

**AUSTRALIAN BUREAU OF STATISTICS ACT 1975: sub-section 6(3)**

**PROPOSAL NO. 9 OF 2012**

**BY**

**AUSTRALIAN BUREAU OF STATISTICS**

**FILM, TELEVISION AND DIGITAL GAMES SURVEY 2011-12**

The Australian Bureau of Statistics proposes to conduct a survey to collect information on key industries responsible for the production and broadcasting of digital content for the 2011-12 financial year. The survey includes businesses and organisations engaged in the film and television production, post-production, broadcasting and digital game development.

The survey will be conducted from August 2012. The most recent Australian Bureau of Statistics survey of these topics was conducted for the 2006-07 financial year.

The survey will be conducted by mail from a sample of approximately 1200 businesses/organisations nationally.

Information will be collected on a range of indicators including details of employment, income and expenses, and the types and levels of production activity occurring.

The survey has been developed in consultation with the relevant Australian Government agency, Screen Australia, which has provided funding for the survey. The principal users, in addition to Screen Australia, will be relevant state government agencies and key industry bodies.

The primary purpose of the survey is to provide comprehensive information on the state of digital content production and broadcasting, with a focus on measuring convergence in digital media. Results from the survey will be used to assist in the assessment of past and current government policies and incentives in these industries, and the development of future policies to ensure the sustainability of these industries.

The survey has been extensively field tested to ensure that the required data are readily available and that provider load has been minimised. There has been a high level of respondent cooperation and no significant adverse respondent reaction is expected.

Results from the survey are expected to be released in mid 2013.

Brian Pink  
Australian Statistician

June 2012