ACMA TV Prominence Testing
Summary report

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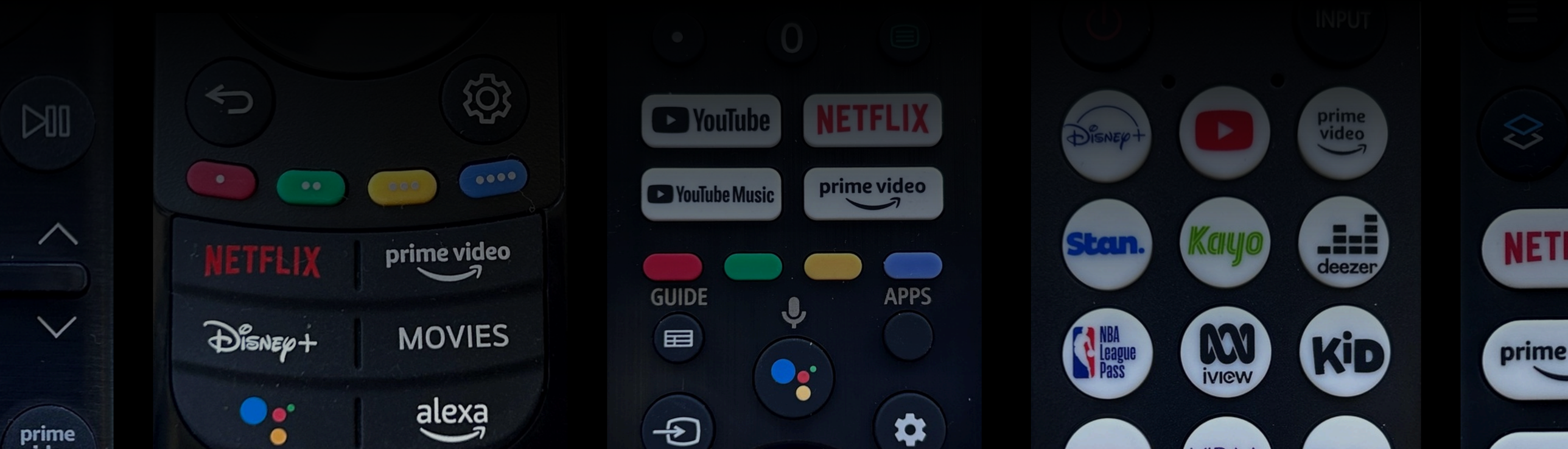

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Background

This report presents findings from a device testing project commissioned by the Australian Communications and Media Authority and conducted by a team of media researchers at Swinburne University of Technology, led by Professor Ramon Lobato.

The project's aim was to establish whether current smart TVs, streaming devices, and smart projectors operate in a manner that is consistent with the *Broadcasting Services (Minimum Prominence Requirements) Regulations 2024* and associated ACMA guidelines.

Fifteen devices were purchased from Australian electronics retailers and tested on-site at Swinburne University between May and June 2026. In some cases, a second round of testing was required due to software updates; this occurred in July 2026. Device serial numbers and manufacture dates are noted throughout the report and accompanying Appendix, where available.

The device sample was co-designed with ACMA and included eight smart TVs (Samsung x 2, Hisense, LG, Sony, TCL, Kogan, Akai), five streaming devices (Google TV, Apple TV, Fire TV, Blaupunkt, Fetch Mini 5), and two smart projectors (Kogan, Philoent). Smart monitors were also initially in scope for testing, however no units manufactured after 10 January 2026, the commencement date for TV prominence in Australia, could be located in local retailers.

This report contains select findings from the device testing. For each device, we note whether the primary user interface (PUI) and electronic programme guide (EPG) operate in a manner that is consistent with Australia's prominence rules. Photographs of the relevant device interfaces are included throughout the report and Appendix.

This is a publication version of the report produced for the ACMA and some test data has been omitted.

Hisense A4SAU

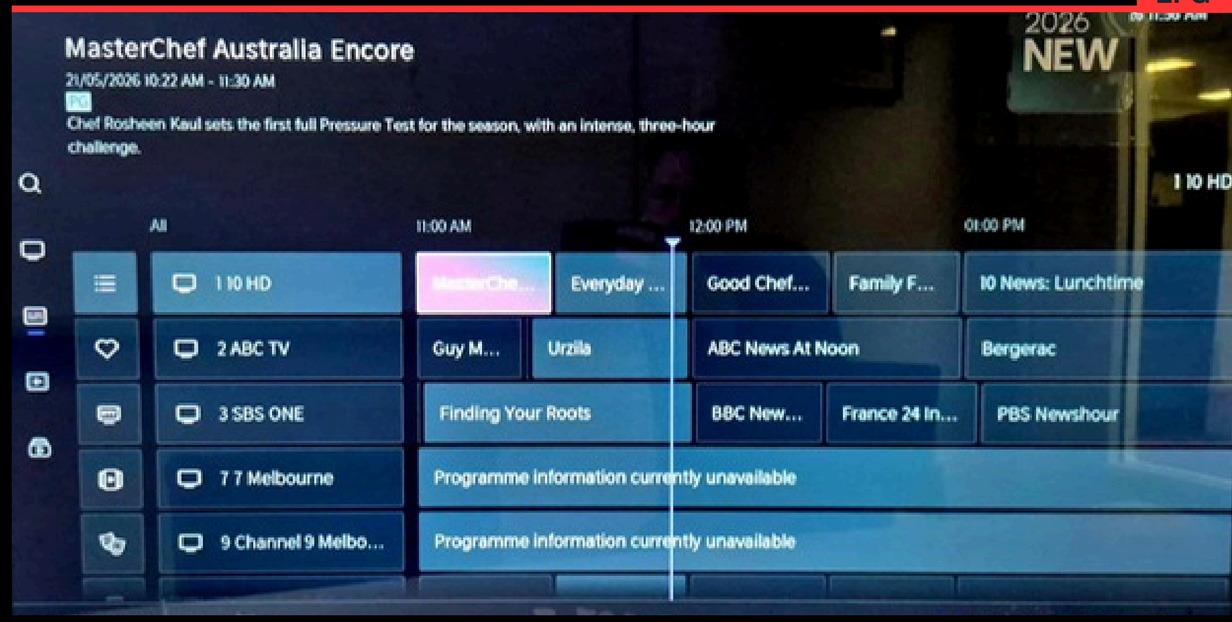
SERIAL NO: HIG254740-6202808
OS: VIDAA V0000.09.01P.P0912

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Requires scrolling
FTA tile visible on PUI	Yes
FTA tile shortcut behaviour	Launches FTA channel
EPG includes FTA channels in logical order	Yes
EPG curation mode	FTA + FAST
TV requires login during setup	No

