



Australian Government



Screen Australia Industry Survey 2025

Key Insights – March 2025

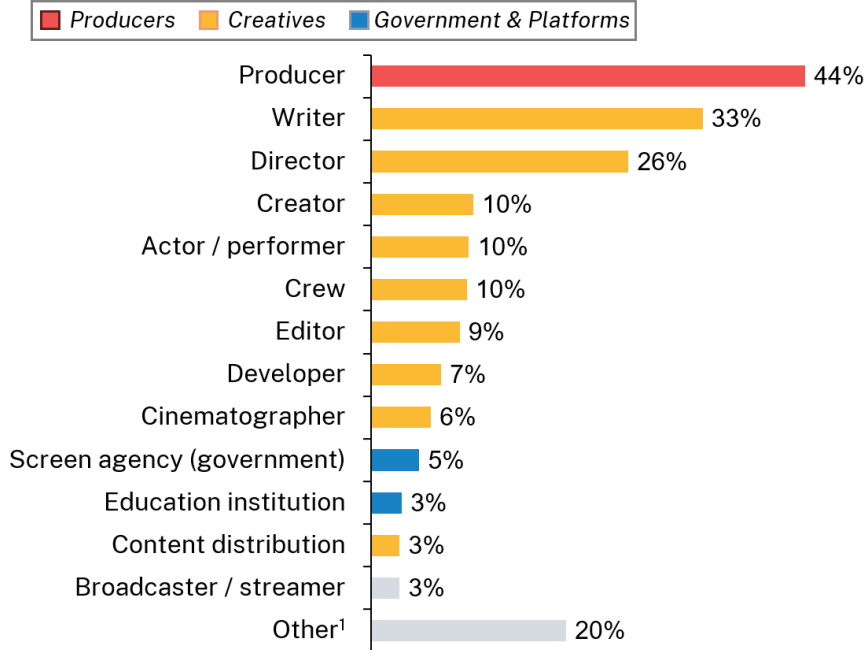
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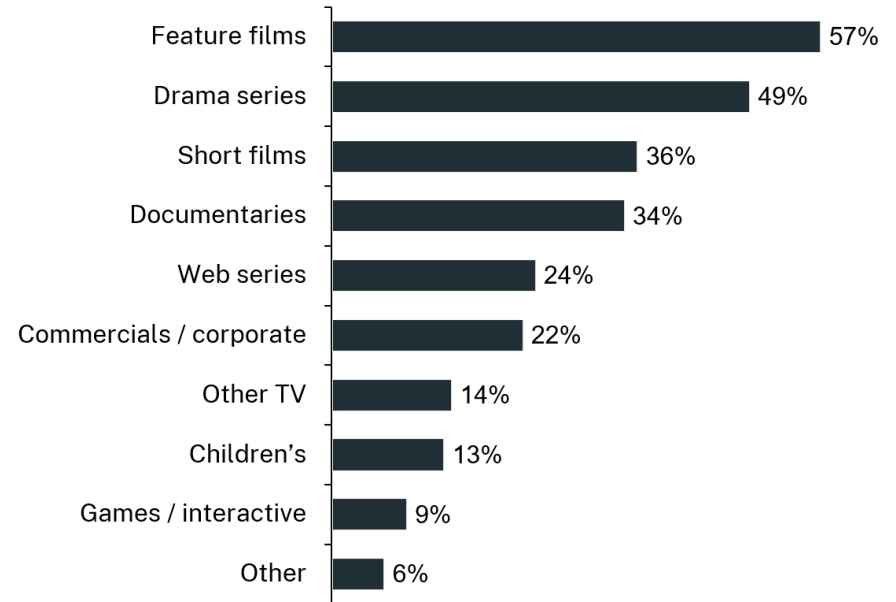
With 965 respondents and strong industry representation, we have gathered valuable insights into the sector, including key challenges and opportunities for the next 3–5 years.

Question: “Which area of the screen industry do you primarily work in? What type of content do you usually work on?”

