

## **Economic contribution of Australian Subscription Television and Radio Association members**

Australian Subscription Television and Radio Association

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**Deloitte**  
Access **Economics**

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# Executive summary

## Economic contribution of Australia Subscription Television and Radio Association (ASTRA) members

### Subscription television's role, challenges and opportunities

- The subscription media sector has grown more competitive in the last 5 years. New entrants to the market create increased competition and lead to audience fragmentation. The average Australian household was subscribed to 1.8 subscription media services in 2020.
- Audiences are shifting the way they consume subscription media content. 89% of Australian adults are engaging with video content via the internet. This highlights the need for continued adaptability to provide accessible content.

### Economic contribution of subscription television

- Subscription television contributed \$1.3 billion in direct value added to gross domestic product in 2019
- This translated to \$3.0 billion in total economic contribution from subscription television to gross domestic product in 2019
- \$1.3 in indirect value added is supported by each \$1 in direct value added attributable to subscription television
- In 2019, 13,970 full-time equivalent (FTE) jobs were supported by subscription television – and, for every one person employed directly in subscription television, just below 3 are employed in other sectors across the economy
- In 2019, 3,820 direct FTE jobs were supported by subscription television, many being in highly skilled occupations
- 857,000 hours of content was distributed on subscription television in 2019

### Subscription television's role in the community

- Subscription television supports the production of local Australian content, fosters growth in under-represented sports and has been a valuable source of knowledge in a COVID-19 affected world.
- Subscription television is a platform from which Australian content is exported to the rest of the world.

*In this report, subscription television refers to 11 ASTRA members, covering the distribution platform and content providers.*

# Introduction

**The Australian Subscription Television and Radio Association (ASTRA) is the peak body representing subscription television in Australia.**

ASTRA has engaged Deloitte Access Economics to prepare a report which demonstrates the economic contribution of its members. This report refers to the contribution cohort as 'subscription television'. Specifically, subscription television in this report is:

- Foxtel – **the primary distribution platform and a content provider**
- Aurora Community Channel, Australian News Channel, BBC Worldwide Australia and New Zealand, beIN SPORTS, Discovery Networks Asia-Pacific, ESPN, NBCUniversal International Networks, Nickelodeon, The Walt Disney Company, TVSN, and ViacomCBS Australia and New Zealand – **as content providers.**

## Survey of members

The economic contribution of subscription television is informed by a survey of members. The survey gathered financial, employment and business information for the 2019 calendar year, relating to member operations within Australia.

Eight members, out of the 11 contacted, completed the survey. The revenue share of the three subscription television members who did not respond to the survey was estimated through the use of publicly available, high-level data.<sup>1</sup> The implicit assumption in the economic contribution modelling is that these non-respondent members are assumed to have a consistent operational profile as the aggregate subscription television outcomes from the survey.

## Analytical framework

The analytical approach to the economic contribution analysis was one consistent with the Australian National Accounting framework, maintained and produced by the Australian Bureau of Statistics (ABS). In particular, subscription television data was applied to the economic multiplier estimates from the ABS Input-Output tables 2017-18.

1. IbisWorld (2020) and Dun & Bradstreet Hoovers

## This report

This report presents a snapshot of the economic contribution of subscription television in 2019. This includes the direct and indirect contribution to gross value added (GVA) and full-time equivalent (FTE) employment generated by the industry.

Beyond estimating the economic contribution, the report also explores the broader role of subscription television in the Australian community, and thus highlights a selection of the subtle, less tangible contributions of subscription television to society.

The remainder of this report is set out as follows:

- Chapter 2 – provides background context on subscription television's position in the Australian economy and its role in the broader and rapidly evolving subscription media landscape
- Chapter 3 – summarises the economic contribution of subscription television in 2019
- Chapter 4 – provides highlights of subscription television's role and initiatives in supporting the Australian community.

## COVID-19 and subscription television

The analysis in this report is based on survey data for the 2019 calendar year prior to the outbreak of COVID-19. Therefore, the report represents a snapshot of the economic contribution of subscription television prior to the pandemic.

As with all industries across the national and global economy, COVID-19 is likely to have had an impact on subscription television's performance and therefore its contribution to the national economy. However, the extent of this impact is not reflected in the results presented in this report.

That said, the report does discuss the industry's reaction to subscribers and its related contribution to community following the outbreak.



