

## **Screen Australia Stage 2 Review - Marketing Support & Promotion**

### **Screenrights**

Screenrights is a non-profit copyright collecting society for producers, distributors, script writers, music copyright owners, rights owners in artistic works and sound recordings and other rightsholders in film, television and radio programs. Screenrights licenses the use of film, television and radio under provisions in the Australian and New Zealand Copyright Acts, collecting royalties and distributing this money to the relevant rightsholders. Screenrights has over 2,700 rightsholder members.

### **EnhanceTV Pty Ltd**

EnhanceTV is a subsidiary company of Screenrights and operates as a licensed Resource Centre, providing resources for education that support the use of the Screenrights' licence. EnhanceTV has a membership of more than 17,000 educators and website traffic often exceeds a million pageviews a month.

Currently, EnhanceTV promotes and makes available for download, study guides produced by the Australian Teachers of Media that are funded through an agreement with Screen Australia (formerly with the FFC). These guides form an integral part of the service that is offered to education to support both the use of film and television in the classroom and the teaching of media literacy. Screenrights, would strongly urge that funding support for these guides continue in the future.

Since the inception of the Resource Centre in June 2006 there have been in excess of 30,000 guides downloaded from the site for educational use. The regular provision of the guides serves to promote return visitors to the site and further focusses the attention of the educational community on the wealth of film and television productions available for copying and use within the classroom. There is strong anecdotal evidence to support the notion that the production of these guides increases the likelihood that a title will be copied and used in an educational environment thus increasing the returns to rightsholders.

In 2004, the then current BBC Worldwide – Asia Pacific Marketing Director, Jill Bryant, reported that in a survey of their customers, 73% said that the availability of study guides influences classroom use and that 66% of those who had downloaded the Wild Australasia guide, copied film and television programs off air.

In the 2008 market research survey of our members, when asked if there was anything else that would make EnhanceTV an essential resource when using film and television in class, some of the responses included:

*"I always print off a copy of the study guide if available for any program and have it with the DVD for loan from the library as well as providing the faculty with a copy if required. This is a valuable resource for staff."*

*"Continuance of study guide downloads (just great - most helpful to students with literacy problems & to all our lecturers who work part-time &/or cross-campuses and so have less time to prepare each lesson)"*

*"You need to get good curriculum relevant programmes and write a series of lessons linked to the syllabus that embeds the programme in the series of lessons and fulfils outcomes of the syllabus. "*

## **Media Literacy**

The Australian Government's Department of Broadband Communications and the Digital Economy's recent consultation paper on future directions for the digital economy, states that:

*" Media literacy is a step beyond digital literacy and refers to the ability to critically consume, comprehend and create media in all its modern forms—including broadcast media (television and radio) and digital media (computers, internet and mobile phones). Media literacy equips school children with the skills to effectively research online, builds consumer confidence enabling them to order and pay for goods and services online and gives people the capabilities to create their own diverse content and contribute to online communities such as forums and social networking sites. All of these are key elements for participating in the digital economy."*

Screenrights strongly endorses the Consultation Paper's comments on digital and media literacy and believes that continued funding for the creation of high quality study guides serves to support the development of media literacy within the educational community.

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