Primary area of work in the industry

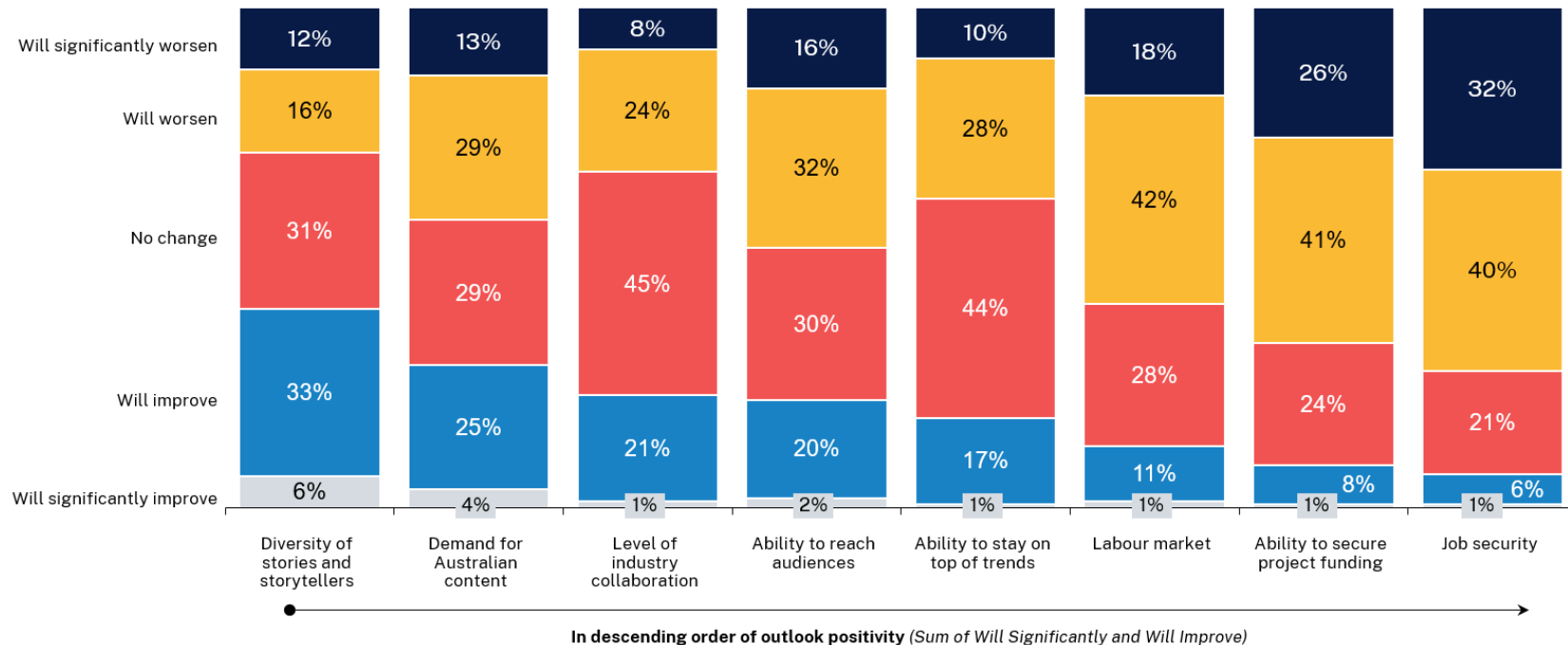


Type of content usually worked on



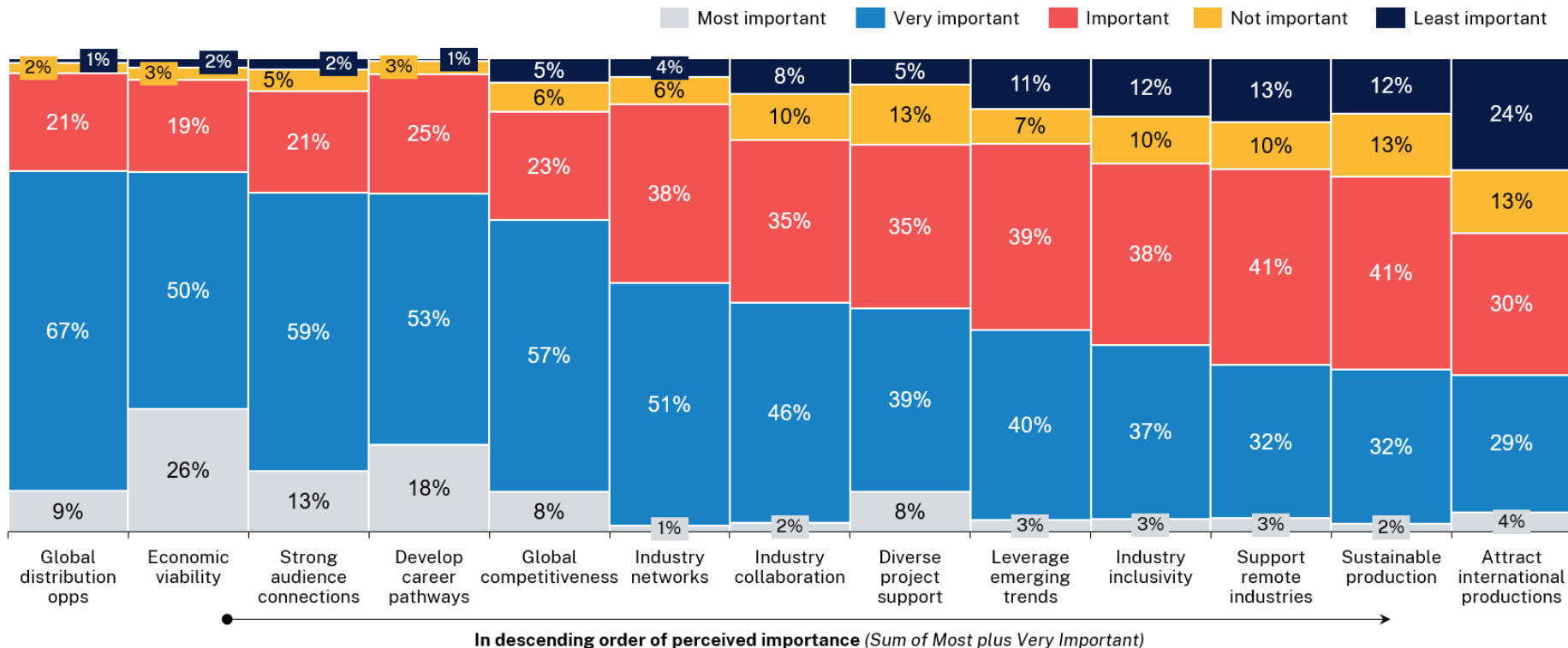
Respondents are most optimistic about the future diversity of stories and storytellers but express anxiety about job security and project funding availability.

