

Australia's TV prominence framework

Retailers and wholesalers – what you need to know

The government's TV prominence framework starts on 10 January 2026. It will make it easier for Australians to find free-to-air TV services and apps on new devices.

The changes

From 10 January 2026, television devices must comply with 'minimum prominence requirements'. Manufacturers must:

- pre-install Australian free-to-air broadcast TV apps (ABC iview, SBS On Demand, 7plus, 9Now and 10)
- make the apps clearly visible on the device home screen.

Devices that can receive a TV signal must also have a 'live TV' icon on the home screen.

Better access

The framework will make it easier for Australians to access free-to-air TV services and apps in a growing market of global streamers.

Devices covered

TV prominence rules apply to:

- smart TVs
- media streaming devices (sticks and boxes)
- certain smart projectors and monitors.

The ACMA will continue to monitor regulated TV devices as technology evolves.

Obligations for retailers and wholesalers

The rules only apply to device manufacturers. Retailers and wholesalers will not be penalised for selling non-compliant devices in Australia.

Under chapter 1, section 7 of the *Competition and Consumer Act 2001*, an importer of goods may be deemed to be the manufacturer in some situations.

Please seek independent advice if you are unsure of your status or obligations under the framework.

Promoting the framework

Retailers and wholesalers don't need to promote the TV prominence framework.

Display and demo models

The framework applies to devices designed for home and residential use. Devices configured for 'retail' or 'demo' mode don't need to comply with the prominence rules.

Non-compliance

Manufacturers must not supply non-compliant devices produced after 10 January 2026. We may investigate non-compliant devices. This could result in enforcement action, including penalties.

If a manufacturer is supplying devices into Australia, manufactured after 10 January 2026, that do not comply with the TV prominence framework, let us know at CAMR@acma.gov.au.

More information

For further details, visit: acma.gov.au/australias-tv-prominence-framework.