

24 September 2008

## **Screen Australia: Statement of Intent**

Screenrights thanks Screen Australia and the Minister for the opportunity to comment on the draft Statement of Intent.

Screenrights is supportive of the development of the super agency, Screen Australia.

### ***A brief background***

Since 1990, Screenrights has played a central role in providing returns for the use of Australian film and television programs in the education sector, and more recently for the retransmission of broadcast programs by pay television and other operators. In the 07/08 year Screenrights collected over \$30m in royalties for rightsholders, many of whom are from the Australian production industry. Screenrights also has a key role in reaching out to the education sector through our educational website EnhanceTV, which includes over 10,000 teacher subscriptions to our weekly educational TV guide and nearly a million page views each month.

Screenrights has enjoyed excellent relationships with the individual funding agencies. We look forward to continuing this productive relationship with Screen Australia.

## **Beyond The Cinema Seat - Links Between Australian Filmmakers And Audiences**

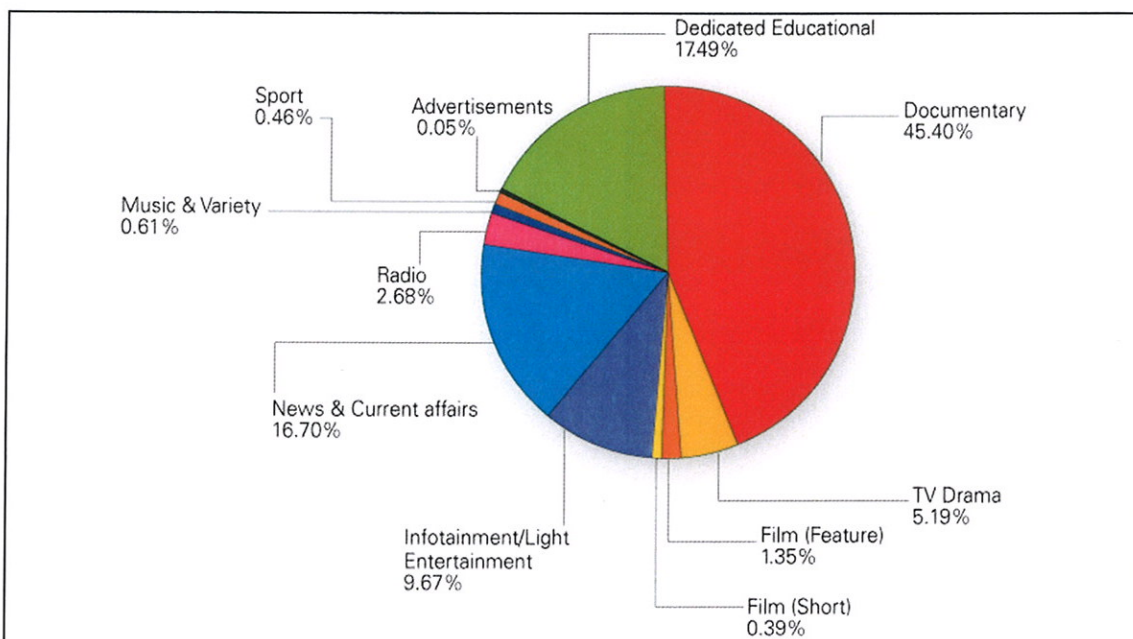
Screenrights is supportive of the underlying principles expressed in the draft Statement of Intent.

We believe that the link between Australian filmmakers and the audience should be strengthened, and that the measure of success should be extended beyond traditional metrics such as box office success. In Screenrights' experience the engagement with Australian audiences goes well beyond the cinema seat.

As an example Screenrights has substantial data on the huge use of Australian films and documentaries in the education sector. The education sector in Australia covers over 4 million students- or a quarter of the population. This sector is a large and enthusiastic user of Australian programmes.

Australian educators are able to copy from free to air and cable and satellite broadcasts. The Screenrights licence covers podcasting and vodcasting from broadcasters' websites and innovative digital delivery mechanisms such as Clickview, Command Systems and RMIT Publishing's Informit service.

A graph from our 07/08 annual report shows that documentaries make up over 45% of programmes that are copied and communicated in Australian classrooms. The annual report also shows that over 75% of the royalties that Screenrights distributed went to Australian rights holders. This is a stunning result for Australian producers and shows emphatically that there is an appetite for Australian content.



Each of the former agencies can take great credit for funding these successful programs and for encouraging the use of Australian works in the classroom. We all want this to continue so that our filmmakers and all stakeholders continue to see returns for the use of their work in this context.

### ***Continued collaboration***

To ensure that we continue to work effectively with the film and television industry Screenrights would like to suggest the following:

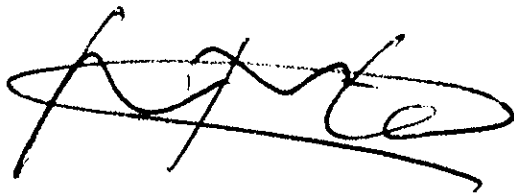
- Screen Australia continues to fund and support research and analysis of the performance of Australian audio visual industries domestically and internationally.
- Screen Australia continues to require producers to register with Screenrights and to include Screenrights royalties as part of "Gross Receipts" in all funding agreements.

- Screen Australia continues to require rightsholders to register for an International Standard Audiovisual Number (ISAN) for all funded projects (ISAN is mandatory for all new DVD formats and is increasingly becoming mandatory in overseas markets);
- Screen Australia continues to fund the production of study guides for Australian educational programming, including documentaries (these study guides ensure that Australian teachers can easily access and use Australian documentaries in the classroom); and
- Screen Australia continues to inform Screenrights when productions are funded in order for us to continue to assist filmmakers to meet the registration component of their delivery requirements.

We would welcome the opportunity to discuss our continued collaboration further.

We look forward to working productively with Screen Australia in the future.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Simon Lake', written over a horizontal line.

Simon Lake  
Chief Executive