Question: "Considering the Australian screen industry, please select the option which best describes your view of the outlook for each of the following aspects over the next 3-5 years."



Respondents identified economic viability and global distribution opportunities as the top two priorities for the Australian screen industry to focus on over the next five years.

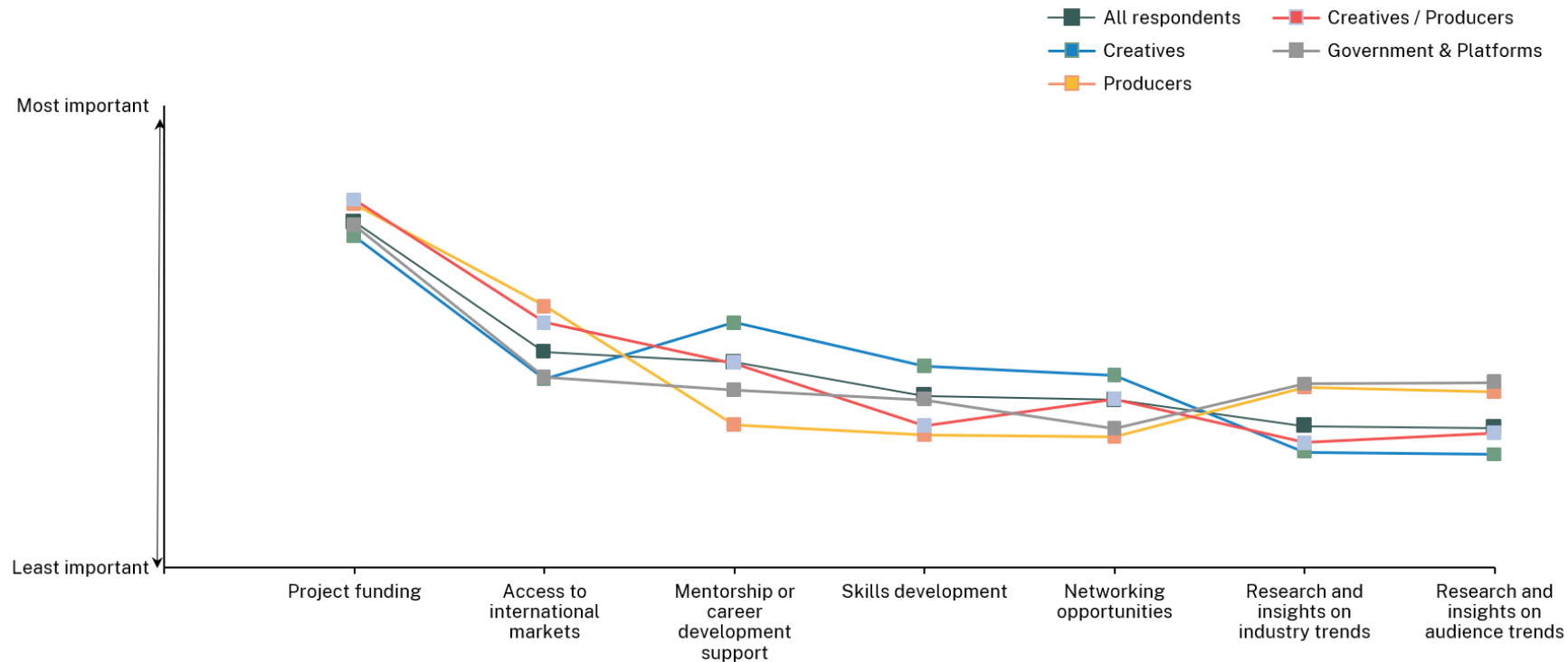
Question: "How important do you think each of the following areas is for the Australian screen industry to focus on over the next 5 years?"