## **Subscription television in Australia**

# Subscription television in Australia

## Defining the broader subscription media sector

Subscription television has been broadcast in Australia since 1995. As many as 4 in 5 Australians consume some form of subscription media service on a weekly basis.

The Australian Subscription Television and Radio Association (ASTRA) is the peak industry body for subscription television in Australia. ASTRA was formed in 1997 and represents over 20 independently owned and operated entities that provide programming to subscription television and radio platforms.<sup>2</sup>

ASTRA members are responsible for the distribution and broadcasting of a diverse range of content, including news, sports and entertainment to millions of Australians each year. Importantly, ASTRA members are a sub-sector of a broader 'subscription media sector'. Other broader sector players include online subscription-based streaming services, such as Netflix, media sales agencies, and other subscription communications companies, the contribution of which is not covered in this report.

## Understanding the audience

77% of Australian internet users had a subscription and/or pay-per-view service in their household in 2020. This increased from 70% in 2019.<sup>3</sup>

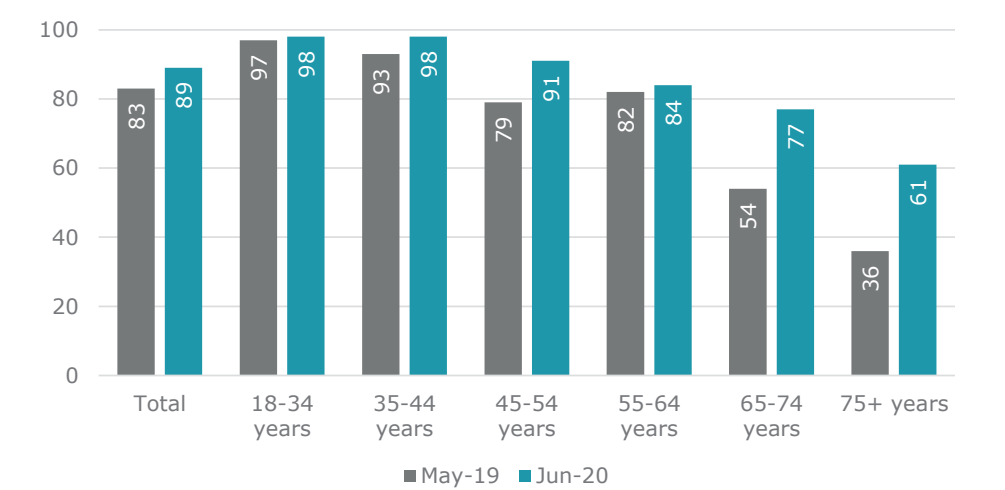
Australian adults are watching more video content online. In 2019, 83% of adults had watched online video content in the last 6 months. As of June 2020, this percentage increased to 89%. Almost everyone aged 18 to 44-years consumes video content online, while a significant proportion of adults aged 65 and over are making the transition.<sup>4</sup>

These findings highlight the high demand for and consumption of subscription media services, particularly online options. Ultimately, Australians are watching more video

content online because it can be **accessed at a suitable time, can be used to catch up on missed content, there is greater choice and there are fewer or skippable advertisements.**

This demand for accessible subscription media highlights the need for subscription television to respond and adapt to the changing demand of consumers. A prime example of this is Foxtel Now, a streaming service allowing for customers to access Foxtel's suite of services via the internet.<sup>5</sup>

Chart 1: Watched online video content in the 6 months prior to June 2020, by age (%)



Source: Australian Communications and Media Authority (2020)

2. ASTRA (2021)  
3. Australian Communications and Media Authority (2020)  
4. Australian Communications and Media Authority (2020)  
5. Foxtel (2021)

# Competitive landscape

**The subscription media sector has changed dramatically over the last 5 years. New entrants to the sector create increased competition and lead to audience fragmentation.**

New competitors to the subscription media sector include household names such as Netflix (active in Australia since 2015), Stan (2015) and Amazon Prime Video (2018). Intertwined amongst the direct competition are other (free) media platforms including YouTube and content available through social media, acting to further disperse consumers.

The **direct competitors are subscription-based streaming services that allow members to watch television shows and movies without commercials on an internet-connected device**. Competitors tend to operate under efficient company structures for maintaining viability and relevance, for example:

- Netflix operates on a global scale, with 208 million paying members in the first quarter of 2021<sup>6</sup>, providing for substantial economies of scale and enabling Netflix to **produce original tv series and movies with an unprecedented budget**.
- At the same time, Amazon Prime video, projected to reach 180 million subscribers by 2026<sup>7</sup>, is used as a mechanism for attracting greater sales for Amazon. Thus the viability of Amazon Prime Video is not dependent upon the service alone, **but is one part of a more diversified company structure**.

