

Australian content requirement for subscription video on demand services

On 27 November 2025, new laws introduced minimum Australian content investment requirements for major subscription video on demand (SVOD) services.

The Australian content requirement is contained in part 8C of the *Broadcasting Services Act 1992*. It requires major SVOD services – with at least 1 million paying subscribers in Australia – to spend a minimum amount on Australian programs each year.

This amount is called the **Australian content expenditure requirement**.

Major SVOD services must spend either **10% of their total program expenditure** for their Australian service, or **7.5% of their Australian revenue** on eligible Australian programs.

Who needs to meet the Australian content requirement?

The requirement to spend money on Australian programs applies to major SVOD services. These are SVOD services that have:

- at least 1 million paying subscribers
- the primary or significant purpose of delivering audiovisual content on demand to their subscribers using the internet
- eligible programs in their catalogue.

The major SVOD services that meet the criteria for the 2026 reporting year are Apple TV, *BINGE*, Disney+, HBO Max, Netflix, Paramount+, Prime Video and Stan.



This law does not place any requirements on the screen production sector.

Some online platforms are not covered by the laws. These include platforms that are predominantly focused on user-generated content, target specific interest groups or events, or provide programs that are of limited appeal.

What counts towards meeting the expenditure requirement?

Major SVOD services can only count money they spend on commissioning, acquiring or producing Australian drama, children's, documentary, arts and educational programs.

They can only count money spent on the above programs before they are made available to the public in Australia, anywhere other than a cinema.

When commissioning a program, a major SVOD service must make a material financial contribution to that program before it is completed.

What does not count toward the expenditure requirement?

Expenditure on these program categories does not count toward the requirement:

- light entertainment
- sport
- news
- magazine and variety style programs
- infotainment
- reality television.

How to show that a program is Australian

Major SVOD services can show the ACMA that their programs are eligible Australian programs in 2 ways.

1. By providing information on how the program meets the Australian program definition in the Broadcasting Services (Australian Content and Children's Television) Standards 2020 (the standards).
2. By providing evidence that the program is an Australian official co-production by sharing documents demonstrating that the program has received provisional or final approval from Screen Australia and all other relevant Competent Authorities.

How the standards define an Australian program

The standards define an Australian program as having been made under the creative control of Australians and produced and post-produced in Australia (or New Zealand).

An Australian is defined as a citizen or permanent resident of Australia. New Zealand citizens or permanent residents of New Zealand can also fill creative roles under the standards.

What creative roles must be filled by Australians?

For a program to count as an Australian program:

- a producer of the program must be Australian, regardless of whether the program has been produced with a co-producer(s) or an executive producer(s) who are not Australian. The Australian producer should have creative responsibility for the program, regardless of whether or not that is a shared responsibility with non-Australian producers
- either the director(s) of the program or the writer(s) of the program must be Australian
- at least half of the leading actors in the program, including voice actors and on-screen presenters, must be Australian.

Which types of programs have additional requirements?

For drama programs, at least 75% of the major supporting cast appearing in the program must be Australian.

For animated programs, at least 3 of the following contributors must be Australian:

- production designer
- character designer
- supervising layout artist
- supervising storyboard artist
- key background artist.

There are additional requirements around the reversioning of existing documentaries that are not Australian programs.

Major SVOD services may seek information from production companies to help them to demonstrate that a program is an eligible Australian program, and can be counted towards meeting their Australian content expenditure requirement.

Find more information on the ACMA website:

[Australian content requirements for subscription video on demand services](#)