Source: January 2025 Australian Screen Industry Participant Survey (N=965)

Project funding is viewed as the most necessary support from industry bodies such as Screen Australia.

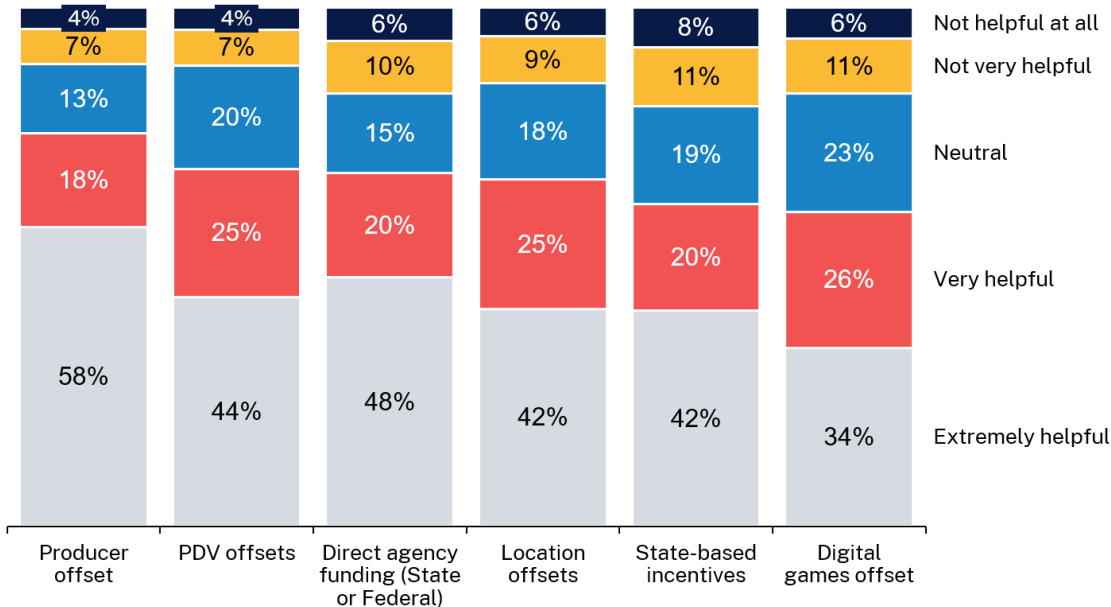
Question: "What types of support do you need most from industry bodies like Screen Australia?"



The Producer Offset is seen as the most helpful form of financial support. Around three-quarters of respondents expect production costs to rise by more than 10% over the next 3–5 years.

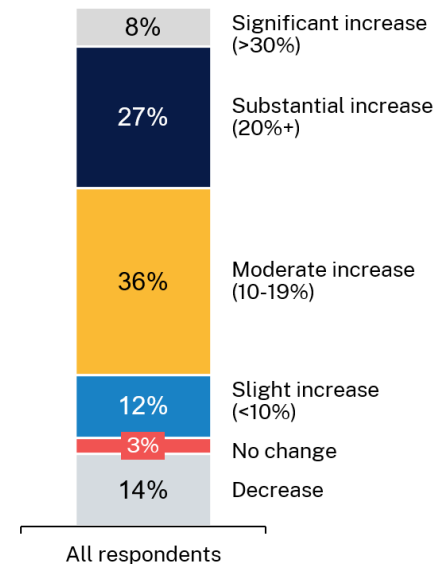
Question: “Rate how helpful you believe each of the following Australian screen industry incentives are to the growth and competitiveness of the total industry.” & “How do you expect Australian production costs to change over the next 3-5 years?”