PUI



EPG

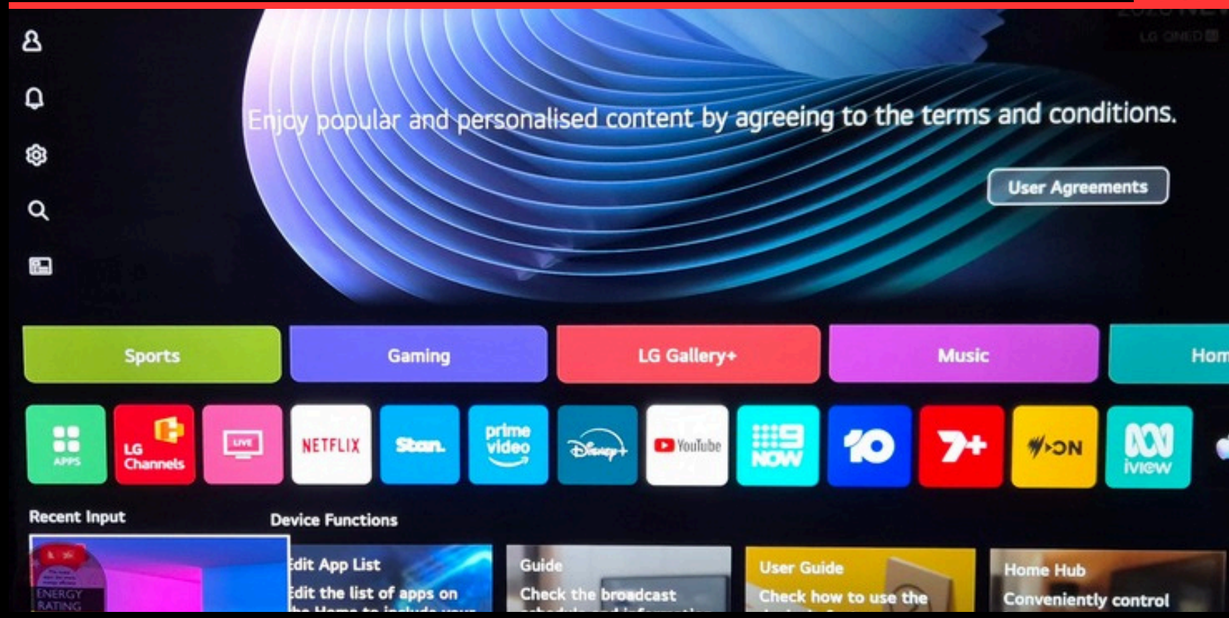


LG 43QNED70BSA

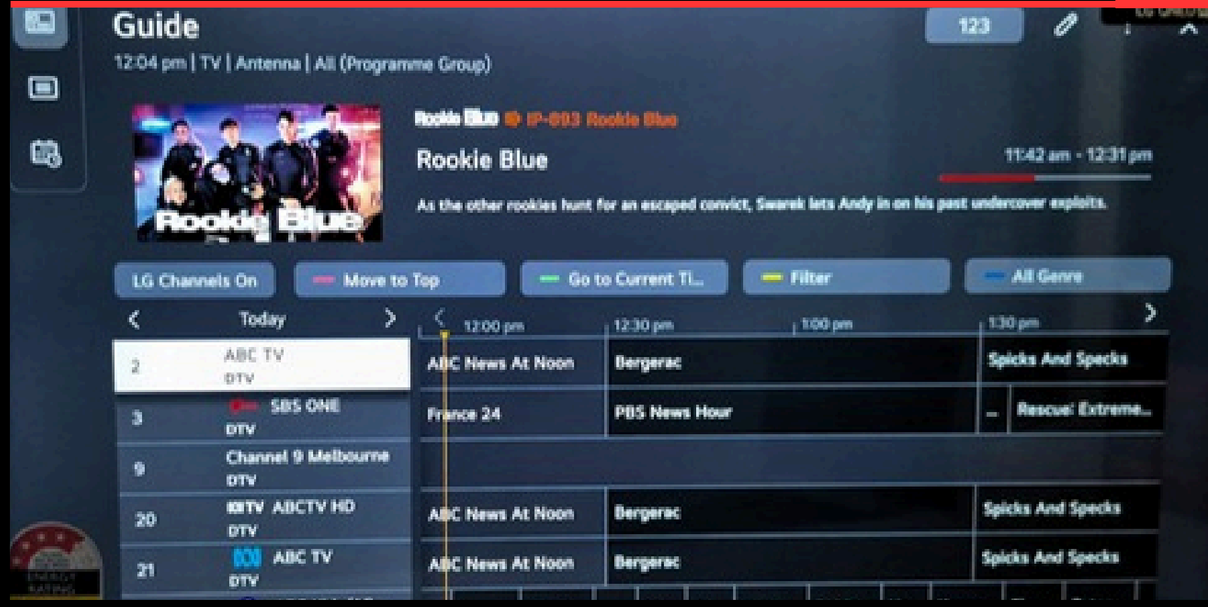
SERIAL NO: 602INLV3Z416
OS: WEBOS 11.1.0-48 (QUEUE-QIANSHAN)

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Requires scrolling
FTA tile visible on PUI	Yes
FTA tile shortcut behaviour	Launches FTA channel
EPG includes FTA channels in logical order	Yes
EPG curation mode	FTA + FAST
TV requires login during setup	Yes for apps (LG account)

