



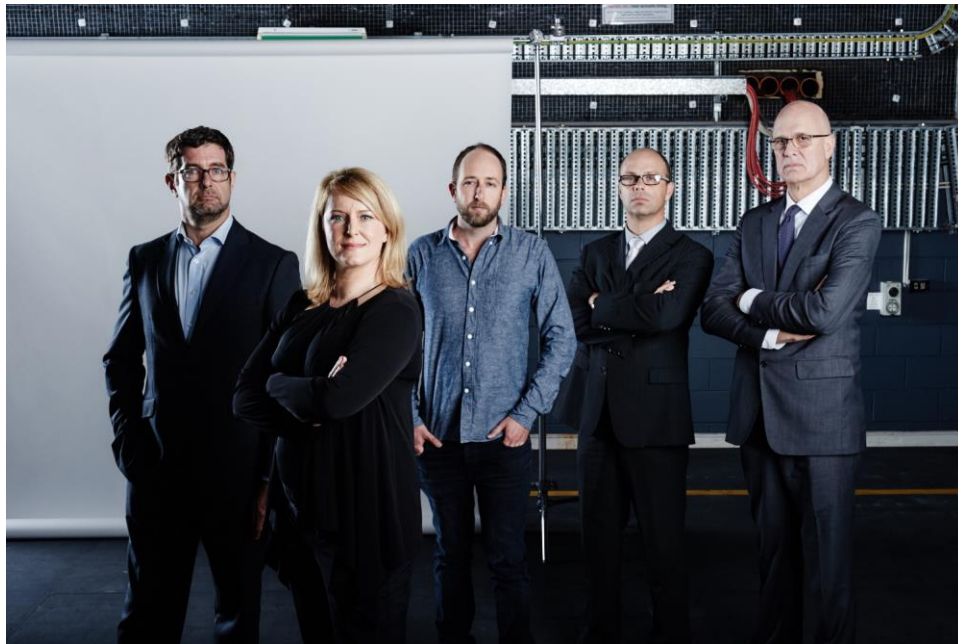
# NEWS RELEASE

**For Immediate Release**

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## DIGITAL TRANSITION A BUMPY ROAD AS AUSTRALIAN SCREEN INDUSTRY CONTRIBUTES US\$4.5 BILLION (A\$5.8 BILLION) TO ECONOMY

*Sector supports 46,000 jobs and generates almost US\$1.5 billion (A\$2 billion) in tax revenues*



*(From left) Bruce Meagher, Director of Corporate Affairs, Foxtel; Susan Prior, Actress; Jamie Hilton, Producer; Simon Bush, CEO, AHEDA; Mark Day, Managing Director, ASA*

**SYDNEY/SINGAPORE:** The Australian film and television industry contributed a significant US\$4.5 billion (A\$5.8 billion) into the nation's economy in 2012-13 despite a 12.2% fall since 2009-10, according to a report released today prepared by Deloitte Access Economics. The sector also supported more than 46,600 full time jobs and generated almost US\$1.5 billion (A\$2 billion) in tax revenues.

The report – *Economic Contribution of the Film and Television Industry in Australia* - was released today at Sound Stage 6, Fox Studios Australia, with some of Australia's leading filmmakers, screen actors and film and television industry executives in attendance.

Simon Bush, CEO, Australian Home Entertainment Distributors Association (AHEDA), said, “The change to digital is an exciting but challenging time for our industry. As the market evolves and physical disc sales taper off, it is clear that Australians remain avid consumers of films and television shows, and are now accessing them on a wide range of legal services. 2015 is shaping up to be an exciting year in the continued evolution of the home entertainment marketplace with SVoD service Stan launching last month to join Foxtel’s Presto, Dendy Direct and Quickflix, with Netflix starting in March.”

Jamie Hilton, Producer of *The Little Death*, *The Waiting City* and the new psychological thriller *Backtrack*, said, “Australia is a great place to be an independent producer. We have amazing cast and crews, diverse locations, and an important producer offset to help to tell our stories. Each film takes many years and involves hundreds of people, and when we finally have a popular product, like with any business, we expect to be paid. This is not a robin-hood situation – people uploading and downloading independent films are depriving the filmmakers and artists of their income. I’d really encourage anyone with an interest in seeing independent or Australian films, to access them via legal channels.”

Bruce Meagher, Director of Corporate Affairs, Foxtel, said, “We are fortunate at Foxtel and Presto – our new online streaming service, employs some terrifically skilled and innovative professionals - who are committed to this vibrant industry and are dedicated to providing audiences with the best possible viewing experience, when they want, where they want, on their device of choice. The overall reduction in the contribution over the last few years indicates that the digital transition is well and truly underway and this creates both opportunities and threats for our industry. We are grateful the Government has acknowledged that more needs to be done to meet the threat of online piracy and will continue to work cooperatively to ensure that appropriate measures are put in place to support the creative industries.”

Recent AACTA Award-winning actress Susan Prior (*The Rover*, *Puberty Blues*), said, “I’m immensely grateful to be able to work in the film and television industry, alongside so many talented filmmakers. While it’s vitally important that we acknowledge the huge economic contribution we make to Australia, it’s also essential that we recognise the social and cultural value our films and television shows contribute to our community. Australian audiences love Australian shows - I hope that we can continue to attract people to the screen for a long time to come, and we feel it’s worth supporting and protecting.”

Mark Day, Managing Director of the Australian Screen Association (ASA) said, “The report indicates that the film and television sector remains a significant contributor to the Australian economy, provides quality jobs and long term professional careers, and makes a vital contribution to our community well-being. The industry is committed to innovation and creativity and delivering quality screen experiences for audiences, and can be more effective in this aim if creative rights are protected online.”

The key findings of the report show that in 2012-13, the film and television industry in Australia:

1. Contributed a total of US\$4.5 billion (A\$5.8 billion) in GDP

2. Supported 46,600 full time jobs
3. Contributed US\$1.49 billion (A\$1.9 billion) in tax

This report was launched with the support of the National Association of Cinema Operators – Australasia (NACO), Australian Independent Distributors Association (AIDA), Australian Home Entertainment Distributors Association (AHEDA), Motion Picture Distributors Association of Australia (MPDAA), Screen Producers Australia (SPA), Independent Cinemas Association of Australia (ICAA), MetroScreen, Media, Entertainment & Arts Alliance (MEAA), Australian Directors Guild (ADG), and Foxtel, and was commissioned by the Australian Screen Association.

A copy of the Economic Contribution of the Film and Television Industry in Australia for 2012-13 by Deloitte Access Economics, along with the one page infographic, is available to view and download [here](#).

Check out the Digital Content Guide [here](#).

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#### **About the MPA:**

##### *Promoting & Protecting Screen Communities in Asia Pacific*

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit [www.mpa-i.org](http://www.mpa-i.org).

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