

Italian Trade Commission
 Sydney Office

Sector profile : AUDIOVISUAL

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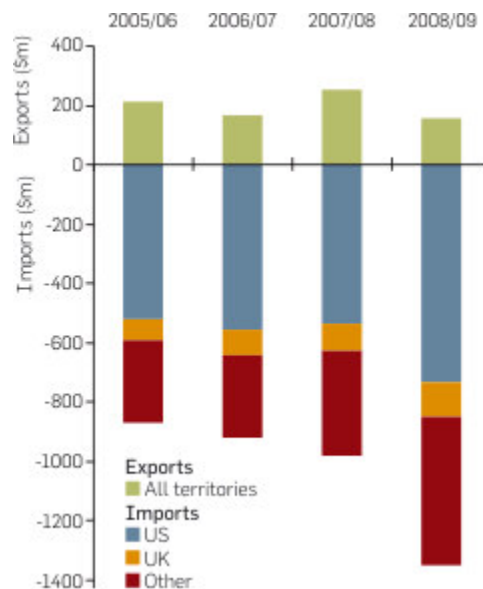
Overview

Data on royalties arising from imports and exports of Australian cinema, television, video and multimedia releases is collected by the Australian Bureau of Statistics. Since 1991/92, Australia has recorded an annual deficit in audiovisual trade, apart from one year: in 2000/01, audiovisual royalties earned by SOCOG (the Sydney Organising Committee of the Olympic Games) contributed more than \$1 billion to the balance of trade, creating Australia's first ever audiovisual trade surplus (\$552 million).

The US is the primary source of imported audiovisual content, accounting for more than half of imports between 2005/06 and 2008/09. However, this proportion has fallen over the last four years from 60 per cent to 54 per cent annually. Unlike imports, the value and proportions of Australian exports during this time have fluctuated. As a market for Australian audiovisual content, the UK is slightly ahead of the US, accounting for 21 per cent of audiovisual export value compared to 19 per cent.

Download the spreadsheet for country breakdowns of all categories since 2005/06.

Total value of royalty trade in cinema, TV, video and multimedia releases, 2005/06–2008/09



2005/06–2008/09

	Exports (\$m)				Imports (\$m)				Deficit (\$m)
	US	UK	Other	All	US	UK	Other	All	
2005/06	63	39	113	215	-519	-74	-276	-869	-654
2006/07	35	55	79	169	-558	-85	-281	-924	-755
2007/08	28	39	186	253	-537	-93	-353	-983	-730
2008/09	27	32	100	159	-733	-120	-501	-1,354	-1,195
2005/06–2008/09	19%	21%	60%	100%	57%	9%	34%	100%	

Source: Unpublished data from Australian Bureau of Statistics (ABS), *Balance of Payments and International Investment Position* (cat. no. 5302.0).

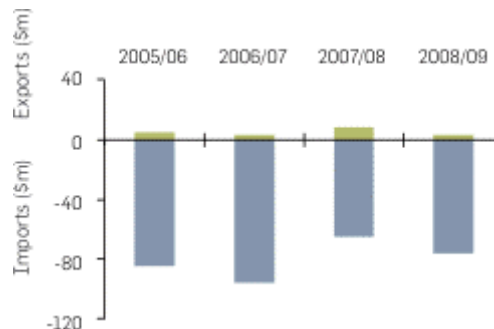
Cinema

According to data from the Australian Bureau of Statistics (ABS), royalty earnings for Australian cinema exports have fallen significantly in recent years, from a peak of \$39 million in 2002/03 to \$4 million in 2008/09. Since 2005/06, export value has remained relatively steady at \$4–9 million annually, with the US accounting for 73 per cent of the total. The US was also the primary source of imports, accounting for 59 per cent of expenditure.

The ABS also reports figures for unidentified audiovisual imports, a portion of which may be for cinema releases. In 2008/09, there was \$60 million in exports and \$50 million in imports in this category.

[Download the spreadsheet](#) for country breakdowns of all categories since 2005/06.

