



MEDIA RELEASE

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## **DIGITAL CONTENT GUIDE LAUNCHES TODAY IN AUSTRALIA**

The Digital Content Guide was launched today by Dan Rosen Chief Executive Officer of ARIA and Simon Bourke, actor and Actors' Equity President at Studio 301 in Alexandria. The Digital Content Guide is a guide to help consumers find the creative content they want easily and quickly. The new website sets out a range of entertainment content that is available online from licensed sources in Australia. The Digital Content Guide facilitates access to licensed online entertainment services including TV and movies, music, eBooks, games and sport. The service is free and is available for desktop and portable devices.

Dan Rosen ARIA CEO said "The Australian creative industries have worked together to create a new digital service designed to help Australians easily find the content they want from licensed services. Australians have a wide and growing choice of licensed digital content across a variety of devices and platforms."

"The music category lists the huge range of licensed digital services which Australian music fans can access. They can find every music genre on multiple platforms at a range of price points, including free services supported by advertising."

"Widespread copyright infringement on the internet is an ongoing problem for the creative industries and we have been told that at times consumers have been confused about what is or isn't a licensed service. The Digital Content Guide can help consumers find the content they want from the many licensed sources available in Australia today. These licensed services support the creative industries by ensuring money goes back into those industries and those who invest in them." Rosen said.

Research conducted by UMR in December 2012 showed the majority of Australians believe creators should be paid for their work, regardless of whether it is made available online or in physical form, and the Digital Content Guide will make it easier for consumers to find the music they want from a licensed service which supports the recording artists and labels, so they can continue to make the music fans love.

The Digital Content Guide has been funded by, APRA AMCOS, ARIA, Australian Screen Association, Copyright Agency Ltd, Foxtel, News Corp Australia and Village Roadshow.

For more information, visit The Digital Content Guide at: [www.digitalcontentguide.com.au](http://www.digitalcontentguide.com.au)

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