PUI



EPG



Samsung Q5F FHD QA40Q5FAAW

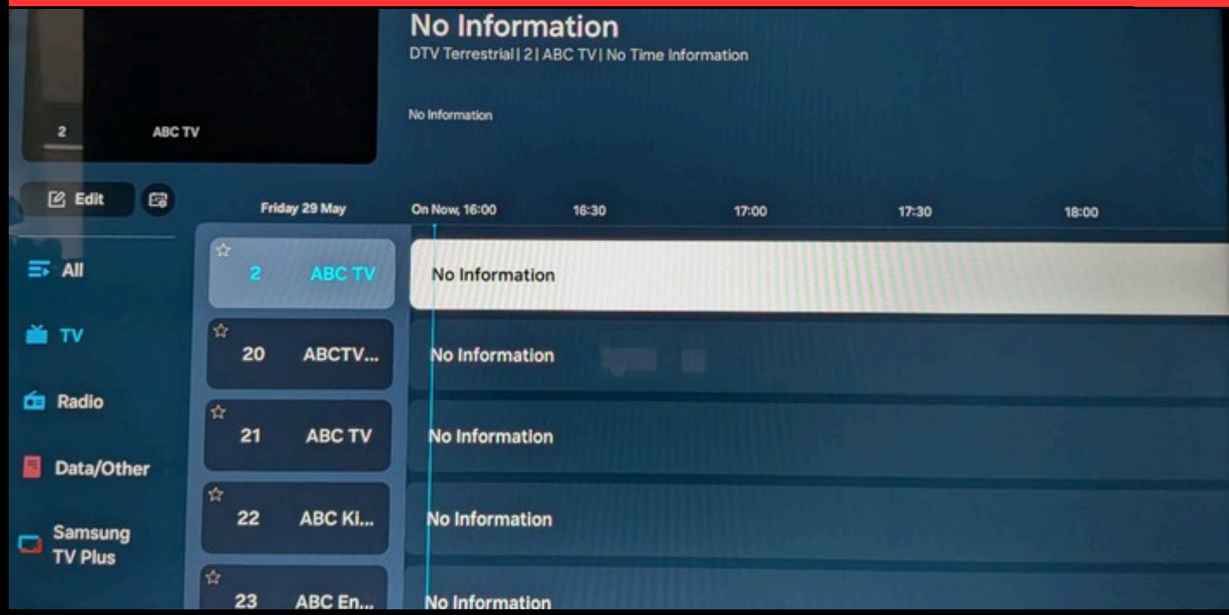
SERIAL NO: 157K3NDL401798K
OS: TIZEN 1480
TESTING DATE: 2/7/26 (RE-TESTED)

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Requires scrolling
FTA tile visible on PUI	Yes
FTA tile shortcut behaviour	Launches FTA channel
EPG includes FTA channels in logical order	Yes
EPG curation mode	FTA + FAST
TV requires login during setup	Yes for apps (Samsung account)

PUI



EPG

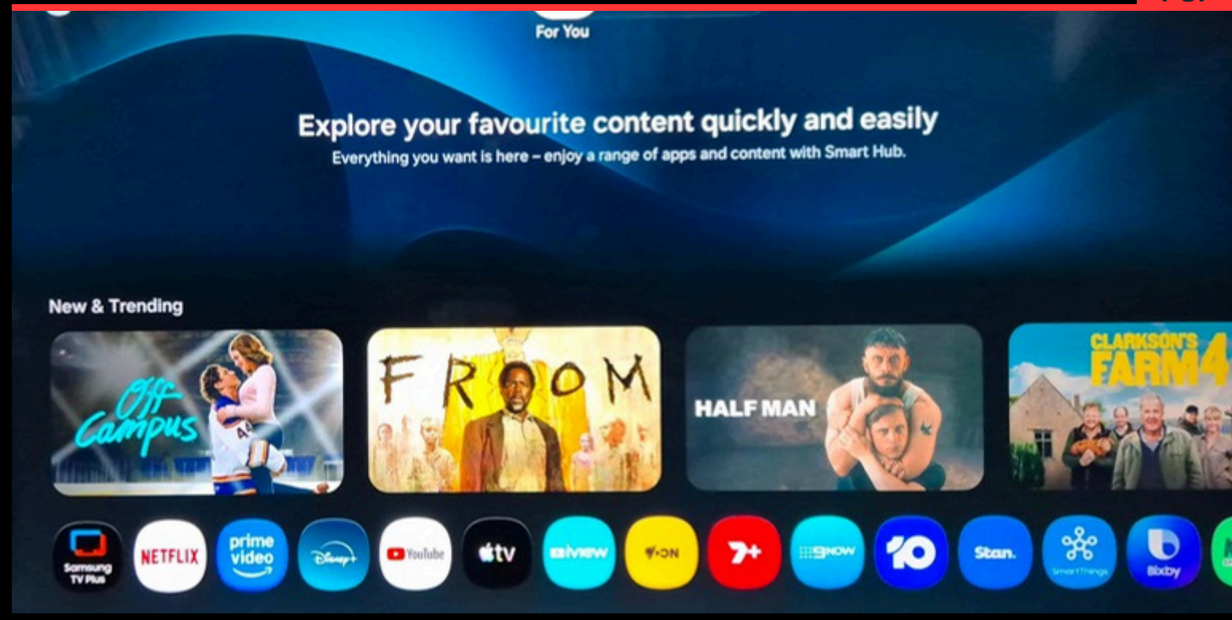


Samsung M70H Mini LED UA43M70HAWXXY

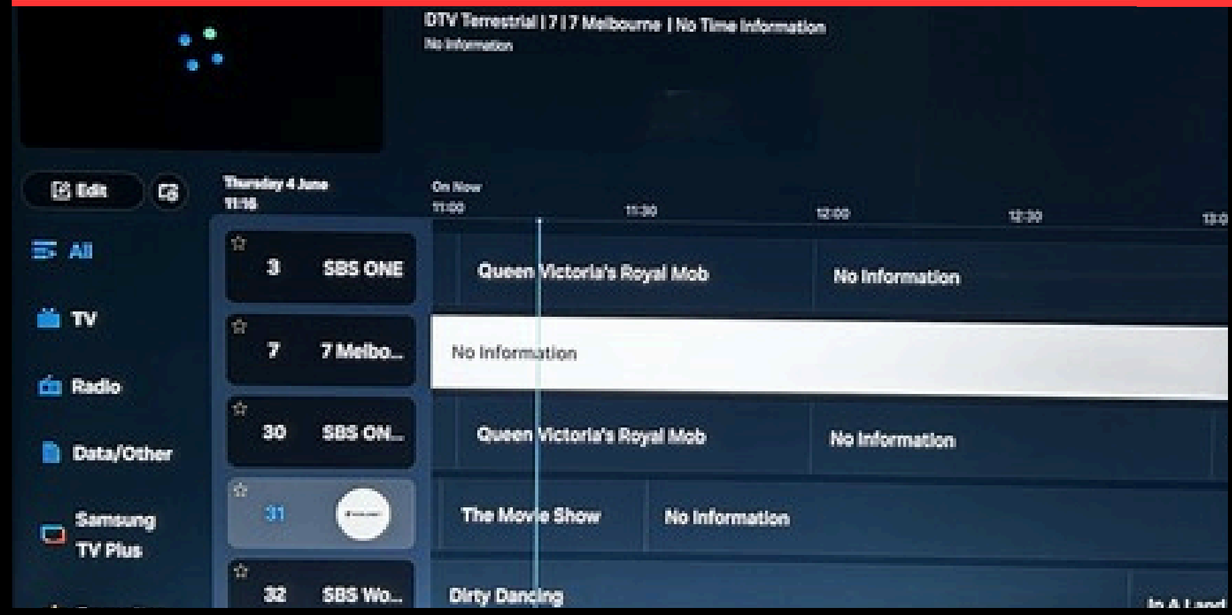
SERIAL NO: 12F13NHL400686R
OS: TIZEN 1121