As a result, **Foxtel has adapted its service offerings to compete with these new entrants**. Alongside the traditional Foxtel box which offers access to content over satellite and cable signals, Foxtel has launched alternate products including Foxtel Now, Foxtel GO, Kayo Sports and Binge. These **initiatives have allowed subscription television to remain competitive on price and given subscribers the ability to stream services via the internet**.

Overall, as at 2020, Netflix was the most subscribed to media service, with more than 61% of Australian adults having a subscription. In comparison, 33% of people held a Foxtel subscription, however this represents growth against 2019, due primarily to Foxtel's new product offerings.<sup>8</sup>

6. Netflix (2021)

7. Statista (2021)

8. Roy Morgan (2021)

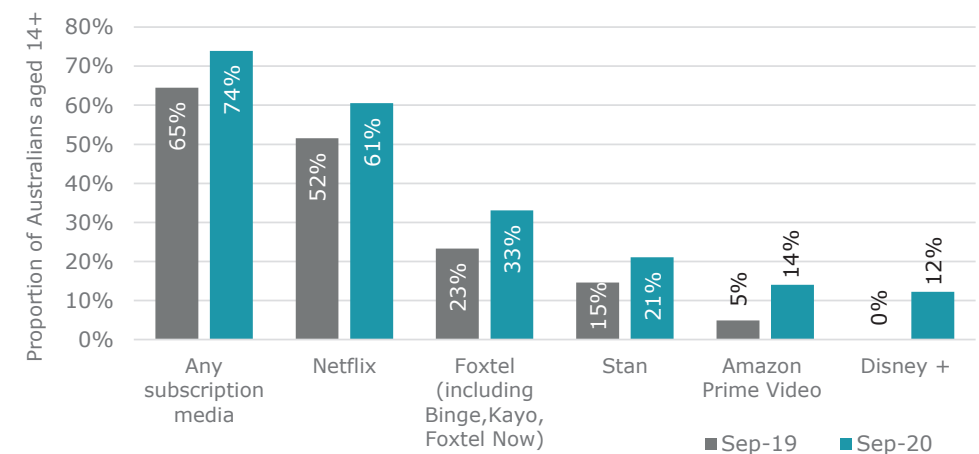
9. Australian Communications and Media Authority (2020)

In the survey of subscription television members, issues relating to the competitive landscape were highlighted. A key emerging theme was the challenge of **retaining subscribers and growing viewership**. Subscription television members noted that audiences are now dispersed across more platforms and brands. Indeed, data shows Australians are subscribing to more than one service – the average household had 1.5 subscriptions in 2019, which increased to 1.8 subscriptions in 2020.<sup>9</sup>

Another challenge arising from greater competition is the overall growth and quality in content creation. Subscription television members acknowledged **upward pressure on prices for content**, and **greater production costs** as further challenges for their industry.

New entrants to the sector have also challenged traditional pricing for subscription television services. With other subscription media services offering lower prices, or more nuanced access and pricing options, the challenge of subscription television **maintaining competitive prices** is significant.

Chart 2: Proportion of Australians subscribed to subscription media, 2019 and 2020



Source: Roy Morgan (2021)

# Innovation and technology

Continued innovation and leading technology is needed for subscription television to thrive, and to create new and unique experiences for their audience.

Traditional subscription television has been the industry leader in viewing technology in Australia for the past 25 years. The combined experience of ASTRA members and their global network of partnerships have been key to driving the recent technological advancements in subscription based streaming (refer to adjacent figure).

Key to driving innovation and change is an understanding of who consumers are and what they want. Subscription television has greater access and understanding of this data than ever before. This provides an opportunity to **deliver customised content to subscribers**. For example, in late 2018 Foxtel introduced Kayo sports – identifying an opportunity for people wanting access to sports streaming services without having to subscribe to a broader range of content.

Another aspect of customised content is the **flexibility of how consumers access content**. For example, Foxtel launched Foxtel Go, Foxtel Now and a continued series of iQ infrastructure, focussed on allowing consumers to access subscription television in a way that suites their individual circumstances.

Importantly, while subscription television has been increasingly challenged by the evolving competitive landscape of the sector, at the same time, this has been a key driver of the leading innovations and technology underpinning both subscription television and the broader sector.

