

## INDUSTRY FORUM 3

### CREATING AND SHARING GREAT CONTENT

**Facilitator:** Gavin Ivey, Gadigal Media (Koori Radio)



#### **Panelists/Contributors:**

- Kelrick Martin, ABC
- Margaret Ross, ABC
- Rita Cattoni, ICTV
- Deb Carmody, Tjuma Pulka
- Anusha Duray, NITV
- Jack Latimore, IndigenousX

#### **Summary:**

How do we increase the production of content for multi-platform distribution to increase its life and audience reach? How can we increase the content sharing within the sector?

#### **Purpose/ Key Outcomes:**

Diversification of our services/ platforms

To broaden our footprints online and via apps

To increase the content that has longer life and audience engagement and reach

To increase audience engagement and content contribution?

### **Topics for Discussion:**

- What sort of content is suitable for sharing (radio docos, podcasts, videos, oral histories, language/cultural stories etc) compared with one-off live broadcast?
- What needs to be done to support this type of content?
- How should cultural protocols be managed? What about ongoing sharing in the case of deceased or sensitive content - how do protocols work when the content is already shared to a single or to multiple platforms?
- Whose content should be in the “share space”? First Nations organisations, First Nations producers only?
- Should there be contributor licences/agreements? If so what are the core things that need to be included in such agreements?
- How much of shareable content is currently being made? Case studies, examples.
- What sharing platforms are currently in use (NIRS, NITV online, ICTV Play, IndigiTUBE, soundcloud, apps, social media, Airt, satellite)?
- Is there value in having a “warehouse” of contributed content that approved organisations can access and download for airplay (as opposed to having content also playable on the platform itself by the public)?
- Is there value in a content sharing platform for the sector? How should it be set up?

### **Notes of Discussion:**

Rita, ICTV:

- 18-25yo age group for smartphones and mobile devices- hard audience to reach
- Want to get ICTV Play on mobile to that audience and enable peer to peer sharing

Anusha Duray, NITV: Acquired content 80% on NITV

Jack Latimore, IndigenousX:

- Twitter handle and articles in Guardian newspaper
- Guest hosts each week ,work with them to write an article, also commission original articles

Kelrick Martin, ABC:

- Indigenous TV at ABC, been around 30 years, team of 4 Indigenous people
- Mostly commission content, drama and docos, especially bigger budget TV series and doco series
- Used to be more internal production- mostly outsourced now- Black Comedy, Cleverman, Redfern Now
- ABC is national broadcaster, need to capture broad audience.
- Success in online space eg Black As

Margaret Ross, Online Producer, ABC:

- Manage web gateway for ABC Indigenous
- Promote TV shows and do internal commission eg Sexy Christmas with Steven Oliver

Gavin Ivey:

- Koori Radio has a website and IndigiTUBE app through IRCA, plus our own app  
Koori radio does FM broadcast
- Use Twitter, FB, Instagram to share content
- Need to access community media via online delivery
- I'm on advisory group for IndigiTUBE- that's exciting
- Is there a vital role for a national platform?

Rita, ICTV:

- ICTV has to have a point of difference with NITV
- We're all for having a news service to share news content among broadcasters

Jack Latimore, IndigenousX:

- We want to foster greater networks esp. with remote orgs and practitioners
- Looking for new audiences that we can't reach due to limited infrastructure
- Social capital
- Our funding comes through patron support
- We don't do advertising, against our policy, risk pay for comment
- We can't find philanthropic funding
- Need supportive networks for financial capital and social capital

Gavin:

- We all have to maintain our own platforms

Kelrick:

- Cultural and ICIP protocols are important at ABC
- We try to make sure the protocols are adhered to and right people in front of camera

Margaret:

- Harder for us to share content, we need to keep our audience – if we share it's selected by context and relevance, need to protect our brand and name

Rita:

- It's a shame there's not more funding for content creation

Gavin:

- We have ATSI, Hindi, Egyptian, Jamaican etc contributors, they all want content relating to their communities- all want content sharing
- Playwrights and theatre get funding, how can we access that content, doing OB of plays

Anusha:

- We have to look after our content creators
- Content sharing is important, but we don't want our creatives to lose out, how do we make sure they're looked after- royalty system

Jack

- We have collaborative arrangements with Guardian Australia (eg Amy's story on Sunrise this week)
- Guardian pay us and Amy as a contributor

Kelrick:

- We want content to have a life beyond its broadcast rights on ABC
- Sub-licensed Redfern Now to NITV for second run

Rita

- ICTV doesn't have half hour or one hour slot restrictions, we can do long version of broadcast 3-4 hours if it is being produced by another org for short playout only
- Opportunities to use Facebook Live to do outside broadcasts, we're not bound by same broadcast quality regulations, can take low-res stream on ICTV

Gavin:

- We make 60-80% of content each week on-site, much of that could be branded and re-used
- How much do you create shareable content?

Jack

- We rely on sharing- that's what docile media is about
- If anyone wants to use our content, let me know

Rita:

- Only about 15% of our content is produced for ICTV
- We love sharing, we rely on it

Anusha:

- NITV acquisitions is also open to re-use of content- but doesn't have to be exclusive, can negotiate terms

Kelrick:

- ABC can't share content as readily as other platforms

Rita:

- Have had conversations with NITV to do second run inside two year as we are a narrowcaster
- Would like it if broadcasters can reduce holdback periods to share with ICTV

Jack:

- We only accept content from Indigenous people, but can be international, don't have to be just Australian
- We'll publish co-authored articles if the lead author is Indigenous

Kelrick:

- Key creators are Indigenous
- We try to develop Indigenous talent, partner with national and state funding agencies to support first time filmmakers to develop talent
- 'Black As' was only show that had non-Indigenous directors

Rita:

- Our content is by remote Indigenous people or of interest to remote Indigenous people
- We have Indigenous crew on ICTV productions

Gavin:

- A National sharing platform creates a community of contributors

Dot:

- Non-Indigenous audiences access our content - that happens but it doesn't replace the importance of localism
- Don't want nationalised content sharing to lock out localism and local participation and focus

Jack:

- We did a town meeting in Alice Springs
- Story about Jacinta Price, talked to Bess Price, then the Arrente women got involved, became more specific and honest as the story developed

Bukola, Waringarri Media:

- I support what Dot said
- We do local content, can share but it mostly relates to our community
- Only some content is relevant to share nationally
- We shouldn't have boundaries on sharing, once it's online, it's about promoting it to see who wants to access it

Discussion about data use, what analytics can we get about the number of hits, audience use

Margaret:

- Number of views on FB, one Black As episode had 3 million views, this number got its funding for second series
- This is how we get the funding

Jack:

- We pay no attention to our metrics
- We knocked back advertising
- Our patrons are our supporters
- We go hard on topical issues, not popular ones

Anusha:

- We have to look at audience numbers every day, but the data is collected the wrong way; our audiences are not represented in the data collection

Gavin:

- When we service our community, that is our cake, any extra audience is the cream, but it's not the key focus