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Requires scrolling
FTA tile visible on PUI	Yes
FTA tile shortcut behaviour	Launches FTA channel
EPG includes FTA channels in logical order	Yes
EPG curation mode	FTA + FAST
TV requires login during setup	Yes for apps (Samsung account)

PUI



EPG

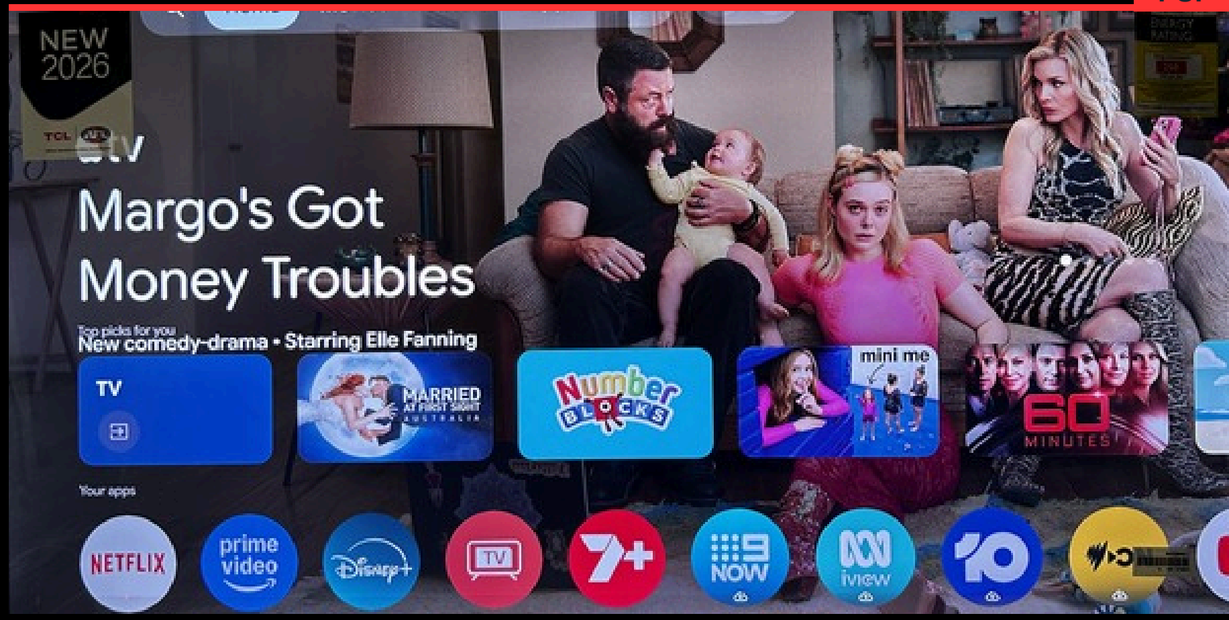


TCL 43" P7LS QLED 4K

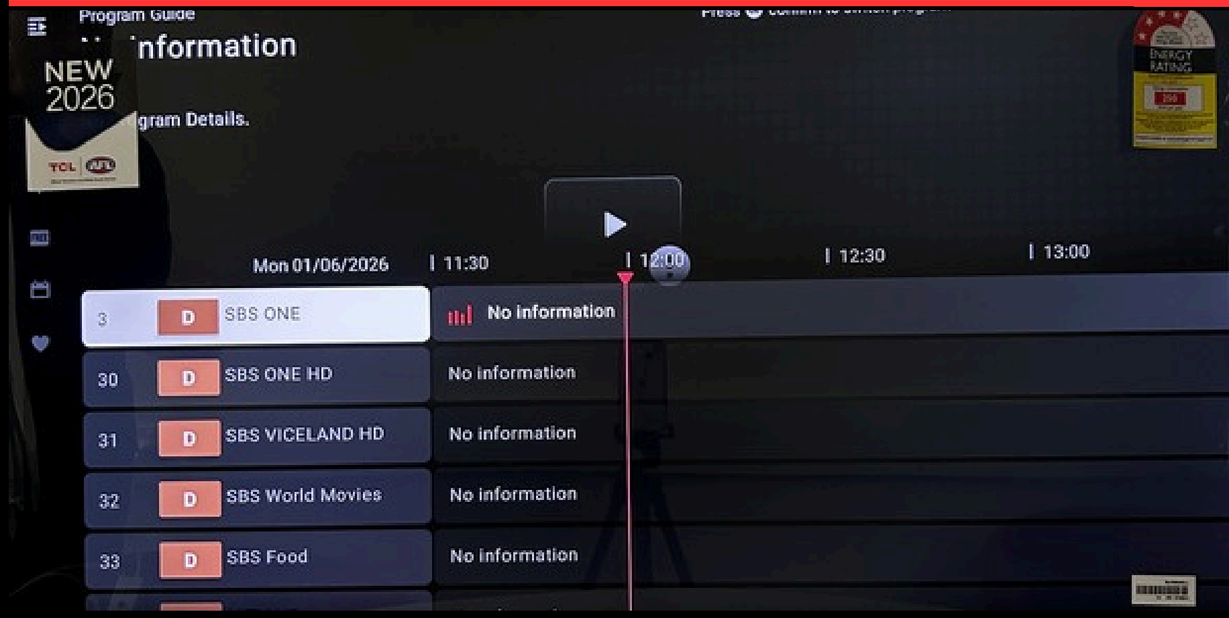
SERIAL NO: 2603ALZ265307A00174
OS: ANDROID STT2.230203.001

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Yes without scrolling
FTA tile visible on PUI	Yes
FTA tile shortcut behaviour	Launches FTA channel
EPG includes FTA channels in logical order	Yes
EPG curation mode	FTA + FAST
TV requires login during setup	Yes for apps (Google account). Also offers, but doesn't require, login to TCL Home app