Value of royalty trade in cinema releases, 2005/06–2008/09



2005/06–2008/09

	Exports (\$m)				Imports (\$m)				Deficit (\$m)
	US	UK	Other	All	US	UK	Other	All	
2005/06	5	–	–	5	-69	-1	-15	-85	-80
2006/07	2	–	2	4	-68	n.p.	n.p.	-96	-92
2007/08	6	–	3	9	n.p.	n.p.	n.p.	-65	-56
2008/09	3	1	–	4	-54	-1	-21	-76	-72
2005/06–2008/09	73%	5%	23%	100%	59%	1%	11%	100%	

Source: Unpublished data from Australian Bureau of Statistics (ABS), *Balance of Payments and International Investment Position* (cat. no. 5302.0).

Video

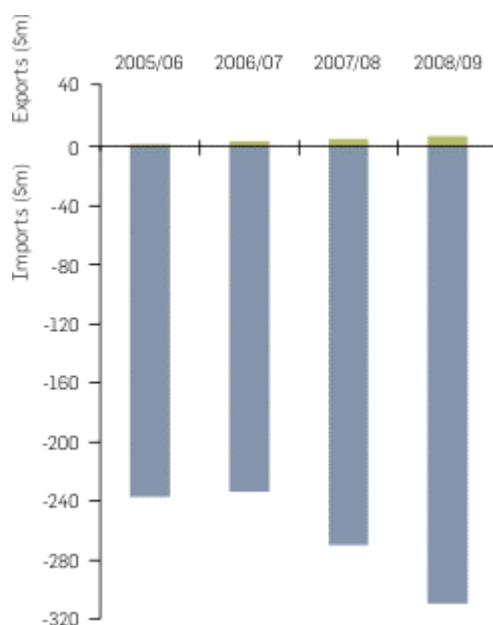
Historically, royalty earnings from Australian video exports have fluctuated. According to data from the Australian Bureau of Statistics (ABS), in recent years, they have increased from just \$1 million in 2005/06 to \$7 million in 2008/09. However, imports are up too, from \$156 million in 2005/06 to an all time high of \$229 million.

Since 2005/06, the US has accounted for 68 per cent of imports and 29 per cent of exports.

Trade in video material includes sales of feature films and TV programs for video release, as royalty classification is based on the type of market rather than the type of product.

The ABS also reports figures for unidentified audiovisual imports, a portion of which may be for video releases. In 2008/09, there was \$60 million in exports and \$50 million in imports in this category.

Value of royalty trade in video releases, 2005/06–2008/09



2005/06–2008/09

	Exports (\$m)				Imports (\$m)				Deficit (\$m)
	US	UK	Other	All	US	UK	Other	All	
2005/06	–	–	1	1	-156	-13	-68	-237	-236
2006/07	–	–	4	4	-166	-21	-47	-234	-230
2007/08	–	–	5	5	-165	-19	-86	-270	-265
2008/09	5	1	1	7	-229	-2	-79	-310	-303
2005/06–2008/09	29%	6%	65%	100%	68%	5%	27%	100%	

Source: Unpublished data from Australian Bureau of Statistics (ABS), *Balance of Payments and International Investment Position* (cat. no. 5302.0).

Television

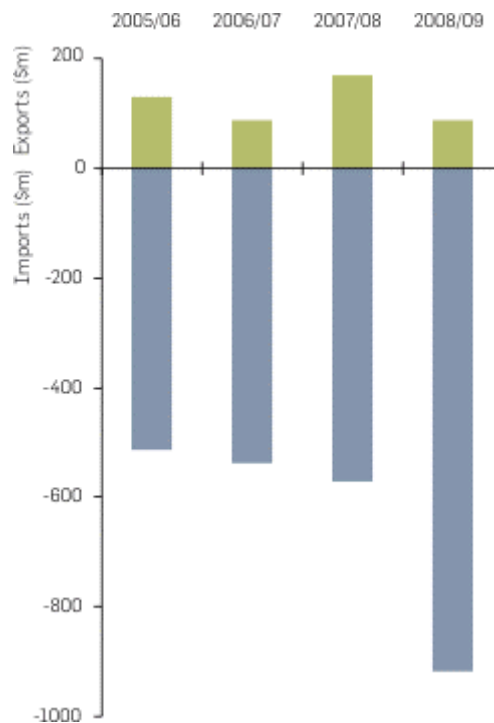
According to data from the Australian Bureau of Statistics (ABS), expenditure on television programs imported from all territories has increased in recent years, with both imports from the US and UK up approximately 150-200% since 2005/06. Exports, on the other hand, have fluctuated.