Helpfulness of screen industry incentives



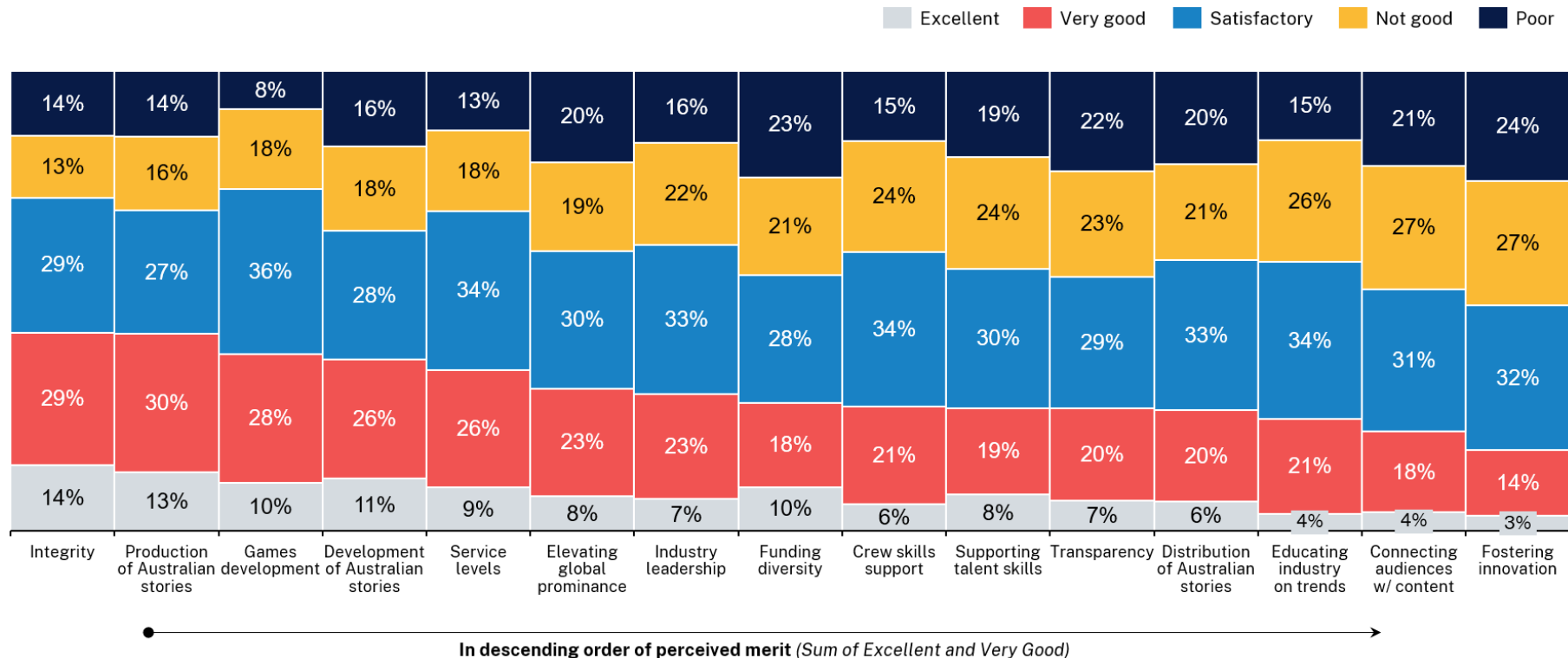
In descending order of perceived helpfulness (Sum of Extremely plus Very helpful)

Cost of production change (3-5 years)



Respondents highly value Screen Australia's support for production and development but see room for improvement in important aspects such as providing industry trend insights.

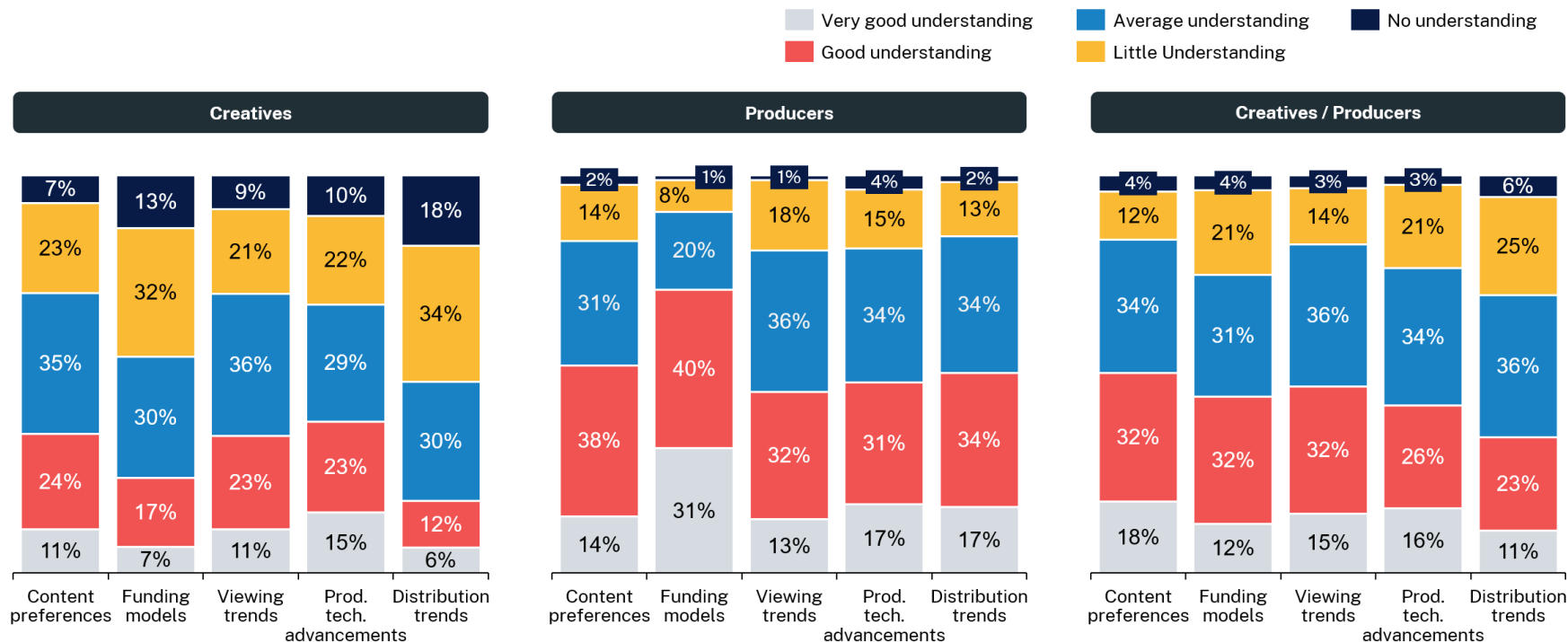
Question: "How would you rate Screen Australia on each of the following aspects?"