As an industry leader in subscription media infrastructure and innovation, subscription television is positioned to continue to drive the ongoing development of premium quality streaming services.

Innovation timeline
2004: Launched Foxtel Digital
2005: Launched Foxtel iQ PVR, pause and rewind live TV technology.
2007: Launched On Demand and Remote Record
2008: Commenced broadcasting in HD
2010: First Australian broadcaster to broadcast in 3D on dedicated channel
2012: Launched Foxtel Go, companion app service to subscription television
2013: Launched Foxtel Play, online streaming
2014: Launched Reverse Electronic Program Guide, allowing customers to download earlier programs
2015: Launched iQ3, a hybrid satellite-terrestrial-Internet Protocol Experience. Included world leading "Start Over" experience that allowed customers to switch between broadcast feed technology
2018: Launched iQ4 STB, which was able to support ultra high definition (UHD) channels. Launched 4K UHD Sports Channel. Launched Kayo Sports service
2019: Launched New Foxtel Experience (a brand new User Interface for iQ users to better discover content) and launched new Voice Remote Control
2020: Launched Binge.





## **Economic contribution**

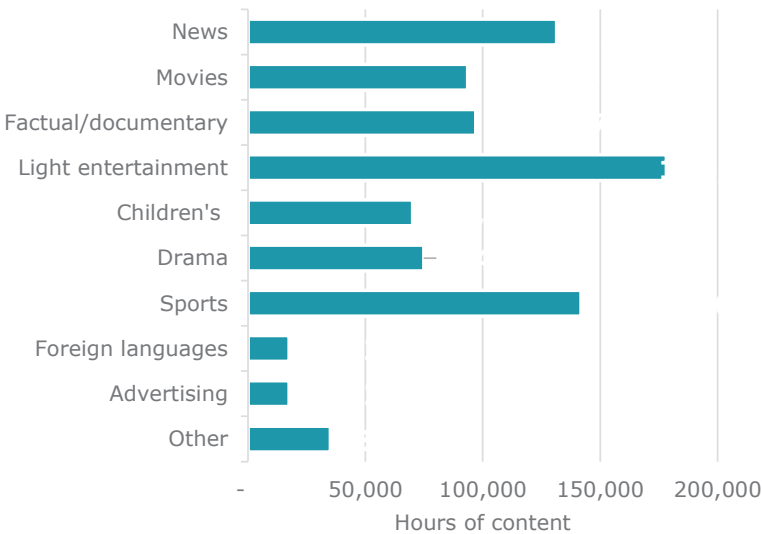
Subscription television makes a significant contribution to Australia's economy, by generating revenue and supporting employment.

# Subscription television content

**Subscription television distributes content from across the world.** Survey results indicate that almost three quarters of subscription television content has an international origin. Foxtel distributed almost 300,000 hours of content originating from the US, 140,000 hours from Europe and a further 130,000 hours from Asia. An additional 17,500 hours were broadcast foreign language content.

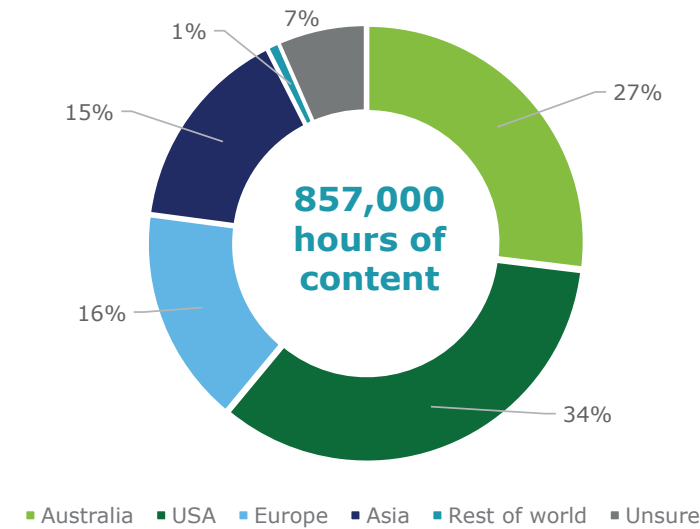
**News, sports and light entertainment were the three major genres** representing approximately 53% of all content distributed by subscription television in 2019.

Chart 3: Hours of content distributed by subscription television, by genre, 2019



Source: Survey data provided by ASTRA members (2021)

Chart 4: Content distributed by subscription television, by place of origin (%), 2019



Source: Survey data provided by ASTRA members (2021)

# Economic contribution

In 2019, subscription television contributed \$3.0 billion in value added to the Australian economy.

