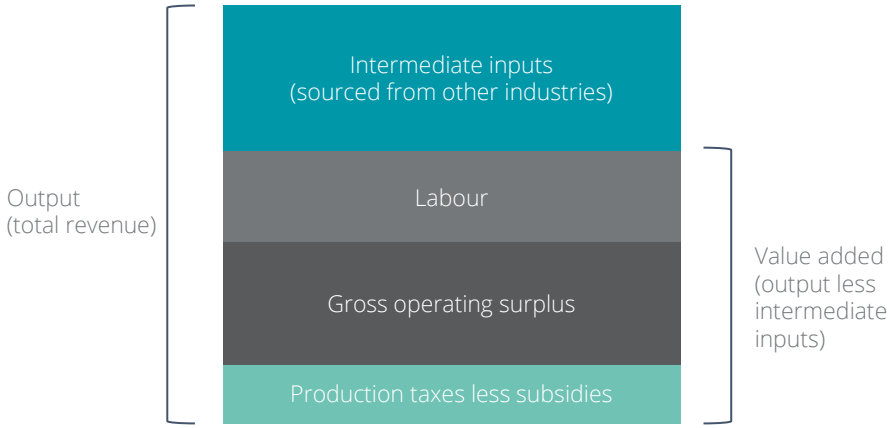
The indirect contribution is a measure of the demand for goods and services produced in other sectors as a result of demand generated by the sector in question. Estimation of the indirect economic contribution is undertaken in an input-output (IO) framework using Australian Bureau of Statistics input-output tables which report the inputs and outputs of specific sectors of the economy (ABS 2021).

IO tables are required to account for the intermediate flows between sectors. These tables measure the direct economic activity of every sector in the economy at the national level. Importantly, these tables allow intermediate inputs to be further broken down by source. These detailed intermediate flows can be used to derive the total change in economic activity for a given sector.

A widely used measure of the spill over of activity from one sector to another is captured by the ratio of the total to direct change in economic activity. The resulting estimate is typically referred to as 'the multiplier'. A multiplier greater than one implies some indirect activity, with higher multipliers indicating relatively larger indirect and total activity flowing from a given level of direct activity.

The total economic contribution to the economy is the sum of the direct and indirect economic contributions.

Figure A.1: Economic activity accounting framework



Source: Deloitte Access Economics

Limitations of economic contribution studies

In a fundamental sense, economic contribution studies are simply historical accounting exercises. The analysis — as discussed in the report — relies on a national input-output table modelling framework and there are some limitations to this modelling framework. The analysis assumes that goods and services provided to the sector are produced by factors of production that are located completely within the state or region defined and that income flows do not leak to other states.

The IO framework and the derivation of the multipliers also assume that the relevant economic activity takes place within an unconstrained environment. That is, an increase in economic activity in one area of the economy does not increase prices and subsequently crowd out economic activity in another area of the economy. As a result, the modelled total and indirect contribution can be regarded as an upper-bound estimate of the contribution made by the supply of intermediate inputs.

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