Only 3 per cent of exports were to the US market while 30 per cent were to the UK. This contrasts starkly with imports, with 50 per cent from the US and 12 per cent from the UK.

Royalty classification is based on the type of market rather than the type of product, so trade in TV programs includes sales of feature films for television screening. It also includes sales of program formats, where foreign territories purchase the rights to produce their own versions of programs.

The ABS also reports figures for unidentified audiovisual imports, a portion of which may be for television releases. In 2008/09, there was \$60 million in exports and \$50 million in imports in this category.

Value of royalty trade in television releases, 2005/06–2008/09



2005/06–2008/09

	Exports (\$m)				Imports (\$m)				Deficit (\$m)
	US	UK	Other	All	US	UK	Other	All	
2005/06	4	38	89	131	-280	-59	-174	-513	-382
2006/07	2	46	40	88	-297	-64	-177	-538	-450
2007/08	3	34	132	169	-338	-70	-164	-572	-403
2008/09	7	26	55	88	-417	-114	-387	-918	-830
2005/06–2008/09	3%	30%	66%	100%	52%	12%	35%	100%	

Source: Unpublished data from Australian Bureau of Statistics (ABS), *Balance of Payments and International Investment Position* (cat. no. 5302.0).

Volume of trade: import / export

World Trade Atlas
Australia - Imports from --
World --
Millions of EU Euro
January - December

HS	Description	2008	2009	2010	% Share			% Change
					2008	2009	2010	- 10/09
								-
3701	Flat Plate,Film Unexp	73.26	69.16	76.38	34.83	33.82	38.96	10.44
3707	Photo Chem;Unmxd Prod	57.40	55.41	70.39	27.29	27.1	35.91	27.03
3702	Photo Film In Rolls Sensitized	53.15	53.90	23.32	25.27	26.36	11.9	-56.73
3703	Paper,Etc Unexposed	18.11	18.05	18.53	8.61	8.83	9.45	2.62
3706	Movie Film,Expos,Devl	7.80	7.45	6.92	3.71	3.64	3.53	-7.09
3705	Plate,Etc,Exposd,Devl	0.48	0.37	0.45	0.23	0.18	0.23	22.51
3704	Plates,Etc,Exposd,N D	0.11	0.14	0.05	0.05	0.07	0.02	-66.57
8518	Sound-Generating Eqpt	215.35	213.29	252.12	1.68	1.68	1.6	18.21
8521	Video Apparatus	374.42	398.20	415.68	2.91	3.13	2.65	4.39
8527	Radiobroadcst Recvers	254.73	239.26	275.83	1.98	1.88	1.76	15.28
8528	Television Receiver	1739.11	1866.74	1963.87	13.53	14.67	12.49	5.2
8529	Tv/Rad/Radr App Pts	161.50	167.15	145.49	1.26	1.31	0.93	-12.96
8531	Sound/Vis Signl App	138.07	127.63	153.49	1.07	1	0.98	20.26

