

9 September 2015

Local screen investment reaches \$796 million

- **\$796 million invested in production, \$6.5 billion invested over 10 years**
- **8370 jobs created, nearly doubled over ten years**
- **\$2 billion added to size of the Australian economy**

The subscription television industry invested a record \$796 million in Australian screen content in 2014/15, according to new figures released today at the ASTRA Conference.

The investment included a record \$25 million in factual programming to coincide with the centenary of the ANZAC landing at Gallipoli, with programs including *Deadline Gallipoli* and *The Memorial: Beyond the ANZAC Legend*, as well as local documentaries *Abalone Wars* and *Coast Australia*.

“The industry’s \$796 million investment in local screen production is at a record high, reflecting the unprecedented desire of Australian audiences to watch Australian stories,” ASTRA Chief Executive Officer, Andrew Maiden, said today.

“Audience research shows a renewed interest in local content, making Australian production a key differentiator for the subscription television industry at a time when new streaming services are entering the market.

“This year’s expenditure brings to \$6.5 billion the value of our total investment in the Australian production sector in the past decade,” he said.

Measured by hours, sport represented the largest genre on subscription television, with more 23,180 hours of first run Australian content broadcast during the period.

ASTRA members also exported 13,119 hours of local content to overseas audiences, helping promote Australian stories to audiences throughout the world.

For the first time the ASTRA survey measured the production of digital content by subscription television channels, revealing that 1243 hours of digital content had been produced for digital consumption outside traditional broadcasts.

The figures, audited by PwC, also showed that employment had grown to 8370 jobs, and the

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industry grew the economy by more than \$2 billion.

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About ASTRA – The Australian Subscription Television and Radio Association (ASTRA) is the peak body representing the subscription media industry in Australia. Members include television operators, independent content companies, technology companies and the industries that support them. ASTRA members produce content seen by nearly nine million Australians. In 2014/15 they invested \$796 million in local production, generating 253,000 hours of Australian content and creating jobs for 8370 Australians.

For More information visit www.astra.org.au

For further information contact ASTRA on 02 9776 2621 or visit www.astra.org.au

KEY FACTS – 2014/15 SUBSCRIPTION TV PRODUCTION IN AUSTRALIA

Overall investment

Total expenditure on Australian content	\$796.2 million
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Broadcast hours

Total hours of first-run Australian content	57,716 hours
Total hours of Australian content including repeats	253,194 hours

Exported content

Total hours of Australian content exported overseas and available to foreign audiences	13,119 hours
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Employment

Full-time equivalent employees	8,370 jobs
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Economic value add

Total value added to the Australian economy	\$2.083 billion
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