Subscription television makes a significant contribution to the Australian economy. In 2019, the total economic contribution of subscription television to the Australian economy was approximately \$3.0 billion.

The total economic value added generated by subscription television is derived from its direct and indirect contribution. Direct value added captures the wages and gross operating surplus of subscription television’s own operations, while the indirect value added demonstrates the flow-on economic activity associated with purchases of intermediate goods and services by the industry.

In 2019, subscription television directly contributed \$1.3 billion to the national economy, equating to approximately 3.0% of the value added of the ‘information media and telecommunications industry’.

Further, approximately \$1.7 billion of subscription television’s contribution was through indirect domestic supplier links. That is, for every \$1 in direct value added subscription television contributes a further \$1.3 in indirect value added through its supply chain.

Further details on the methodology used to estimate the economic contribution of subscription television are in Appendix A of this report.

Table 1: Total economic contribution of subscription television (\$ million), 2019

	DIRECT	INDIRECT	TOTAL
Total value added	1,340	1,697	3,037
Including			
Gross operating surplus	826	730	1,556
Labour income	515	967	1,482
Employment (FTE)	3,823	10,143	13,966

Source: Deloitte Access Economics modelling

Note: This economic contribution has been calculated based on survey data provided by ASTRA members, and refers only to broadcasting and distribution activity, as well as associated overheads, of members, within Australia.

# Supporting employment

**In 2019, subscription television supported approximately 13,970 full-time equivalent jobs throughout the Australian economy.**

## Skilling the workforce

**In 2019, subscription television directly supported over 3,800 jobs in Australia, many being highly skilled occupations.**

Subscription television supports a highly skilled workforce, with over 60% of employees in the broader 'broadcasting' industry (of which subscription television members are a subset) working in an occupation that is classified as 'highly skilled'. As a result, **in 2019, subscription television employees earned, on average, a wage that was approximately 1.8 times the average wage of the broader economy.**

The level of skill in the broadcasting industry, is consistent with that of the education and professional services sectors. Further, the broadcasting industry has a 'high skilled' workforce that is approximately 10 percentage points greater than the broader Information media and telecommunications sector.

## Indirect contribution to national employment

**In 2019, for every one person employed by subscription television, 2.7 more were employed elsewhere in the economy.**

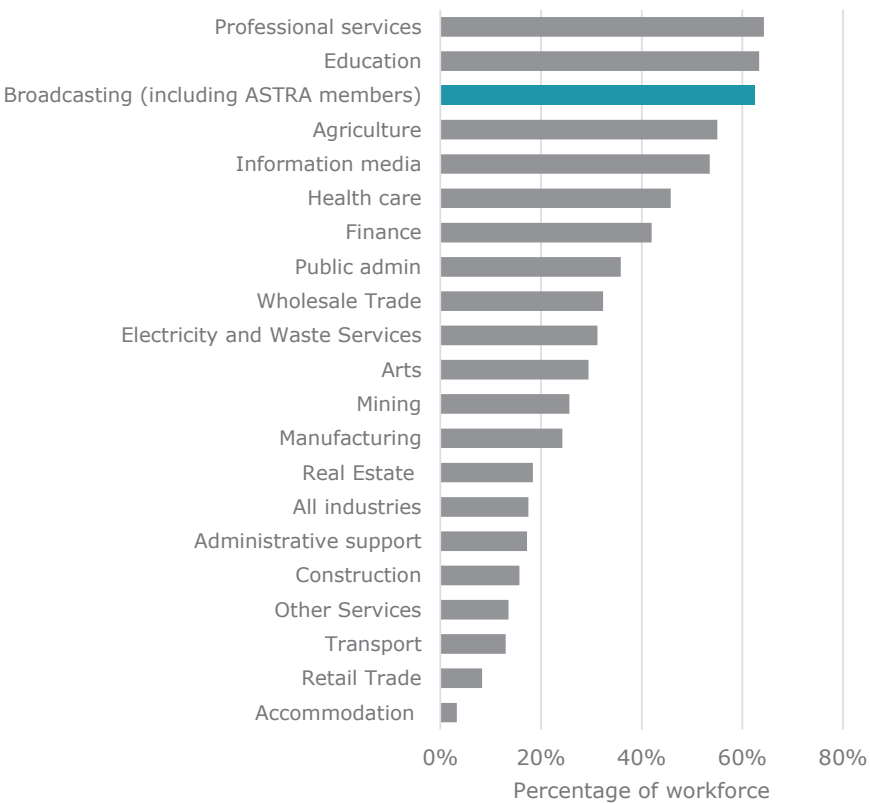
In 2019, subscription television, through purchases of goods and services in their supply chain, was particularly important to three specific industries: 'broadcasting (except internet)', 'sports and recreation', and 'professional, scientific and technical services'. Indeed, subscription television member supply chain activity contributed over 6,400 FTE jobs across these three supply industries.

