

Broadband Applications - Advanced Media Content (Australia)

Kim Dalton

Chief Executive

Australian Film Commission

AFC Goals for the Broadband Production Initiative

- ✦ New forms of creative content and programming;
- ✦ New partnerships;
- ✦ New audiences and markets for Australian interactive media content;
- ✦ New business models for the creation, delivery and exploitation of content in a multi-platform environment.



Joint ventures & cooperation:

- ✦ Federal funding agencies
- ✦ Public and private broadcasters
- ✦ State agencies
- ✦ Private sector



Number of Broadband Subscribers in Australia:

September 2004:	1.3 million
March 2004:	834,000

An increase of 55 per cent in six months

Source: ABS



- ✦ Cinema
- ✦ Television
- ✦ Mobile phone
- ✦ Computer...

Australian Digital Content

- 👉 Economies of scale and market size favour the US
- 👉 Australia must create and hold intellectual property rights
- 👉 Australian content through public and private partnerships



Broadband Production Initiative Outcomes



☞ The Life, Times and Travels of the
Extraordinary Vice-Admiral William Bligh

☞ Dust on My Shoes

☞ UsMob.com

☞ Dog and Cat News



More Projects

To be released late 2005

- ☞ **Chiko Space Cadet**
- ☞ **A Stowaway's Guide to the Pacific**
- ☞ **The Pure Drop**



Broadband Production Initiative Opportunities...

- Creative collaborations
- New forms of content for broadband
- Interactive and cross platform content
- Intellectual property
- Professional development
- R&D for digital content industry



Conclusions

Risks

☞ Requires on-going government incentives and support

☞ Potential loss of momentum

☞ No more federal funds specifically for broadband content

Conclusions

Risks

- ☞ Requires on-going government incentives and support
- ☞ Potential loss of momentum
- ☞ No more federal funds specifically for broadband content



Opportunities

- ☞ Pool of talented digital content producers
- ☞ Public/private partnerships happening overseas provide a model
- ☞ Critical point in time - could boost (or bury) Australian digital content...