PUI



EPG



Sony Bravia K50S20M2

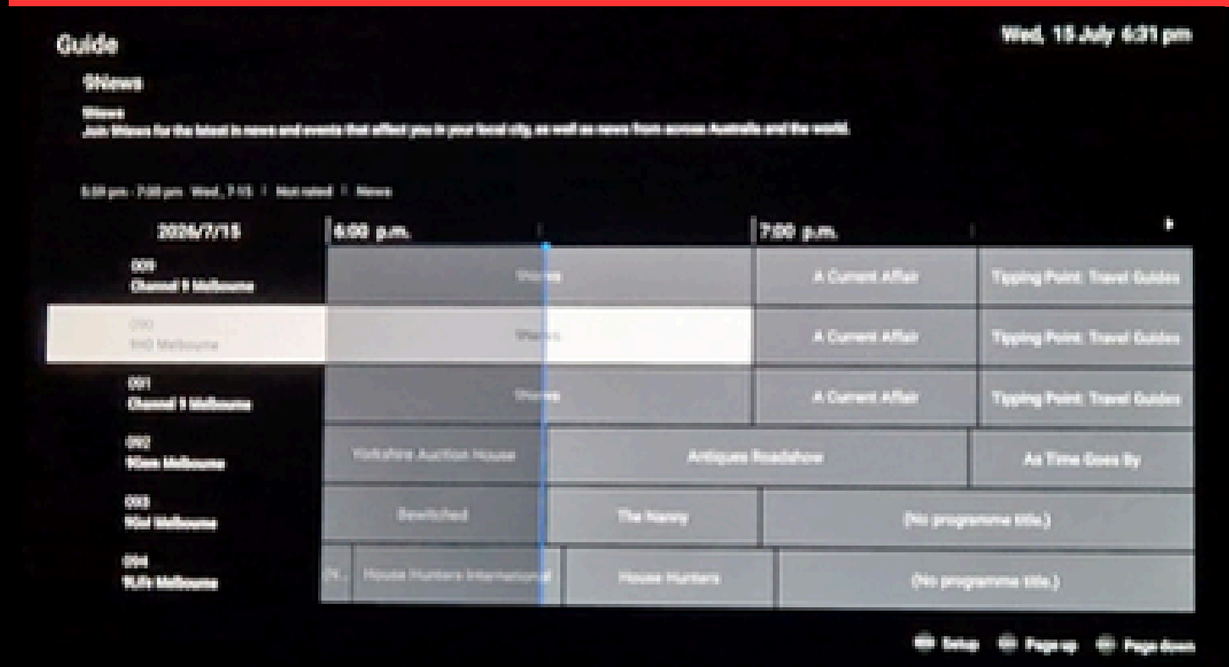
SERIAL NO: 08700282B0000BB0CE83
OS: ANDROID STT2.230811.001

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Yes without scrolling
FTA tile visible on PUI	Yes
FTA tile shortcut behaviour	Launches FTA channel
EPG includes FTA channels in logical order	Yes
EPG curation mode	FTA only
TV requires login during setup	Yes for apps (Google account). Also offers, but doesn't require, Sony registration and Samba opt-in

PUI



EPG



Kogan KAQL43XQ98GSVA

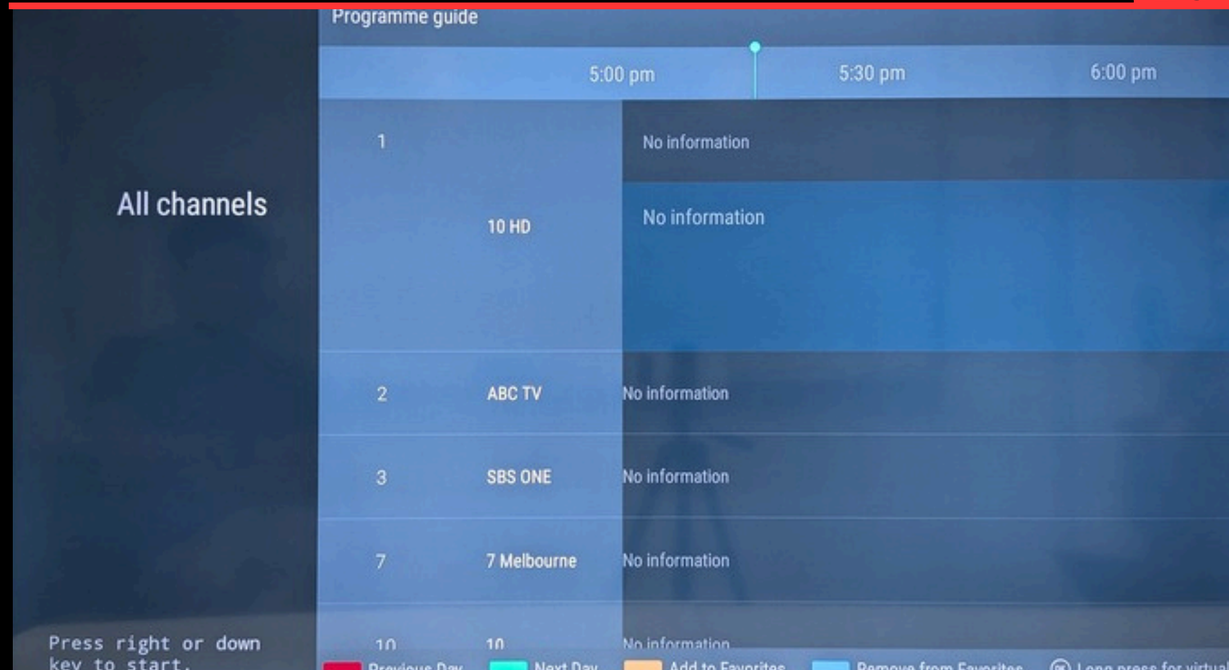
SERIAL NO: KAQL43XQ98GSVAE1037
OS: ANDROID RTK5.250429.042

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Yes
FTA tile visible on PUI	Yes
FTA tile shortcut behaviour	Launches FTA channel
EPG includes FTA channels in logical order	Yes
EPG curation mode	FTA only
TV requires login during setup	Yes for apps (Google account)

