

# **Fostering the Digital Content Industries: Australia**

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# The information economy is integrated into everyday life



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**THE GRUDGE**  
Sarah Michelle Gellar  
Find the treasure to WIN A NATIONAL TREASURE  
BUY TICKETS BY Cinema  
Feel the love  
**BRIDGET JONES THE EDGE OF REASON**  
Bridget Jones: The Edge of Reason

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United  
Gift Ideas

**HOYS MOVIE CLUB**  
• Exclusive offers  
• Weekly newsletter with personalised session times  
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JOIN NOW  
Hoys Movie Club Members: Sign In

**What's Hot**  
Hot up your mobile with National Treasure  
Win Bridget Jones novel, CD's and more



2,300  
Xbox Fanatics

146  
Groups

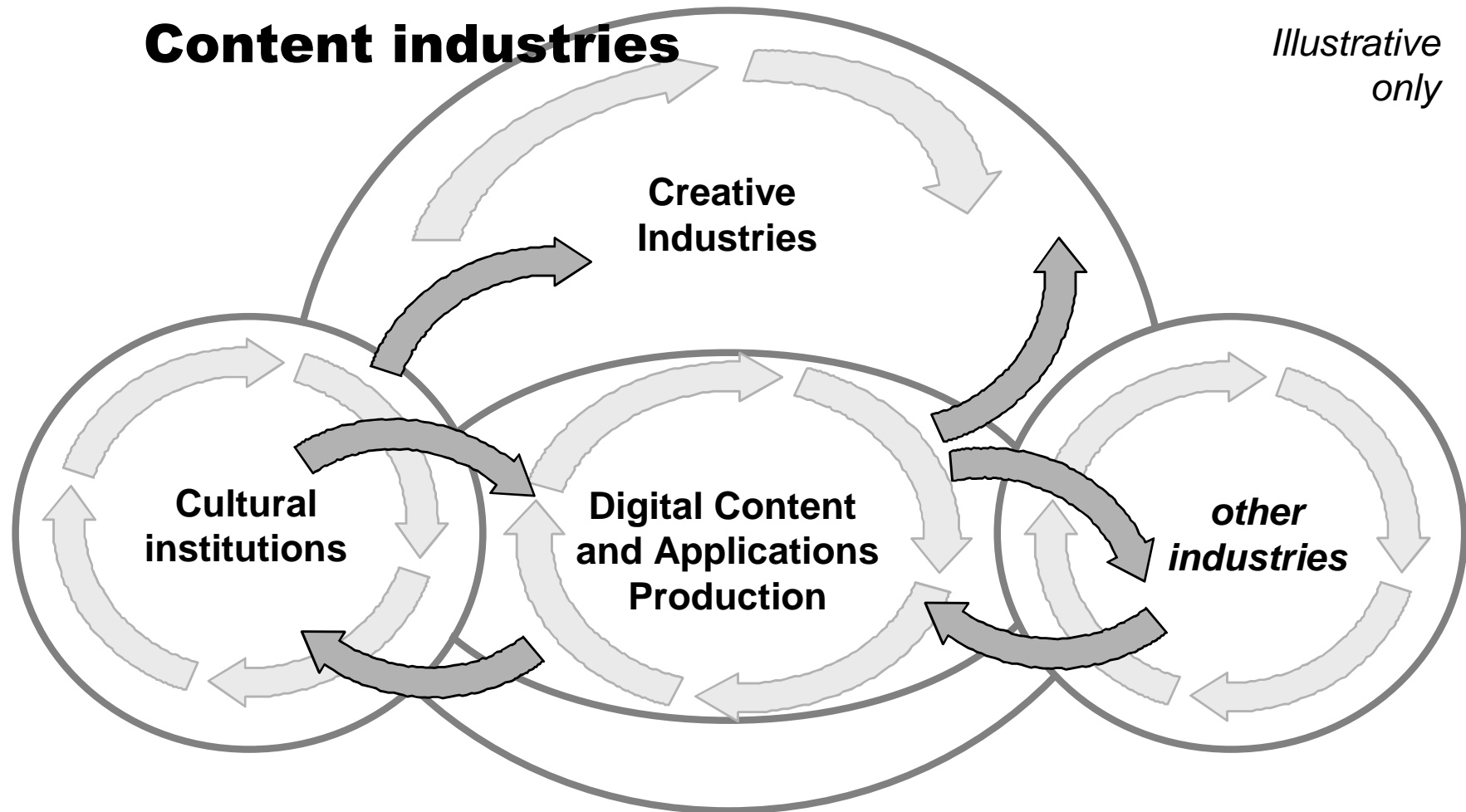
144  
Cities

9  
Countries

461  
Events so far

# Content industries

*Illustrative only*



# Broadband facilitates digital content



THE  
le@rning  
FEDERATION

## **Broadband facilitates digital content**

- New distribution channels for existing products
- New packaged and bundled product offerings
- New synergistic cross-sector linkages
- New products
- New solutions driving productivity and transforming existing industries

# **Wireless expands the reach of digital content**

- Electronic health records
- Patient admissions
- Students access libraries
- Inter-school collaboration
- Public service information
- Emergency site briefings
- Bushfire management

# **Australia's National Broadband Strategy**

- Coordination
- Market facilitation
- Rural regional and remote markets
- Advanced network research
- Australian digital content

# **Creative Industries Cluster Study**

**Stage 1** General scoping overview of creative industries

**Stage 2** focuses at firm level

**Stage 3** research in greater depth

Raised a broad range of issues including:

market and industry intelligence service, broadband availability, clustering, R&D incentives and taxation treatment, skills, domestic demand, international B2B engagement, and the global digital content and rights market



## **Similarities with other OECD countries**

- Governance structures
- Broadband investment
- Skills and training
- Access to public content
- Government as a facilitator

# **Action Agenda findings**

- Taxation
- Telecommunications
- Skills and training
- Branding, convergence, measurement, governance

## **Taking a broader view – lifestyle**

- Creative people want creative environments
- Diversity
- Open
- High quality infrastructure

# **Taking a broader view - measurement**

- Find better ways to value digital content
- Provide good metrics
- Create new business models

# Taking a broader view – impact

- Content is more than gaming, music, publishing - at the heart of health, education, cultural activities
- Moving ahead of industry arrangements and government regulation
- While fostering the industry look at:

Content regulation, IP protection, critical infrastructure security  
govt service delivery

# **Thankyou**

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