### Interpreting the analysis: the impact of COVID-19 on employment

During 2020, Foxtel accelerated its cost reduction plans for the business with almost one-third of employees leaving the company during the year. This reflected the need to transform the Foxtel business model as a result of intense competition from global streaming giants together with the impacts of COVID restrictions on revenue from advertising and Foxtel's commercial business.

It is, therefore, important to interpret the analysis on this page with this in mind; noting that the reduction in employee numbers is not expected to have impacted the relative skill and wage profile of Foxtel employees overall.

Chart 5: Percentage of workforce that is considered highly skilled, by industry



Source: Deloitte Access Economics analysis using ABS census (2016) and ABS definitions of occupation skill level (2019).

Note: Highly skilled occupations are those that generally require a bachelor degree or higher qualification, or a similar length of time spent in on-the-job training with relevant experience.



## **Subscription television's role in the community**

# Connecting Australians with sport

**Beyond the more direct contribution to the Australian economy, subscription television generates significant non-financial benefits for the wider community.**

While these social benefits are not quantified within the economic contribution framework as they do not involve monetary transactions, they nonetheless represent important contributions to society. A selection of these benefits, relevant to subscription television, are discussed qualitatively in the following pages.

**Sport is core to Australian culture and society. Subscription television plays an integral role in facilitating Australian consumption of local and international sport.**

Sports represented just under 17% of subscription television's content distribution in 2019, and captured over \$800 million of subscription television expenditure.<sup>10</sup> This included Australia's major sports – rugby league and Australian football – both with dedicated channels, and also a vast array of international and niche sports.

A number of subscription television innovations, including high definition and ultra high definition iQ infrastructure have been designed to enhance the sport viewing experience. With the introduction of Kayo sports, Australians can access affordable sporting content, with a 13 dedicated live sports channels available to subscribers.<sup>11</sup> These features allow Australian viewers of subscription television to access a quality display of their favourite sports at any time and anywhere.

Subscription television's dedicated sports channels now offer a growing body of sporting analytics – the use of data and applying mathematical and statistical principles to understand sporting performances. This content not only provides entertainment value for subscribers, but also acts as a knowledge sharing tool to help educate and inform the Australian public and sporting community.

Furthermore, there is a potentially broader 'non-user' value to subscription television sports content, as it is often enjoyed by non-subscribers who view the content at public venues such as bars and restaurants. These non-subscribers would place a value on the availability of sports viewing at local venues that would further add to subscription television's economic contribution.



Image credit: Fox Sports

10. Survey data from ASTRA members (2021)

11. Kayo (2021)



# Promoting under-represented and Australian women's sport

## Subscription television is continuing to develop its coverage for women's and under-represented sports in Australia.

In July 2020, the Commonwealth Government granted an additional \$10 million in funding over a 2-year period to support subscription television's continuing coverage of women's, niche and other under-represented sports.<sup>12</sup> This represents a continuation of a three year grant announced in 2017 to support under represented sport.

In 2019, Fox Sports broadcast more than 5,850 hours of content, with more than 1,649 hours of live broadcast including Australian Football League Womens, Women's National Basketball League, W-League football, Rugby Sevens, hockey, softball, baseball and lawn bowls.<sup>13</sup>

In total, in 2019, 3,800 hours of content was coverage of women's sport, with the coverage estimated to have reached 4.2 million Australians. The distributed hours of content exceeded the required broadcasting hours under the grant by 78%. This included coverage of every W-League game – a change which brought in an estimated 100,000 new viewers to the sport.

Likewise, support for under-represented, niche sports has been demonstrated by initiatives such as Kayo 'Freebies'. This 2021 initiative introduced a selection of live sports, entertainment shows and documentaries which are accessible for free. While this included marquee events such as the Mt Panorama 500 Supercars race, Kayo Freebies also focuses the spotlight on growing sports such as the A-League and the W-League.