Source: January 2025 Australian Screen Industry Participant Survey (N=965)

There are varying levels of understanding of industry trends, with producers generally demonstrating the strongest understanding.

Question: "Do you feel you have enough understanding of the trends in the following areas?"



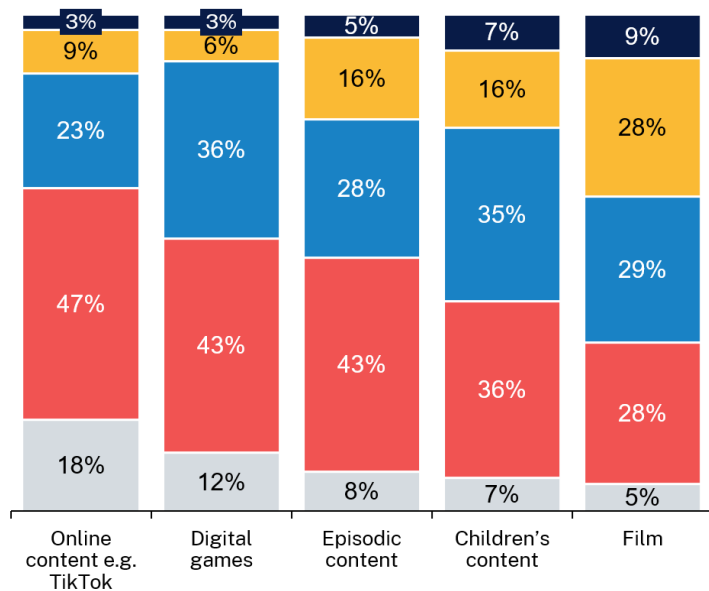
In descending order of total respondent level of understanding (Sum of Very Good plus Good Understanding) →

There is a strong consensus among respondents that social media and SVOD viewing will increase significantly over the next 3–5 years, likely at the expense of FTA and public broadcasters.

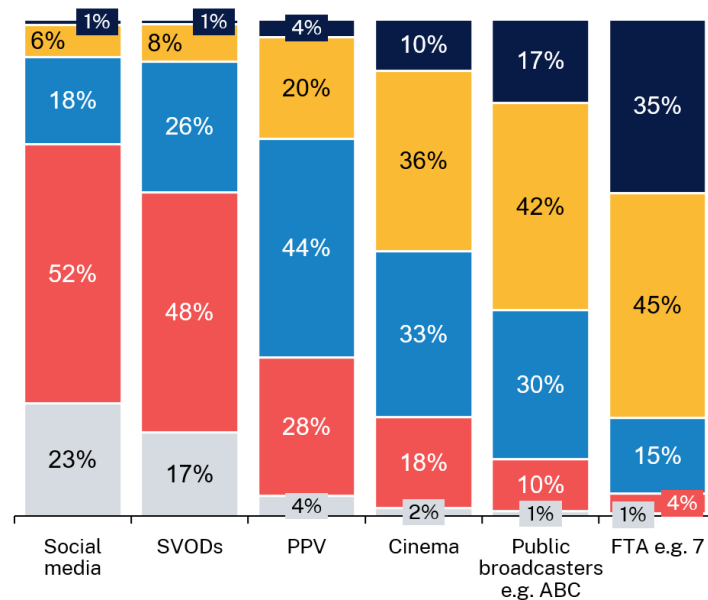
Question: “How do you think demand for different types of Australian content will change over the next 3-5 years?” & “How do you expect where Australian's watch screen content will change over the next 3-5 years?”

