



To: National Cultural Policy Team, Office of the Arts,  
Department of Infrastructure, Transport, Regional Development, Communications, Sports and the Arts

9 June 2026

Dear National Cultural Policy Team,

The Digital Industry Group Inc. (DIGI) thanks the Department for the opportunity to provide our views on the next phase of Australia's National Cultural Policy.

By way of background, DIGI is a non-profit industry association representing leading technology companies in Australia, including Apple, Discord, eBay, Google, HelloFresh, Meta, Microsoft, Pinterest, Snap, Spotify, TikTok, Twitch and Yahoo. DIGI works closely with government, industry and civil society on issues relating to Australia's digital economy, including online safety, privacy, consumer protection and digital regulation.

DIGI supports the Government's objective of ensuring Australian stories, creators and cultural industries continue to thrive in a digital and increasingly global environment. Digital platforms have become a central part of how Australians discover, access and engage with culture. They provide Australian creators with new ways to reach audiences locally and globally, while giving audiences greater choice and easier access to Australian stories and creative works. It is therefore important that Australia's National Cultural Policy reflects both how digital services operate, and how audiences engage with content today.

Australia's cultural industries have entered a new phase of digital maturity. Local creators are increasingly able to reach audiences directly, build sustainable communities around their work, and access international markets in ways that were previously difficult or unavailable. At the same time, audience expectations have changed significantly, with consumers increasingly expecting personalised, interactive and on-demand experiences across music, video, podcasts, games and other creative formats. Rapid advances in Artificial Intelligence (AI) and other digital technologies are also reshaping how creative content is produced, distributed, discovered and experienced, creating both opportunities and challenges for creators and policy. The approach to the National Cultural Policy should recognise these structural shifts and support policy settings that enable Australia's creators to compete and grow in a global digital environment.

A key feature of digital services is that they are interactive and highly-personalised. Unlike traditional broadcasters, which program one-to-many "push" broadcasts, online services provide point-to-point "pull" experiences to every user, which are initiated by the user. Audiences actively search for, choose, share and engage with content based on their own interests and preferences. For highly personalised services, user choice and relevance are central to how audiences discover and engage with content. They are also foundational to their business model.

The Government's policy approach should preserve flexibility for innovation and evolving consumer behaviour, particularly as digital services and AI-enabled discovery tools continue to develop rapidly. Regulatory models designed for broadcast media do not translate to digital services, where each user's experience is shaped by their own choices, interests, searches and feedback. Measures based on quotas or mandated prominence are not feasible to operate in highly personalised environments and, even if some form of imposed content "push" were possible to operate, this would produce unintended consequences for users, creators and competition.



Digital platforms now provide important sources of income for Australian creators. Relevant DIGI members invest significantly in the tools, services and infrastructure that help Australian creators reach audiences, expand discovery opportunities and access global markets. We consider that implementing levies or similar financial obligations targeted at digital services as a mechanism for cultural support reduces incentives for investment and innovation, increases costs for consumers, and creates unintended consequences for competition and market participation.

Long-term growth in Australia's cultural industries will depend on sustained innovation and investment across the broader creative ecosystem. This includes continued investment in artist development, promotion, live performance pathways, audience-building, export opportunities, digital literacy and creator capability by industry participants across the sector. Digital services can support discovery and audience connection, but long-term cultural success ultimately depends on audience engagement and strong collaboration between platforms, creators, rightsholders, venues, promoters and government.

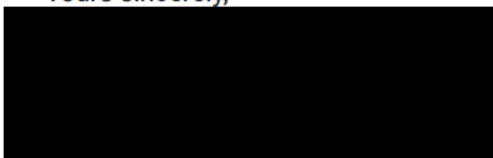
Export growth will be increasingly important for Australian creators, particularly given the comparatively small size of the domestic market. Digital platforms allow Australian creators to reach international audiences more directly than ever before, including niche and diaspora audiences that may previously have been difficult to access. Australia's National Cultural Policy should support these global opportunities for all Australian creators alongside efforts to boost domestic audience growth.

DIGI also encourages the Government to recognise the diversity of digital services and creative formats. Different services operate differently, and audiences engage with music, podcasts, video, games and audiobooks in distinct ways. The approach to the National Cultural Policy should therefore be technology-neutral, flexible and proportionate, rather than based on assumptions drawn from past policy models.

Digital infrastructure is also an important part of the modern creative economy. DIGI considers that continued industry collaboration with government on creative-industry supportive infrastructure will help improve outcomes for creators and audiences alike. In general, DIGI supports continued collaboration between government, industry and the creative sectors to ensure Australian stories and creators continue to thrive in a digital and increasingly global environment.

We thank the Department for the opportunity to provide this submission.

Yours sincerely,



**Director Policy, Regulatory Affairs and Research  
Digital Industry Group Inc**