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## **Content options paper a starting point for debate about future of screen sector**

The release of a screen options paper will guide the overdue debate about the future Australian screen content, says the Media, Entertainment & Arts Alliance.

MEAA, along with other members of the Make It Australian campaign, has long argued for Australian content rules to be brought into the 21st century to recognise audience preferences for streaming services.

The options paper is extensive and will take some time to digest and respond to. While some of the proposals in the four models set out in the paper should be ruled out, such as total deregulation, a range of viable positions are canvassed.

MEAA strongly supports regulatory equality and platform neutrality. This means platforms have meaningful obligations, rather than all platforms being subjected to a vastly diluted Australian content regime.

“The Australian screen sector employs tens of thousands of creatives, performers and technicians,” Mr Murphy said.

“The sector has been pummelled by the coronavirus. As we look to the future, one of the most significant pathways to resuming production and getting our creative workforce back in business will be strong, fit-for-purpose content regulations that apply to all platforms in a balanced manner.”

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