"Kayo Freebies is another game-changing moment. We believe Kayo Freebies will increase our audience share for selected events, expand audiences for growing sports and ultimately take Kayo's subscription growth to the next level." – Julian Ogrin, Kayo Sports CEO<sup>14</sup>

Looking forward, Foxtel has made a landmark broadcast deal with Super Netball – the premier professional netball league in Australia – which will see all games from the 2022 season onwards available on Foxtel platforms.

*"It also provides financial security that will enable netball's member organisations to nurture what is Australia's number one female team participation sport."* – Ron Steiner, Netball Australia interim CEO<sup>15</sup>



Image credit: Suncorp Super Netball

12. Foxtel (2020)

13. Foxtel (2020)

14. Kayo (2021)

15. Guardian (2021)

# Supporting Australian content and Australians

## Subscription television is a platform from which Australian content is exported to the rest of the world.

A 2020 survey of media content consumption reported that 58% of Australian's believe that video streaming subscription services do not have enough Australian content. Further, 85% of Australians agreed that Australian film and television stories are important in showing Australian views and perspectives to the rest of the world.<sup>16</sup>

Subscription television has supported Australian dramas, including *Picnic at Hanging Rock*, *Wentworth*, *The Kettering Incident*, and *A Place to Call Home*, by providing a platform to being seen and sold to international markets, including the United States of America (US).

This exposure "ensures US audiences will see the outstanding craftsmanship of the Australian film and television industry on display, including the performances of an illustrious group of acting newcomers, who will now have their careers launched onto the world stage."<sup>17</sup> – Brian Walsh, Foxtel executive director of television.

Subscription television is well placed to continue to produce and distribute local Australian content. As of June 2020, there were 235 unique Australian titles available on subscription television. Comparatively only 132 Australian titles were available on Netflix. Despite this, only 4.6% of subscription television's June 2020 catalogue featured Australian content.<sup>18</sup>

## Case study: supporting Australian's during COVID-19

### During a period of great uncertainty, access to live news has never been more important

All subscription television customers have access to the full range of news services, including Sky News and the dedicated Sky News COVID-19 news channel along with international news from CNN, FOX news, BBC World News, Sky News UK, CNBC and Bloomberg television.

Access to a broad range of news services undoubtedly helped Australians to stay informed, at a time where information was more valuable than ever. Importantly, subscription television has played a role in shaping the public's knowledge, attitude and response to the COVID-19 pandemic.

### Greater access to entertainment during COVID-19

During COVID-19, Foxtel subscribers were provided with free access to Foxtel's full range of drama, entertainment, lifestyle, documentaries, reality and kids TV channels and on demand libraries that they did not already have access to.

"We have heard from our customers that during these challenging times, one of the things that really makes a difference is being able to keep the whole family entertained, informed and connected as they settle in at home." – Patrick Delany, Foxtel Group CEO

The value of these adaptations made by subscription television during the pandemic is likely significant. The pandemic is recognised as driving increases in anxiety, depression, uncertainty and financial stress.<sup>19</sup> These effects were compounded by the lockdown measures in place in 2020. Granting access to entertainment channels during this time gave the Australian population additional room to temporarily escape from reality – which can result in relaxation and restored mental wellbeing in the short run.<sup>20</sup>

16. Social Research Centre (2020)

17. Foxtel (2017)

18. Australian Government (2020)

19. Black Dog Institute (2020)

20. Hastall (2017)





## **Appendix: Economic contribution methodology**

# Economic contribution framework

**Economic contribution studies are intended to quantify measures such as value added, exports, imports and employment associated with a given industry or firm, in a historical reference year. The economic contribution is a measure of the economic value of production by a firm or industry.**

## Value Added

Value added is the most appropriate measure of an industry's/company's economic contribution to gross domestic product (GDP) at the national level, or gross state product (GSP) at the state level. The value added of each industry in the value chain can be added without the risk of double counting across industries caused by including the value added by other industries earlier in the production chain.

Other measures, such as total revenue or total exports, may be easier to estimate than value added but they 'double count'. That is, they overstate the contribution of a company to economic activity because they include, for example, the value added by external firms supplying inputs or the value added by other industries.

The economic activity accounting framework is presented in Figure A.1, showing how total revenue can be disaggregated into component parts as well as the definition of value added being the difference between total revenue and intermediate inputs.

