

The Continuing Need for Digital Infrastructure and Resources in the Creative Industry

A Review of the Australian Broadband Advisory Council Creative Industry Report and Current Technology Trends

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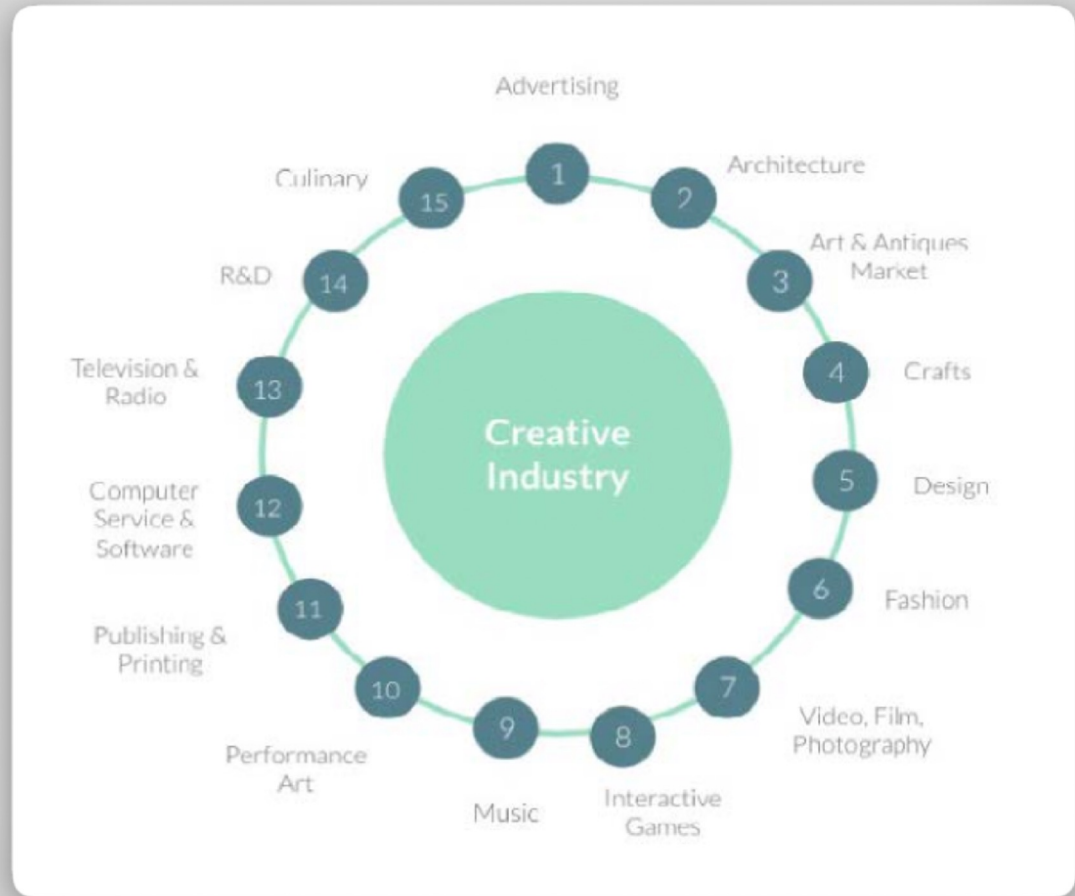
An Introduction

- Position Paper organised by the Broadband Futures Project, after identifying the Creative Industry as an industry to further explore.
- A Creative Industries focused position paper was prepared by ABAC members Mr Zareh Nalbandian and Mr Vince Pizzica and endorsed by the Creative Industry Expert Working Group.
- Who am I and why this paper was important to me as a creative industries practitioner.



Overview to the Creative Industry

- Sector encompasses many different mediums.
- Pandemic accelerated growth in streaming and immersive content, but halted the arts sector.
- The rise of AI and Generative AI tools, leading to the Writers' Strike.