PUI



EPG

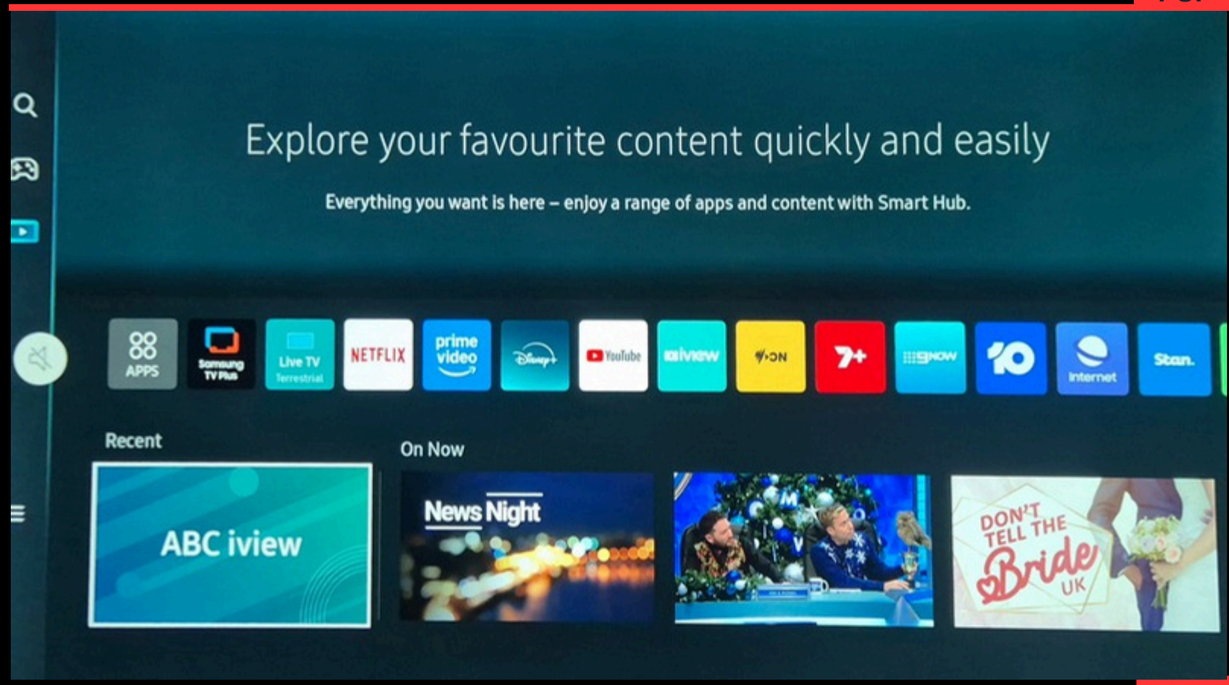


Akai AK65UHDZEN

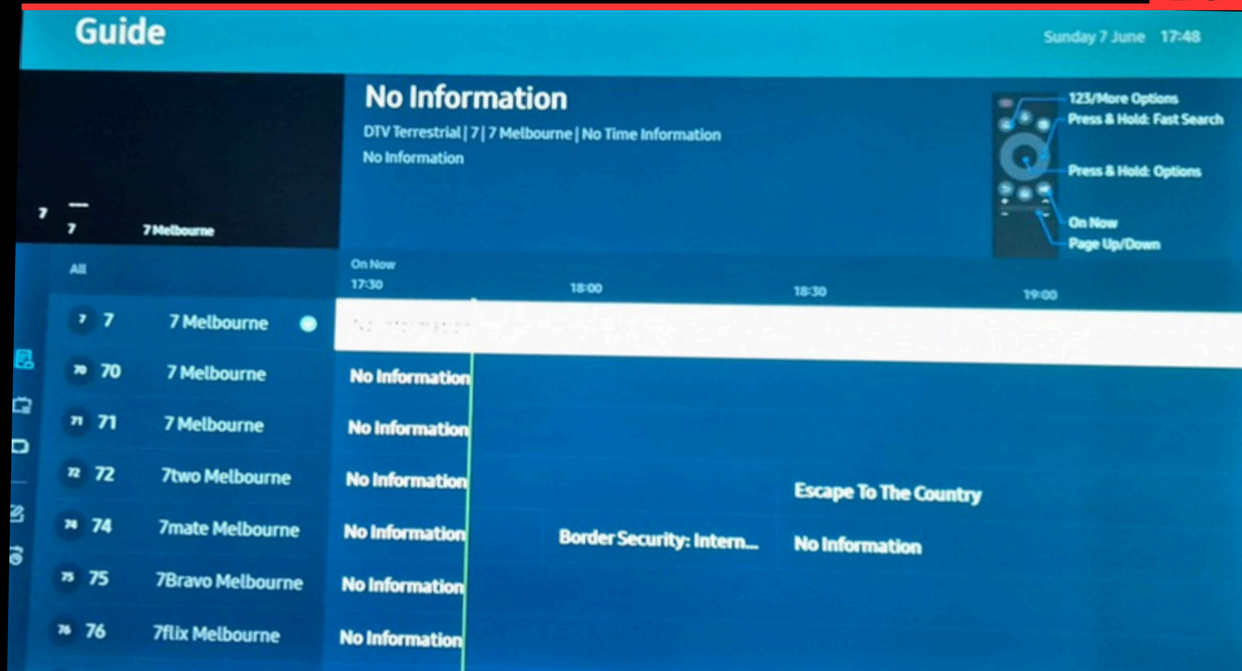
SERIAL NO: 2382600746
OS: TIZEN 1215

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	With scrolling
FTA tile visible on PUI	Yes
FTA tile shortcut behaviour	Launches FTA channel
EPG includes FTA channels in logical order	Yes
EPG curation mode	FTA + FAST
TV requires login during setup	Yes for apps (Samsung account)

PUI



EPG



Blaupunkt Google TV BPTV10G

SERIAL NO: AGL6152530242
OS: ANDROID TV UKR5.250826.001.13998557

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Yes without scrolling
TV requires login during setup	Yes - Google TV



PUI



Apple TV 64GB A2737 (2022)

SERIAL NO: MVTGV342VM
OS: TVOS26.2 (23K54) - TVOS 26.5 (23L471)
TESTING DATE: 5/6/26 (RE-TESTED)

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Requires scrolling
TV requires login during setup	Yes - Apple ID

