

## INQUIRY INTO RECENT ABC PROGRAMMING DECISIONS

Hello. I would like to submit this email and its attached PDF for the 'INQUIRY INTO RECENT ABC PROGRAMMING DECISIONS'.

The attached PDF relates to the inquiry. It was an ad I placed in 2010 at my own expense which demonstrates the sheer waste of public funds by the ABC, particularly in the area of new Australian Television Drama. The ad was sent to all members of the ABC Board. Nothing has changed since I placed the ad. With the new cycle of ABC funding just around the corner, the figures quoted are still absolutely relevant.

Kind regards  
Warwick Moss

# CRAP\*

## ***The Sad Case of ABC Drama***

ABC's best performing higher cost drama last year had a peak audience of around 1.3 million. Nineteen million Australians never saw it. To give Aussies a larger platter of adult drama to choose from, all that's required is a bit of innovative thinking; a bit of \* **Chronic Risk Aversion Psychosis** therapy.

ABC and other Networks still cry poor at the high cost of drama production. They now have all these new channels and platforms to fill. New Aussie drama is a lower percentage of the total than ever before. Their seminars, conferences and websites call for innovative solutions.

I reckoned that a multiplatform interactive digital drama package, delivering 5 hours of content for less than the current cost of just one hour of ABC drama was fairly innovative. I hoped it might warrant a discussion. Not one meeting. Two emails. One phone call. The drama script which the entire package revolves around was never read. We deserve better.

## ***ABC Facts: (as published)***

- In year '08/'09 ABC aired 14 hours of first run adult Aussie drama.
- This is less than half of one percent of their first run material.
- For Triennial funding 2009 – 2012 ABC received an extra \$70 mil for adult Drama.
- ABC actually allocated \$82 mil, to deliver 130 hours.
- That's \$616,500 per Drama hour.

## ***The Submitted Package:***

- A stand alone 90 minute Drama at \$270,000 per hour.
- Related 60 minute Making Of Doco
- 10 weeks Interactive website and smartphone drama drawn from the above.
- Total: 5 hours of Linear and Multiplatform content for \$610,000.
- All for less than one hour of ABC drama.

## ***44 hours of Drama a year?***

Let's forget multiplatform and look at drama alone. On their own projections the ABC should have spent \$27 mil on 44 hours in the past year. That's more than 3 times the volume aired the previous year. Maybe it's a futures fund. If they didn't reach the figure, they've got a hell of a lot to make up in the next 22 months.

## ***More Volume – Less Cost***

Cost efficient approaches to quality drama such as the one above would increase the volume and reduce the waste. At \$270,000 per hour, just \$5 mil of ABC's \$27 mil per year would deliver 18 achievable hours. That's 40% of the total volume at 18% of the cost. ABC would still have \$22 mil for their high end stuff and maybe deliver 36 hours.

## ***Value for Money***

ABC. Fatten up your safe favourites at short odds but also open up the field. Allocate a small portion of the large slab of drama funds to a slate of fast turnaround, good, rich, stand alone 90 minute EcoBudget dramas from all facets of society. Achieve twice the volume in half the time at half the cost. Spread the extra material over your platforms. No need for other tax payer funded funding, you've got enough. Take a heap of first run brownie points, on-sell direct and share some of the booty with those who deserve it; the ones who actually made it.

## ***Quality***

Quality drama doesn't have to cost a fortune. The little Aussie drama that caused all of this; the one at the heart of the multiplatform interactive package, is based on a self funded stage play that won the Premiere's Literary Award and had seasons in New York, the West End and elsewhere. It's a timeless, proven mystery thriller. Perfect for Interactive Drama. If anyone at the ABC had read it, they may have enjoyed the journey.

**Warwick Moss**  
**PRODUCER**