



## Australia - United States Free Trade Agreement Fact Sheet 11

### AUDIO-VISUAL

- The Government has protected our right to ensure local content on Australian media, and retains the capacity to regulate new and emerging media, including digital and interactive TV.
- The agreement ensures that there can be Australian voices and stories on audiovisual and broadcasting services, now and in the future.

#### Summary

Australia has successfully negotiated a reservation to the services chapter that ensures the Government's capacity to regulate for Australian content so that it remains available to Australian consumers.

This capacity extends to both existing and new forms of media, whether analogue or digital, including free-to-air and subscription television, radio, and other media.

For free-to-air television, provision has been made for regulation in a possible multi-channelled environment and if television channels move to other delivery platforms.

The capacity to regulate beyond existing measures for important formats on subscription television, such as drama, documentaries or children's programming, has been guaranteed.

The Government will also be able to take measures to ensure that Australian content on new media platforms is not unreasonably denied to Australian consumers, should it determine that Australian material is not readily available to them.

Full capacity for subsidy and taxation incentive programs for cultural purposes has also been preserved.

#### Who to contact

For further information, please contact DFAT's AUSFTA Taskforce:

Hotline: **1300 558 413** (local call rates) between 9am and 5pm (AEST) – Mon- Fri

For media enquiries please call DFAT Media Liaison Section (02) 6261 1555.

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