



STREAMING COMMISSIONING HAS PLUMMETED IN 2024

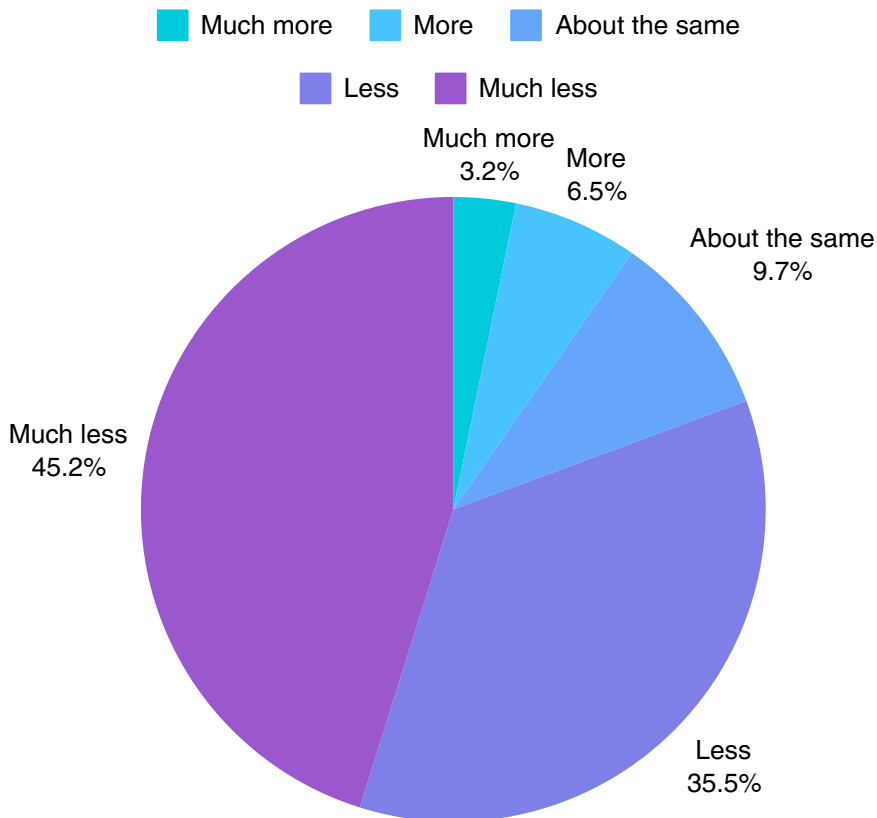
SPA recently conducted a survey of our membership to gather direct feedback about how local and global streamers are engaging with Australian producers.

The overwhelming response was that streamers are less engaged in the local market in 2024, with **80% of respondents** citing **Less or Much Less commissioning interest** compared to the same time last year, with the least engaged being overseas tech giants Netflix and Paramount+.

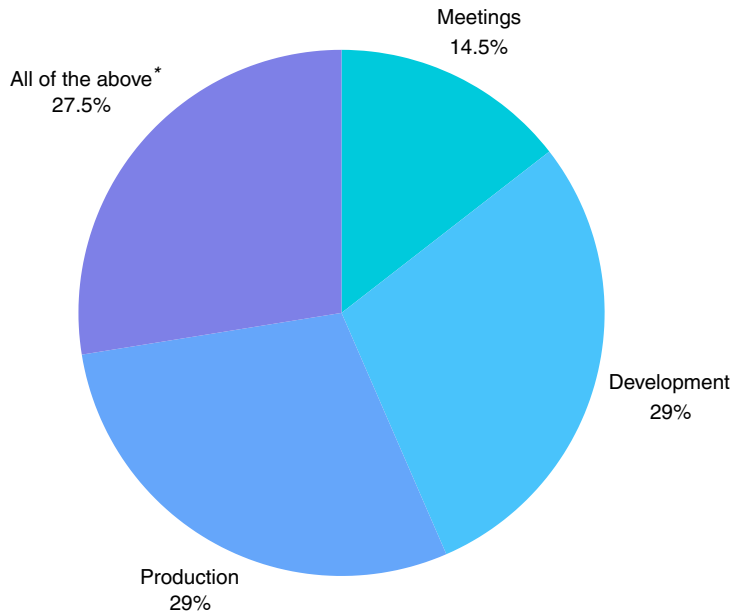
Respondents quoted a range of negative impacts of this slowdown, from the mental health of crew, to financing projects, with **54%** stating the slowdown was **impacting every stage of the production process**, from initial meetings, to development, and into production.

The most common reason given by the streamers for the slowdown was a **“Global slowdown in investment”**, though several producers noted **“Awaiting Government regulation”** as the true reason.

COMMISSIONING INTEREST FROM STREAMERS (2024 VS 2023)



WHAT THE SLOWDOWN IS IMPACTING



*More than one impact nominated by some survey respondents

“IF THIS GOES ON MUCH LONGER I FEAR INDEPENDENT PRODUCTION COMPANIES IN AUSTRALIA WILL DIE.”

“EVERY PART OF DEVELOPMENT LIFE CYCLE MOVING A GLACIAL SPEED.”

“IT IS VERY HARD TO GET THEM TO ENGAGE IN ANY PROJECTS AT THE MOMENT - EVEN WHEN IT IS A RETURNING SUCCESSFUL SERIES.”

“THERE IS A WIDE GAP BETWEEN WHAT THE NETWORKS SAY AND WHAT WE KNOW IS THE REASON.”

“IT'S OBVIOUS SVODS ARE WAITING AS LONG AS POSSIBLE AND DOING AS LITTLE AS POSSIBLE PENDING QUOTAS.”

REASONS FOR THE SLOWDOWN