Source of Data:Australian Bureau of Staistics

**World Trade Atlas
Australia - Exports to --
World --**

Millions of EU Euro

January - December

HS	Description	2008	2009	2010	% Share			% Change
					2008	2009	2010	- 10/09
								-
3701	Flat Plate,Film Unexp	1.51	2.73	2.35	2.68	5.58	8.8	-13.77
3702	Photo Film In Rolls Sensitized	28.46	28.29	7.75	50.49	57.91	28.97	-72.62
3703	Paper,Etc Unexposed	0.55	0.58	1.65	0.98	1.19	6.17	183.93
3704	Plates,Etc,Exposd,N D	0.43	0.03	0.04	0.76	0.07	0.15	12.96
3705	Plate,Etc,Exposd,Devl	0.11	0.18	0.12	0.19	0.37	0.47	-31.92
3706	Movie Film,Expos,Devl	6.78	7.62	6.49	12.03	15.6	24.29	-14.81
3707	Photo Chem;Unmxd Prod	18.53	9.42	8.33	32.87	19.28	31.16	-11.56
8518	Sound-Generating Eqpt	25.19	28.74	34.94	1.4	1.84	1.87	21.57
8521	Video Apparatus	8.62	12.25	6.36	0.48	0.79	0.34	-48.06
8527	Radiobroadcst Recvers	12.77	13.49	13.41	0.71	0.87	0.72	-0.61
8528	Television Receiver	45.09	28.61	42.67	2.51	1.84	2.28	49.13
8529	Tv/Rad/Radr App Pts	31.06	40.29	42.25	1.73	2.59	2.26	4.85
8531	Sound/Vis Signl App	72.95	62.92	55.07	4.06	4.04	2.95	-12.49

Source of Data:Australian Bureau of Statistics

Volume of trade with Italy

World Trade Atlas Australia - Imports from Italy

Millions of EU Euro
January - December

HS	Description	2008	2009	2010	% Share			% Change
					2008	2009	2010	10/09
3701	Flat Plate,Film Unexp	0.52	0.27	0.15	44.48	55.14	33.7	-43.94
3702	Photo Film In Rolls Sensitized	0.00	0.01	0.00	0	1.74	1.04	-44.99
3705	Plate,Etc,Expos,Devl	0.00	0.00	0.00	0.05	0.22	0	-100
3706	Movie Film,Expos,Devl	0.64	0.16	0.28	54.06	33.74	62.22	69.14
3707	Photo Chem;Unmxd Prod	0.02	0.04	0.01	1.41	9.16	3.05	-69.49
8518	Sound-Generating Eqpt	2.10	2.08	2.63	0.94	1.05	1.03	26.66
8521	Video Apparatus	0.08	0.01	0.00	0.03	0.01	0	-93.8
8527	Radiobroadcst Recvers	0.08	0.04	0.05	0.03	0.02	0.02	9.28
8528	Television Receiver	1.56	1.07	1.26	0.7	0.54	0.49	18.19
8529	Tv/Rad/Radr App Pts	1.81	2.20	1.50	0.81	1.11	0.59	-31.95
8531	Sound/Vis Signl App	1.10	0.90	1.69	0.49	0.45	0.66	88.24

Source of Data:Australian Bureau of Staistics

World Trade Atlas Australia - Exports to Italy

Millions of EU Euro
January - December

HS	Description	2008	2009	2010	% Share			% Change
					2008	2009	2010	- 10/09
3702	Photo Film In Rolls Sensitized	0	0.00	0	0	49.2	0	-100
3706	Movie Film,Expos,Devl	0	0.00	0.00	0	50.8	100	-14.11
8518	Sound-Generating Eqpt	0.39	0.34	0.44	4.03	2.72	1.23	29.51
8521	Video Apparatus	0.04	0.00	0.00	0.40	0	0	-100
8527	Radiobroadcst Recvers	0.02	0.04	0.02	0.25	0.32	0.06	-49.3
8528	Television Receiver	0.01	0.04	0.01	0.11	0.29	0.03	-72.45
8529	Tv/Rad/Radr App Pts	0.06	0.03	0.07	0.64	0.24	0.2	134.45
8531	Sound/Vis Signl App	0.34	0.14	0.26	3.53	1.12	0.72	85.34

Source of Data:Australian Bureau of Staistics

Government agencies

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