**Why is the sector
is so important?**



Creative Industry comprises of a multitude of different skillsets which was vast and highly sought after.

The creation of IP also creates wealth and jobs.

Multiplier effect on crossover industries such as tourism, culture, F&B.

Helped connect people during and post pandemic



A young boy with reddish hair is looking at a large, illuminated globe of the Earth in a museum. The globe is the central focus, showing the Americas. The boy is in profile, looking towards the globe. The background is dark with blue and purple lighting, suggesting a planetarium or science museum setting. There are other exhibits visible, including a large screen on the left showing a map or image. The overall atmosphere is educational and futuristic.

The ABAC Position Paper on the Creative Industry

Guidelines :

- Global creators to have an Australia presence;
- Australian creators to operate independantly in the global supply chain;
- Innovation across emerging technologies;
- Promote a uniquely Australian character to content creation



Markers for Success :

- Growth and enhanced global positioning of businesses
- Existing and future digital infrastructure needs;
- Methods to overcome current and future industry skills deficiencies
- Crossover opportunities with bordering sectors i.e. arts, sports, and tourism



Drivers of change

- 01 Growth in demand for original content will remain strong beyond the next decade.
 - 02 Traditional content distribution formats and business models will continue to shift.
 - 03 Emerging use of virtual production technologies will grow to affect over 15% of the volume of content produced.
 - 04 Storytelling forms and creativity will evolve into more interactive and multi-dimensional forms.
 - 05 Increase opportunities the purpose for which content can be created and the locations it will be place in will.
 - 06 Skill sets convergance across *all* sectors of the Creative Industry, plus growth of techonology, asset and IP skills.
 - 07 Cloud infrastructure and cloud-native tools will impact all dimensions of the content value chain.
 - 08 Fluid workforce relationships between talent, companies studios.
 - 09 Integration into cloud-based supply chains.
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The paper identified that two drivers that would have the most impact on the industry

1. interactivity in content creation and storytelling
2. location-based experiences





Australian Advantages

- An outstanding talent pool
- Production conditions and incentive programs
- Wide geographic connection.

Creative Industry Challenges

- Differing time zones
- Small scale of existing participants
- Investment and distribution concentration outside of Australia
- Hyper-competition over limited resources and talent
- Shortfalls in skilled labour



Keys to success

Expand IP ownership in Australia

Talent and Skills

Encourage Crossover of Creative Sectors

Invest in digital clusters



A large crowd of people is gathered at a concert at night. The scene is illuminated with vibrant purple and blue stage lights, creating a hazy atmosphere. In the background, a stage is visible with bright lights and a large screen. The crowd is dense, filling the foreground and middle ground, with many people looking towards the stage. The overall mood is energetic and festive.