Significantly higher Higher No change Lower Significantly lower

Change in demand for types of Australian content

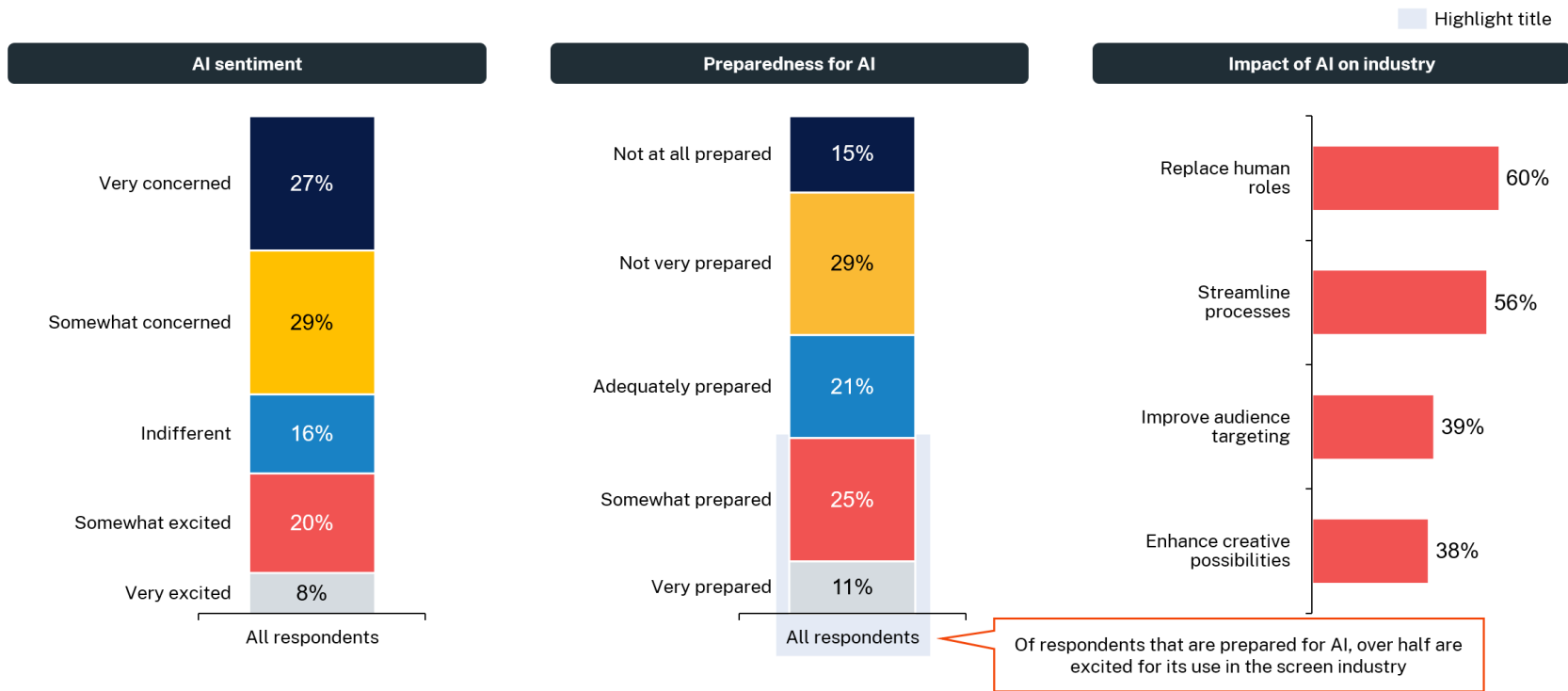


Change in where Australians watch content



The majority of respondents express concern about the increasing use of AI in the industry, but more than half of those who feel prepared are excited about its potential.

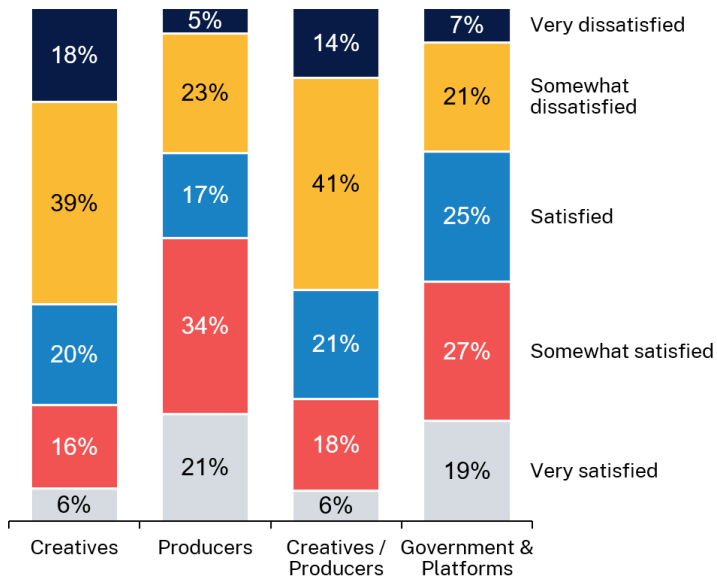
Question: “How do you feel about the increasing use of AI in the screen industry?”, “How prepared do you feel to adapt to new technologies like AI in your work?” & “In what ways do you think AI could impact the screen industry?”