PUI



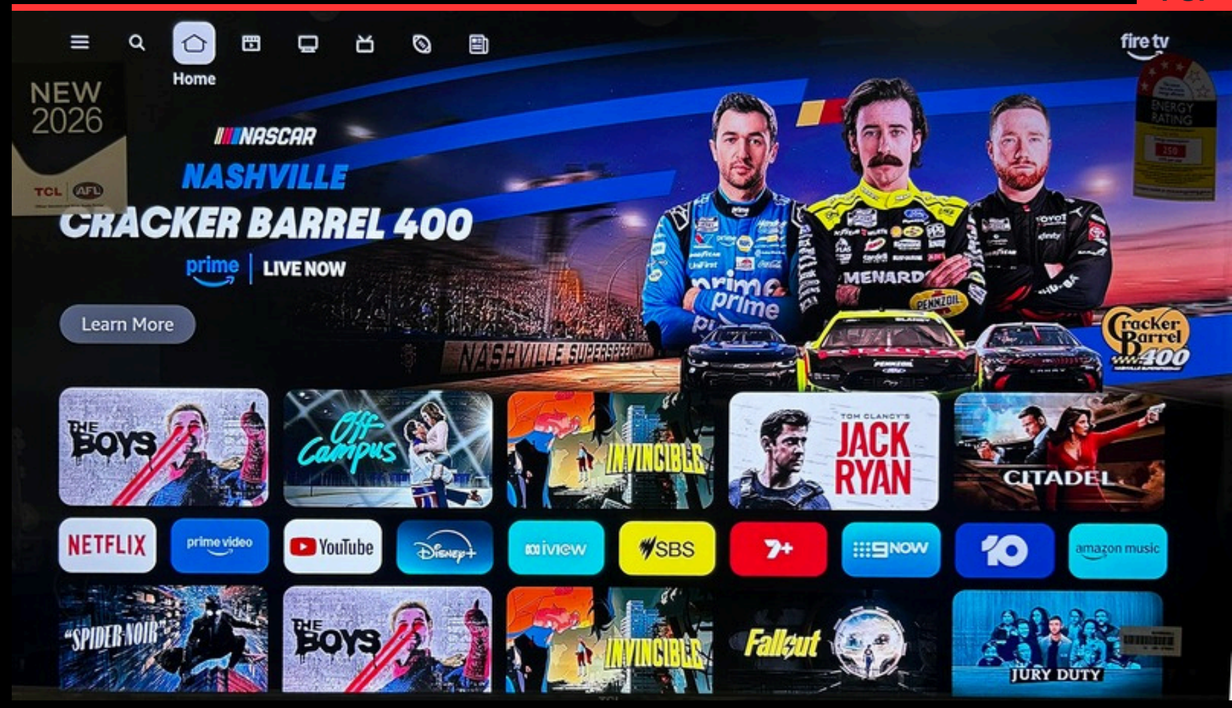
Amazon Fire TV HD 8GB Wi-Fi 6 C79G24

SERIAL NO: GT542A0460440CG5
FIRETV: OS 1.1 (1501010007120)

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Yes without scrolling
TV requires login during setup	Yes - Amazon account



PUI



Google TV Streamer GA05662

SERIAL NO: 55201HFAR0V0VR
OS: ANDROID TV UTTK.250729.004

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Yes without scrolling
TV requires login during setup	Yes - Google account (Home app)



PUI



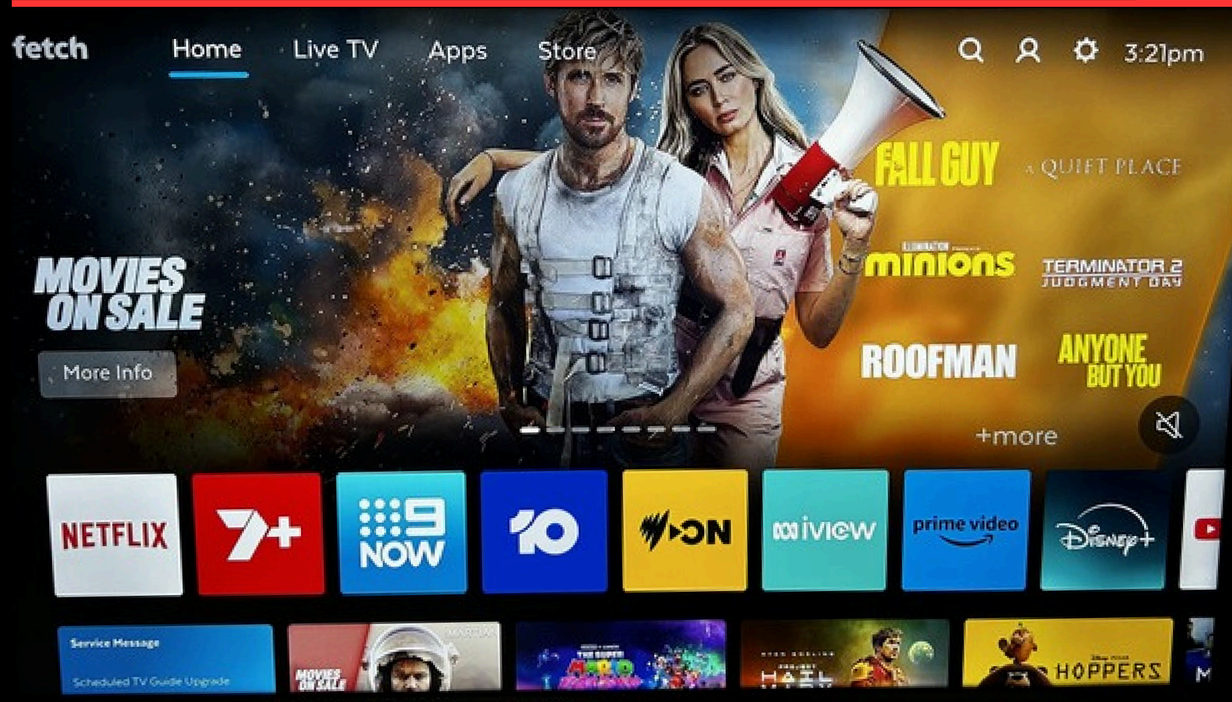
Fetch Mini 5 HY4424

SERIAL NO: 522520100331008
OS: 4.8.1 IRONSTONE BAY

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Yes with scrolling
TV requires login during setup	Yes - Fetch account and subscription required



PUI



Kogan Full HD Smart Freestyle Projector KAPRL018HTA

SERIAL NO: KAPRL018HTA
OS: WHALEOS-S8E-S2C.A1444.2KPJ.00000079

All BVOD apps visible on PUI	Yes
BVOD apps visible in app menu	Requires scrolling
TV requires login during setup	No