Case Studies

Rising Sun Pictures

VANDAL

Animal Logic

Mighty Kingdom

Interactive Games and Entertainment Association

Greatest Of All Time Interactive

Fika Entertainment

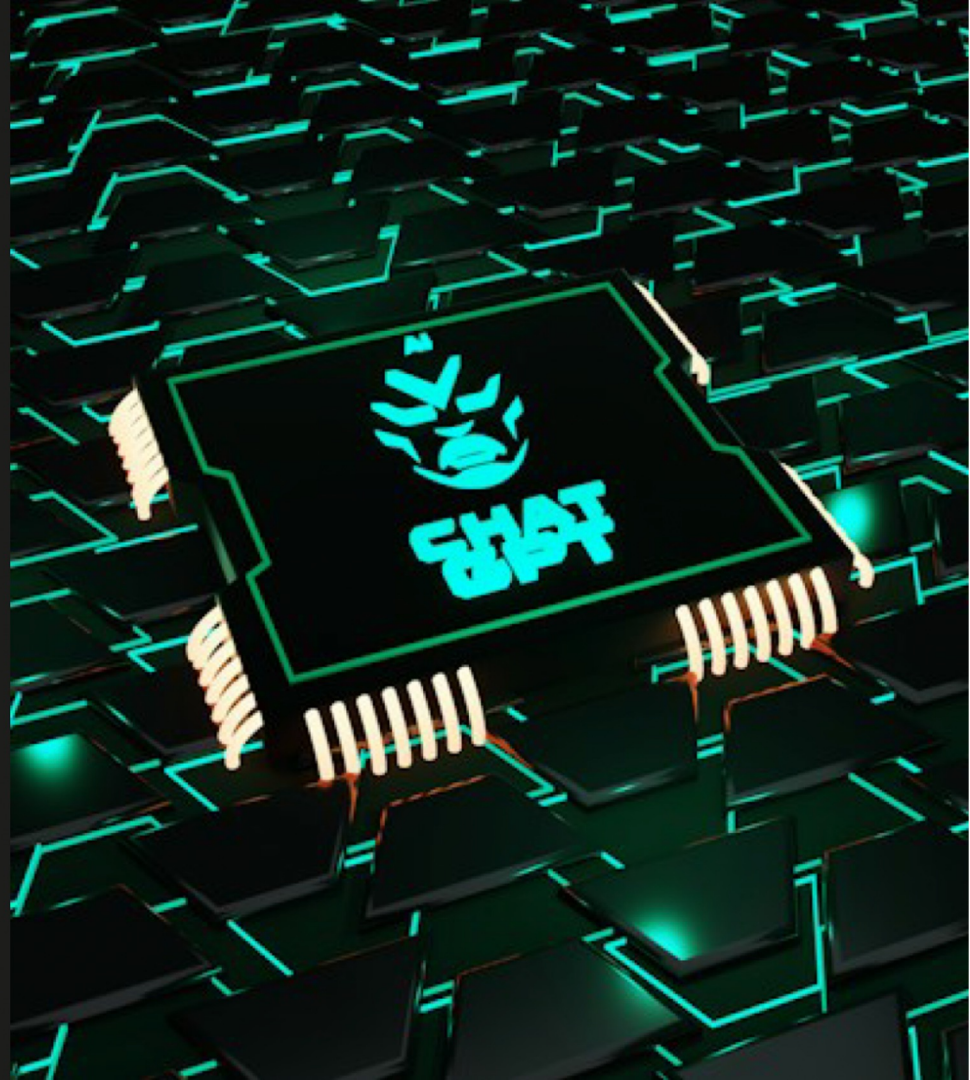
Queensland University of Technology



Beyond the Paper

Emergence of Accessible AI Tools and Generative AI in the Creative Industries

Friend or Foe?



Opportunities for AI and Generative AI in the Creative Industry:

- Improving creative processes
- Rapid generation of personalized content
- Enhancing cross-sell and upsell opportunities
- Collecting insights to improve product offerings
- Transforming industries and creating jobs
- AI-driven creative work flows and tools



Concerns for AI and Generative AI in the Creative Industry:

- Deepfakes or look-alike / sound-alikes
- Data Privacy
- Cybersecurity
- Copyright Issues
- Intellectual Property Concerns
- Loss of work and Deteriorating Work Conditions





Writer's Strike Concerns

- AI was being used to avoid paying union members
- Worries that studios would downgrade screenwriters' roles to merely reworking scripts produced by AI
- Plus the concerns mentioned in prior slide

Conclusion




Investing in infrastructure and skills is absolutely vital

Newer technologies are allowing creators of original IP to explore new revenue opportunities a global scale i.e. DTC

Reliable and fast internet is essential for competency and global competitiveness



A photograph of a concert venue from the audience's perspective. The stage is brightly lit with a white glow, and several people are visible performing. The crowd in the foreground is dense, with many people holding up their smartphones to capture photos or videos. The text "Thank You + Q&A" is overlaid in a bold, yellow, sans-serif font across the middle of the image. The background features stage lighting rigs and large speakers.

Thank You + Q&A