

11 September 2017

\$918 million invested in local TV sector

The subscription television industry invested \$918.3 million in local productions in 2016/17, according to new data released today by the industry's peak body.

The expenditure, which saw the industry film content in more than 200 cities and towns around Australia, represented a 2.8% increase on the previous year's investment.

"The growth of global streaming services has inundated Australian audiences with foreign content, making it critical that the Australian television sector ups its investment in high-quality productions that tell local stories to our people," ASTRA CEO, Andrew Maiden, said today.

"To meet this challenge, in the past year alone subscription television has broadcast an additional 25,000 hours of quality Australian content.

"Our members' investment has created thousands of jobs as they film content for television shows in more than 200 cities and towns around Australia," Mr Maiden said.

The greatest growth was recorded in local sport, drama and news, with an additional \$37 million spent on the three genres in the year ending 30 June 2017.

Sport accounted for a greater share of investment than any other genre.

The investment also funded significant local dramas including *Wentworth*, *Top of the Lake* and *Picnic at Hanging Rock*, Nat Geo's *Miracle Hospital*, and perennial favourites *Selling Houses Australia* and *Great Australian Bake-Off*.

The year also saw the creation of FOX LEAGUE, a FOX SPORTS channel dedicated to Rugby League fans.

The annual survey, produced for ASTRA by PwC, also showed an improvement in the representation of women on subscription television boards (up two percentage points to 34%) and in senior executive roles (up nine percentage points to 43%).

The percentage of television CEOs who are women fell three percentage points to 24% following the consolidation of several leadership roles during the year.

Media contact – Andrew Maiden, CEO (0458 487 754)

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 2016/17 members invested \$918 million in local production, generating 266,833 hours of Australian content.