



Internationalising Australian Children's Television Drama: The Collision of Australian Cultural Policy and Global Market Imperatives

Anna Potter

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This book examines the tensions inherent in Australian children's television drama production and Australian cultural policy in a multi-channel international television marketplace. Australian children's programming has traditionally exported well to European countries and these markets are crucial to its financial viability. However, although the provision of high quality children's programming remains a key objective of Australian policy makers, and is enforced through local content quotas, European channels are becoming less interested in purchasing this type of material. International sales and co-production agreements are crucial to the production of Australian children's programs but look set to decrease. Therefore if Australian governments remain convinced that such programming must be produced locally, it is likely further financial assistance will have to be rendered to Australian producers.

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