

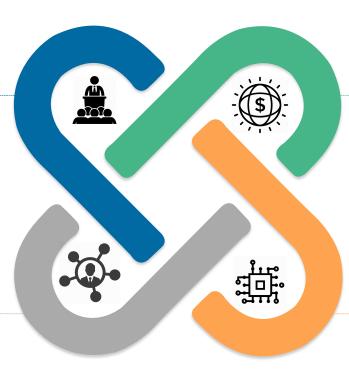


## **POLITICAL**

Changes to quotas
Changes to tax offsets
Different political party's propensity to fund the
Arts and Screen sector
Global Political uncertainty and rogue leadership
Political lobbying power of heritage media
State based incentives and top-ups
Privacy and data ownership

## **SOCIAL**

Different demographics consuming media on different devices and in different formats Rise of social media Shift to streaming services Globalisation of content and stories Different social behaviours between generations Recognition for the need for diversity and equality Emergence of Deep Niche audiences



## **ECONOMIC**

AUD Exchange rates
Favourable tax environment
Increasing simplicity in DIY business tools
Low interest rates
Transition to service economy
Traditional content delivery business models broken
Consolidation of large businesses in the sector
Increasing vertical integration
Acquisitions by non-traditional businesses

## **TECHNOLOGICAL**

Ubiquity of video on mobile devices
NBN / 5G
Decrease on cost of computer equipment
Digital collaboration tools
Rise of streaming services – number of & share of
viewing time
New screen technologies such as VR / AR