



44 Avenue Road
Mosman NSW
Australia 2088

T : 61 2 8968 7100
F : 61 2 9969 3520
W : freetv.com.au

Media Release
20th December 2016

PRODUCTIVITY COMMISSION REPORT ON INTELLECTUAL PROPERTY COMPLETELY OUT OF TOUCH

Free TV today said that recommendations contained in the Productivity Commission's Final Report on Intellectual Property Arrangements would undermine Australian content creation and the ability of Australian broadcasters and other creative industries to invest in local content.

Free TV CEO Brett Savill said "The recommendations in this report will have a detrimental impact on our industry and our viewers. We call upon the Government to reject these recommendations.

"Free TV opposes the replacement of the existing clear and certain fair dealing exceptions with a US style one-size fits all provision that is aimed at serving the interests of overseas based big tech companies. In addition, the safe harbour recommendations are out of touch with how the Copyright Act is operating in the online environment."

Commercial free to air broadcasters invest more than \$1.5 billion a year in Australian content and are the major underwriters of the Australian production sector, employing more than 15,000 people both directly and indirectly.

"Australian copyright law provides the fundamental framework that incentivises the production of this highly valued local content, and enables broadcasters and other content industry businesses to invest in the industry," Savill said.

"The availability of cheaper or more readily available content from other markets is not a substitute for an entire local content industry, or the cultural value it holds. Local Australian creative industries enrich our society, reflect and contribute to our sense of identity as a nation, and also play an important role in attracting tourism, migration and business to Australia.

The recommendations in this report put all of this at risk."

-ENDS-

For media enquiries contact Free TV Australia on (02) 8968 7100