

## Proposed local content rules harm Australian content creators and consumers

Australian audiences love a wide variety of Australian content. We are committed to commissioning high-quality Australian content, across a range of genres, to meet the diverse needs of our audiences.

Our services compete to attract Australian audiences and we already have every incentive to create great Australian content - something we proudly deliver year in and year out. Indeed, the Australian Communications and Media Authority reports that five streaming services now spend over 3.5 times more on Australian drama than the entire commercial and subscription broadcasting industries combined.

We have consistently said that despite there not being an industry failure, we would support a local content investment obligation that is fair, sustainable, and flexible.

We are profoundly disappointed with the two models the Albanese Government has put forward. The proposed models would mandate unsustainable investment in a narrowly defined category of Australian drama. Drama programs that do not fit this definition, as well as other genres such as documentaries, would not qualify.

These models, which combine an unsustainably high obligation with narrowly defined eligibility, would have serious negative consequences on the diversity of content being produced, while having significant inflationary effects that will impact the sustainability of Australia's production industry.

Yours sincerely,



NETFLIX



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### There are a range of programs we make that would not qualify under the proposals:



**Nine Perfect Strangers** would not qualify as it does not meet the definition of Australian under the ACCTS. That's despite it being produced with Australian producer, Made Up Stories, based on an Australian author's novel, filmed in Byron Bay and featuring Nicole Kidman and Asher Keddie.



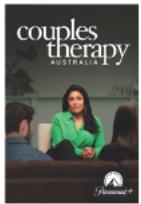
**Hot Potato: The Story of The Wiggles** would not qualify as it is a documentary. This is despite the fact that it tells the story of an Australian entertainment sensation. *Hot Potato: The Story of The Wiggles* was written and directed by an Australian, had

Australian producers, was filmed in Australia and post production was done in Australia. The Wiggles premiered at SXSW Sydney and Adelaide Film Festival in October before it launched globally in 240 countries and territories.



**The Test** would not qualify as it is a documentary. *The Test* provides insight into the inner sanctum of the Australian Men's Cricket Team through the players' own voices. Produced by Cricket Australia in partnership with Australian production company

Whooshka Media, it has a majority Australian cast and crew and was directed by Australians. As well as being successful in Australia, it's been an international success in cricket loving territories including India, South Africa, New Zealand and the UK.



**Couples Therapy** would not qualify as it a documentary despite being filmed entirely in Australia with local crew and cast and featuring authentic relationship issues faced by every couple. It features Australian psychotherapist Marryam Chehelabi, as she counsels Australian couples through the challenges, joys and pains of the battle to stay in love.



**The Inspired Unemployed (Impractical) Jokers** is a comedy series and would not qualify under the proposed definitions despite being produced entirely in Australia with local cast and crew including Australian internet sensations, The Inspired

Unemployed boys, Jack, Liam, Dom and Falcon. With their legion of international fans, this comedy entertains audiences all over the globe while showcasing Australian production talent and our renowned larrikin culture.



**The Bridge** was shot on location deep in Tasmania's untamed and spectacular wilderness and is a compelling reality series by Endemol Shine Australia that would not qualify under the proposed content definitions. Narrated by renowned Australian actor

Hugo Weaving, the series sees 12 Australians build a bridge together but only one person will cross it and decide how to split the \$250,000 prize.



**Back to the Outback** would not qualify as it does not meet all the criteria under the ACCTS. *Back to the Outback* is a children's film set in Australia, following the adventures of Australian animals. The film was directed and written by Australian Harry Cripps, and the

voice cast features iconic Australian performers including Isla Fisher, Tim Minchin, Eric Bana, Guy Pearce, Keith Urban and Jacki Weaver.



**Hannah Gadsby: Something Special** would not qualify as it does not meet all the criteria under the ACCTS. *Something Special* is a standup comedy special performed at the Sydney Opera House, and written and performed by Australian comic Hannah Gadsby.



**A Perfect Pairing** would not qualify as it does not meet all the criteria under the ACCTS. The movie was filmed in Queensland about a wine executive who spends time on an Australian sheep farm. The film was directed by Australian Stuart McDonald, produced

by Australians, and created by an Australian production company, Hoodlum. It also stars two Australian lead actors, Adam Demos and Luca Asta Sardelis.

And this is not all...

