

Free TV broadcasters go above and beyond in delivering Australian content

Free TV is proud to welcome today's release by the ACMA of its report on 2023 Australian content compliance by commercial television broadcasters, which yet again shows that no other platform comes close in delivering on Australian content obligations.

Commercial TV broadcasters are required by law to broadcast at least 55 per cent Australian content between 6.00 am and midnight on their primary channel, and, 1,460 hours of Australian content between 6.00 am and midnight on non-primary channels.

In 2023 all Free TV members exceeded these requirements by a country mile with broadcasters delivering an average of 75% Australian content on their primary channels.

On non-primary channels, broadcasters provided more than double the required number of quota hours.

The results were similarly impressive for first release Australian content required by the *Broadcasting Services (Australian Content and Children's Television) Standards 2020*. Under those rules broadcasters must reach 250 points by broadcasting first release Australian content across certain genres each calendar year. All broadcasters, in both metropolitan and regional licence areas, met and exceeded these requirements, with results from 260 points up to a whopping 435 points.

"These results matter because they show the commitment of metropolitan and regional commercial broadcasters alike to Australian content. The Australian content our members make informs, educates, entertains and connects all Australians. And the \$1.67 billion we spend on Australian content is an essential contribution to Australia's local screen production industry", said Free TV CEO, Bridget Fair.

"This is an important reminder of the commitment of Australian commercial broadcasters to Australian content and audiences. Aussie content is in our DNA and tells our local stories, whether that's in news and current affairs, entertainment, drama or sport".

“With economic headwinds buffeting us all, it’s time to remember the commitment of local broadcasters to free local stories, and importance of supporting the sustainability of our sector.

“Whether it’s abolishing the unjustified Commercial Broadcasting Tax, which costs our industry \$46 million per year, supporting regional broadcasters to keep the lights on, or finalising a position in relation to Meta’s withdrawal from the News Media Bargaining Code, action from the Albanese Government is needed now more than ever. A strong local television broadcast sector is in the public interest and must be part of the Government’s Future Made in Australia”.

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ABOUT FREE TV AUSTRALIA

Free TV Australia is a leading media industry organisation. It represents all of Australia’s commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, WIN Network and Imparja Television.