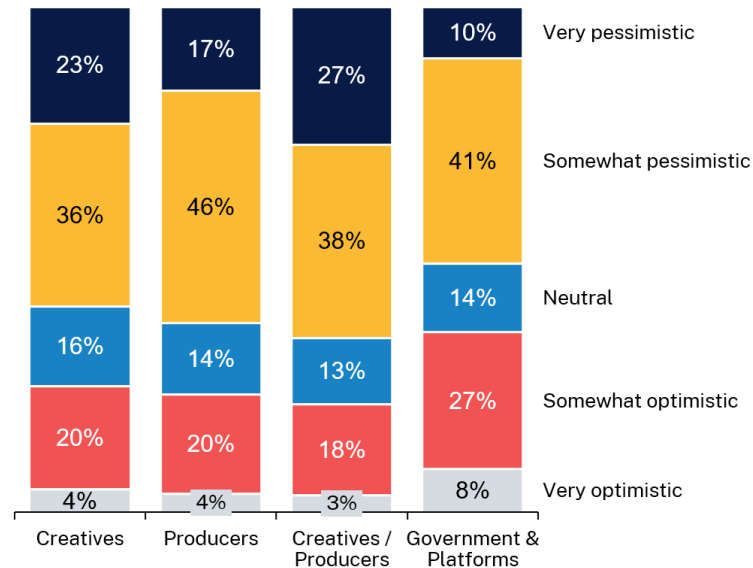
While producers are broadly satisfied with their careers, most respondents across all role type anticipate a challenging outlook for the Australian screen industry.

Question: "Overall, how satisfied are you with your career in the industry?" & "How would you rate your current level of optimism about the Australian screen industry?"

Career satisfaction

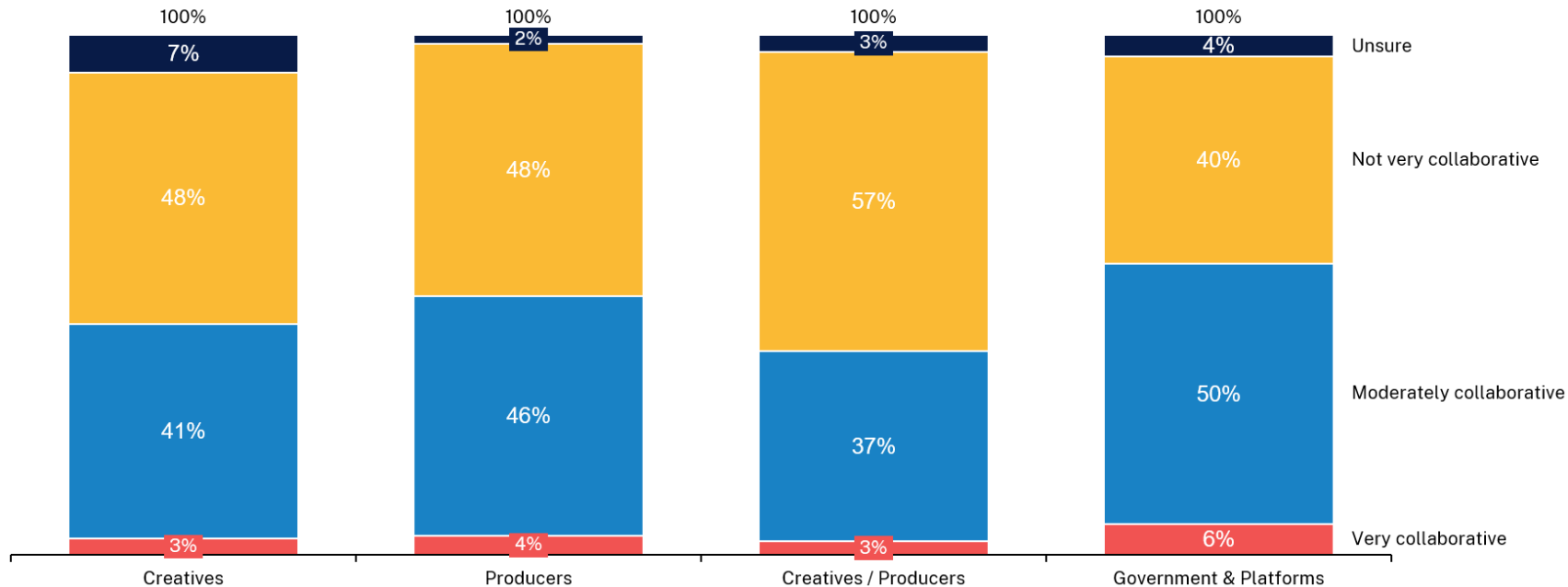


Industry optimism



In a time of change and disruption, there is a significant opportunity for the industry to unite and collaborate around shared goals, ensuring a vibrant and sustainable Australian screen industry.

Question: "How would you describe the level of collaboration within the Australian screen industry?"



Source: January 2025 Australian Screen Industry Participant Survey (N=965)