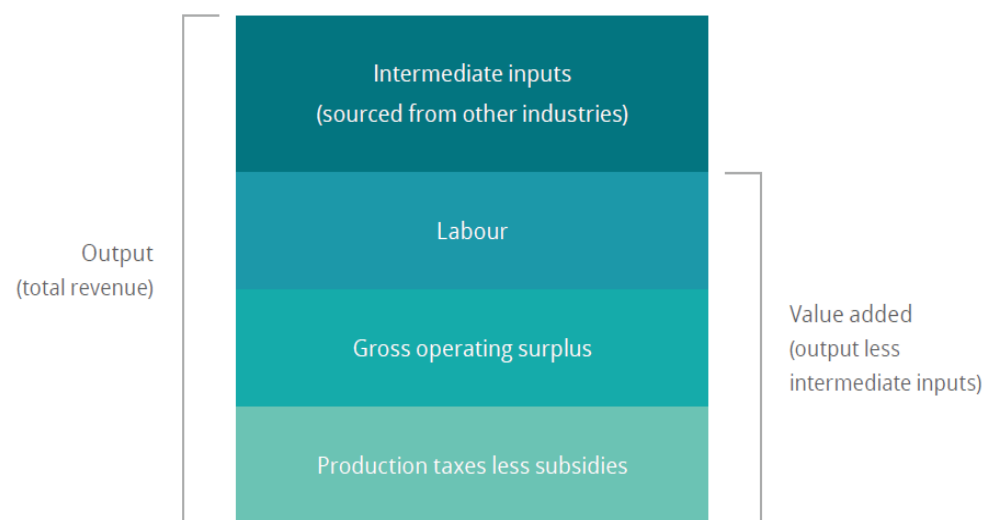
## Direct and indirect contributions

The direct economic contribution is a representation of the flow from labour and capital within the sector of the economy in question.

The indirect contribution is a measure of the demand for goods and services produced in other sectors as a result of demand generated by the sector in question. Estimation of the indirect economic contribution is undertaken in an input-output (IO) framework using Australian Bureau of Statistics input-output tables which report the inputs and outputs of specific sectors of the economy (ABS 2020).

The total economic contribution to the economy is the sum of the direct and indirect economic contributions.

Figure A.1: Economic activity accounting framework



Source: Deloitte Access Economics

# Economic contribution methodology

## Limitations of economic contribution studies

While describing the geographic origin of production inputs may be a guide to a firm's linkages with the local economy, it should be recognised that these are the type of normal industry linkages that characterise all economic activities.

Unless there is significant unused capacity in the economy (such as unemployed labour) there is only a weak relationship between a firm's economic contribution as measured by value added (or other static aggregates) and the welfare or living standard of the community. Indeed, the use of labour and capital by demand created from the industry comes at an opportunity cost as it may reduce the amount of resources available to spend on other economic activities.

In a fundamental sense, economic contribution studies are simply historical accounting exercises. No 'what-if', or counterfactual inferences — such as 'what would happen to living standards if the firm disappeared?' — should be drawn from them.

The analysis — as discussed in the report — relies on a national input-output table modelling framework and there are some limitations to this modelling framework. The analysis assumes that goods and services provided to the sector are produced by factors of production that are located completely within the state or region defined and that income flows do not leak to other states.

The IO framework and the derivation of the multipliers also assume that the relevant economic activity takes place within an unconstrained environment. That is, an increase in economic activity in one area of the economy does not increase prices and subsequently crowd out economic activity in another area of the economy. As a result, the modelled total and indirect contribution can be regarded as an upper-bound estimate of the contribution made by the supply of intermediate inputs.

Similarly the IO framework does not account for further flow-on benefits as captured in a more dynamic modelling environment like a Computable General Equilibrium model.

## Input-Output analysis

IO tables are required to account for the intermediate flows between sectors. These tables measure the direct economic activity of every sector in the economy at the national level. Importantly, these tables allow intermediate inputs to be further broken down by source. These detailed intermediate flows can be used to derive the total change in economic activity for a given sector.

A widely used measure of the spill over of activity from one sector to another is captured by the ratio of the total to direct change in economic activity. The resulting estimate is typically referred to as 'the multiplier'. A multiplier greater than one implies some indirect activity, with higher multipliers indicating relatively larger indirect and total activity flowing from a given level of direct activity.

The IO matrix used for Australia is derived from the ABS IO tables. The industry classification used for input-output tables is based on ANZSIC, with 111 sectors in the modelling framework.

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