

# PEST ANALYSIS

## POLITICAL

- Changes to quotas
- Changes to tax offsets
- Different political party's propensity to fund the Arts and Screen sector
- Global Political uncertainty and rogue leadership
- Political lobbying power of heritage media
- State based incentives and top-ups
- Privacy and data ownership

## SOCIAL

- Different demographics consuming media on different devices and in different formats
- Rise of social media
- Shift to streaming services
- Globalisation of content and stories
- Different social behaviours between generations
- Recognition for the need for diversity and equality
- Emergence of Deep Niche audiences

## ECONOMIC

- AUD Exchange rates
- Favourable tax environment
- Increasing simplicity in DIY business tools
- Low interest rates
- Transition to service economy
- Traditional content delivery business models broken
- Consolidation of large businesses in the sector
- Increasing vertical integration
- Acquisitions by non-traditional businesses

## TECHNOLOGICAL

- Ubiquity of video on mobile devices
- NBN / 5G
- Decrease on cost of computer equipment
- Digital collaboration tools
- Rise of streaming services – number of & share of viewing time
- New screen technologies such as VR / AR

