

# IGEA COMPARISON OF AUSTRALIA'S SCREEN SECTORS

| SCREEN SECTOR                                   | CREATES AUSTRALIAN STORIES?  | GROWS AUSTRALIA'S ECONOMY?  | SUPPORTED BY FEDERAL SCREEN INCENTIVES?   |
|---|--|---|---|
| AUSTRALIAN FILMS                                |  Australian films tell Australian stories, are stories told by Australians, or are made under the creative control of Australians.                | <b>Limited.</b> While making Australian films creates economic activity and employs Australians, they mostly provide short-term jobs and often have difficulty finding audiences and markets.   |  Australian feature films are supported by the 40% Producer Offset and various Screen Australia funding programs.  |
| INTERNATIONAL FILM AND TV CO-PRODUCTIONS        | <b>Limited.</b> Co-productions with other countries have shared or limited creative control by Australians.  | <b>Limited.</b> Co-productions generate economic activity, but broader benefits are unclear.  |  Co-productions can access the 40% (for film) or 20% (for TV) Producer Offset and Screen Australia funding.  |
| INTERNATIONAL FEATURE FILMS                     |  International movies filmed in Australia do not tell Australian stories, and are generally not made under the creative control of Australians.   | <b>Limited.</b> The economic stimulus provided by international films only lasts the weeks or months spent shooting, and creates mostly short-term indirect or supporting jobs.   |  International feature films are supported by the 16.5% Location Offset and \$400 million Location Incentive Program. The 30% PDV offset is also available to the global industry.                                 |
| AUSTRALIAN FREE-TO-AIR AND SUBSCRIPTION TV      |  Australian TV shows/movies tell Australian stories, are stories told by Australians, or are made under the creative control of Australians.    |  While Australian TV is being impacted by slowing audience and revenue growth, it remains a significant screen sector.   |  Australian TV shows/movies are supported by the 20% Producer Offset, Screen Australia funding, and ABC and SBS funding.   |
| LOCAL / INTERNATIONAL STREAMING SERVICES        | <b>Limited.</b> There is a limited, but growing, number of original Australian content produced for streaming services.  | <b>Limited.</b> There is a limited, but growing, number of original Australian content produced for streaming services.   |  Shows/movies on online platforms can benefit from the 20% Producer Offset, 16.5% Location Offset, or 30% PDV offset.  |
| AUSTRALIAN DIGITAL / ONLINE SHOWS               |  Australian digital/online shows on YouTube and other digital platforms often tell diverse Australian stories.                                  |  This sector's value is mainly in supporting new and emerging talent.  |  There are specific Screen Australia funding programs that support this format.  |
| AUSTRALIAN POST-PRODUCTION AND VFX (PDV) SECTOR |  PDV companies typically do not create their own original content (although some may also do animation).  |  Like games, the PDV sector is a high value digital sector. PDV and game development share a similar workforce and export strength.  |  Australia's PDV sector is supported by the 30% PDV Offset.  |
| AUSTRALIAN VIDEO GAME DEVELOPMENT SECTOR        |  Video games made in Australia tell Australian stories, are stories told by Australians, or are made under the creative control of Australians. |  Game development is a global high growth sector, video games have the greatest export potential of all of Australia's screen sectors, and game development jobs tend to be full-time. |  Games are excluded from federal screen incentives. We are among the only advanced economies with no funding or tax offset for game development, resulting in billions in investment and economic activity lost. |