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NZ Digital Content Strategy

National Library of New Zealand

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## **Submission on the Draft New Zealand Digital Content Strategy**

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### **Background**

1. The Screen Production and Development Association of New Zealand (SPADA) is an independent, membership-based organisation, which represents the collective interests of independent producers and production companies on all issues affecting the business and creative aspects of screen production in New Zealand. Current membership stands at approximately 360.
2. SPADA supports New Zealand screen culture by working in the areas of professional development, lobbying, membership services, communication, networking and industry support.

3. SPADA has read the November 2006 *The New Zealand Digital Content Strategy* discussion document with interest and wishes to thank the National Library of New Zealand for the opportunity to submit on it.

### **Draft Strategy Feedback**

1. SPADA's primary focus is to help sustain and grow the domestic screen industry for both economic outcomes and cultural benefits for New Zealand. The advent of the new digital environment brings with it opportunities and challenges to ensure New Zealand audiences have access to the widest range of high quality local content through a variety of production and distribution opportunities.
2. In the absence of quotas, local content targets by television broadcasters are heavily reliant on access to clearly contestable funding. NZ On Air has been very successful at administering this contestable funding to create high quality local content; in a digital environment this needs to be retained.
3. New Zealand public broadcasting policy needs to devise an appropriate mechanism to engage satellite and digital distribution services with the production of local content as audiences for these media will continue to grow exponentially.
4. New Zealand does not want to become marginalised in one of the fastest growing areas of the modern global economy; therefore **support of digital content creation** needs to be made a high priority so that New Zealand develops an integrated industry capacity. Establishing, maintaining and strengthening programs that support and develop creativity, through investment in the origination and production of screen content for traditional and

new media, and the maintenance of a regulatory environment that encourages private investment is vital to the sustainability and growth of the industry.

5. This may involve changes to current approaches to regulatory, trade and economic policy. A greater degree of policy convergence is needed to match technological and economic convergence. Cultural policy, broadcasting policy, telecommunications policy and information technology policy should no longer remain separated as the industries they address no longer remain discrete.
6. An **integrated approach** to an overarching policy for **content creation** is key. Content creation is at the core of the creative industries in New Zealand. The government needs to formulate the policy base supported by appropriate funding and regulatory structures to ensure New Zealand's active and continuing participation in the production of screen content.
7. The New Zealand Screen Council has made a number of submissions to government relating to the **Advanced Network infrastructure**. Access to bandwidth is a fundamental element in any well developed communications system. Without these, the ability of New Zealand to engage effectively at the cultural, political and commercial level with the rest of the world will be limited. Broadband take-up and availability of compelling content are inextricably linked. This means that there is not only a need for investment in technology and infrastructure, but also in the creative producers of content.

Success in the broadband environment will need further resourcing and the continuing partnership of industry and government.

8. The screen production industry is built on ideas, concepts, and storylines. Protecting **intellectual property** is vital to developing and growing screen production businesses.

Therefore, SPADA does not support the adoption, or exploration of the opportunity to promote the Creative Commons Licenses in New Zealand. Although these “licenses” all grant certain baseline rights in regards to copyrighted work on file sharing networks, none of the licenses have been certified by the Open Source Initiative; which leads to citing the commonly used but overly vague statement of using a “Creative Commons license” without noting the actual license.

Without *clear* ownership of copyright there are no grounds for negotiation in recoupment, nor is there an asset-base - or potential earnings from back-catalogue - to leverage off. Loss of ownership of copyright also negates future opportunities for growth through developing and exploiting intellectual property in new formats, thereby curtailing the potential growth of the screen industry.

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