PUI



Appendix
Additional photographs & video

Hisense A4SAU | PUI



Hisense A4SAU | EPG



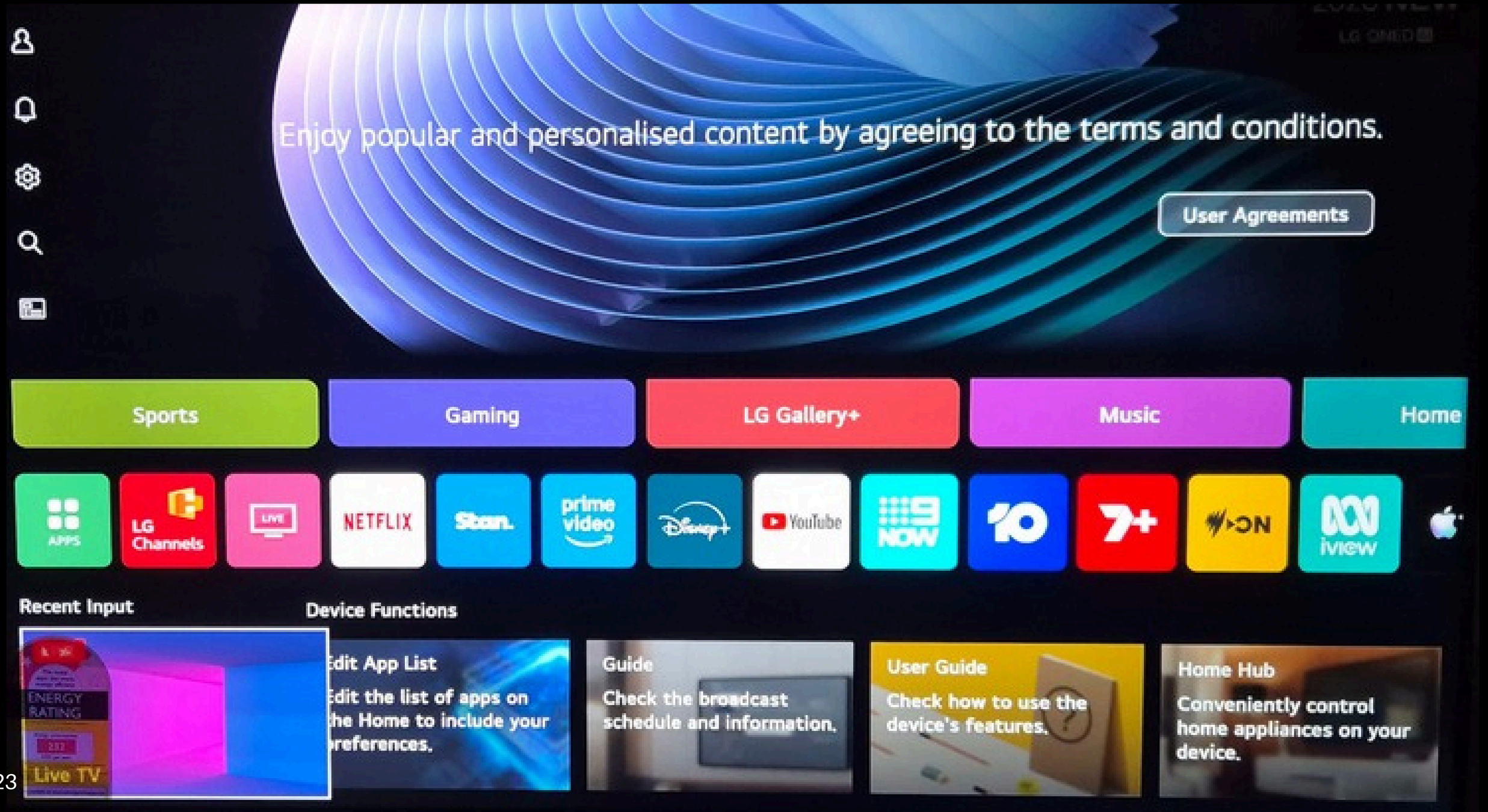
Hisense A4SAU | Recommended apps



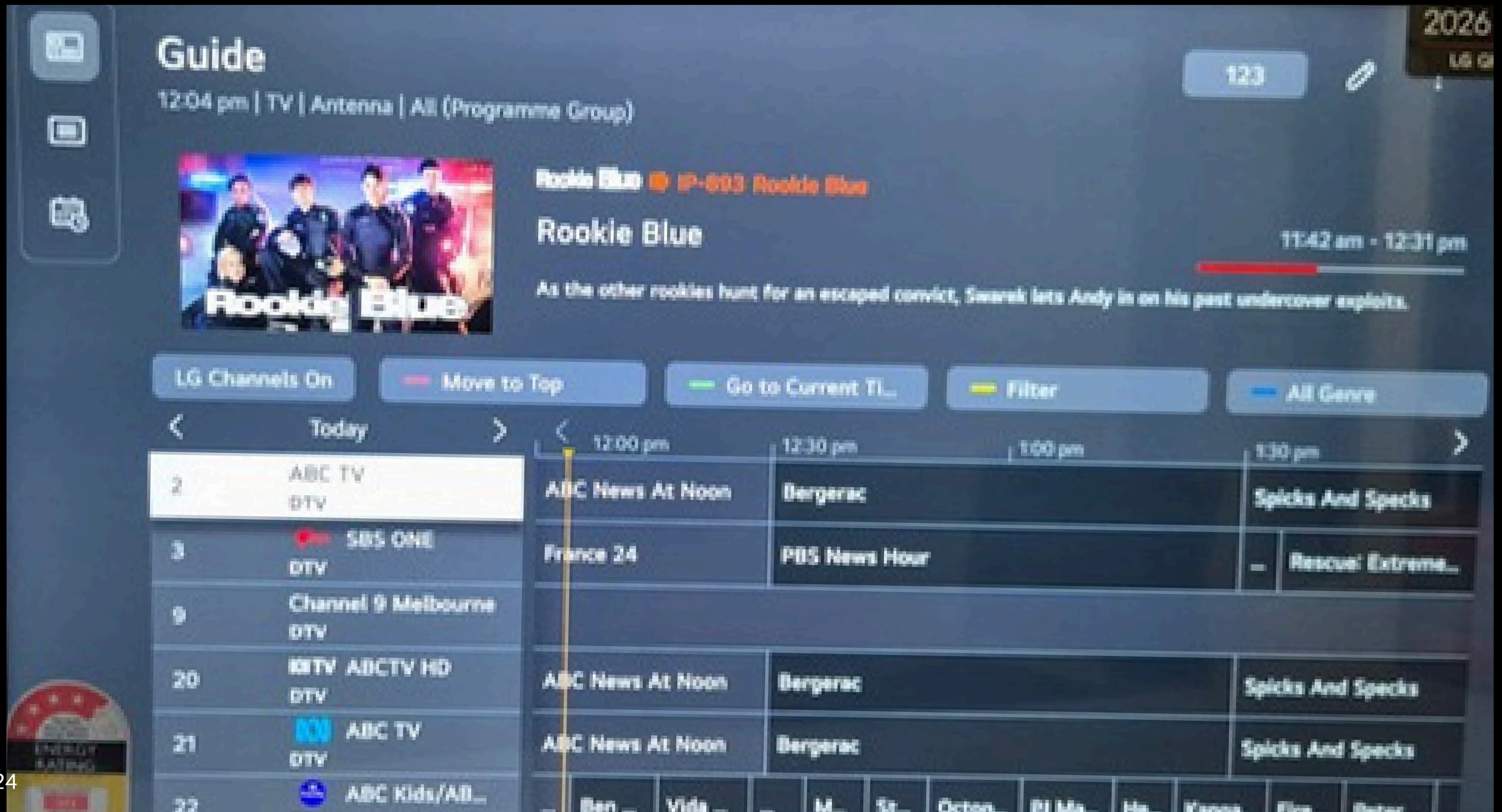
Hisense A4SAU | Manufacture date/serial no.



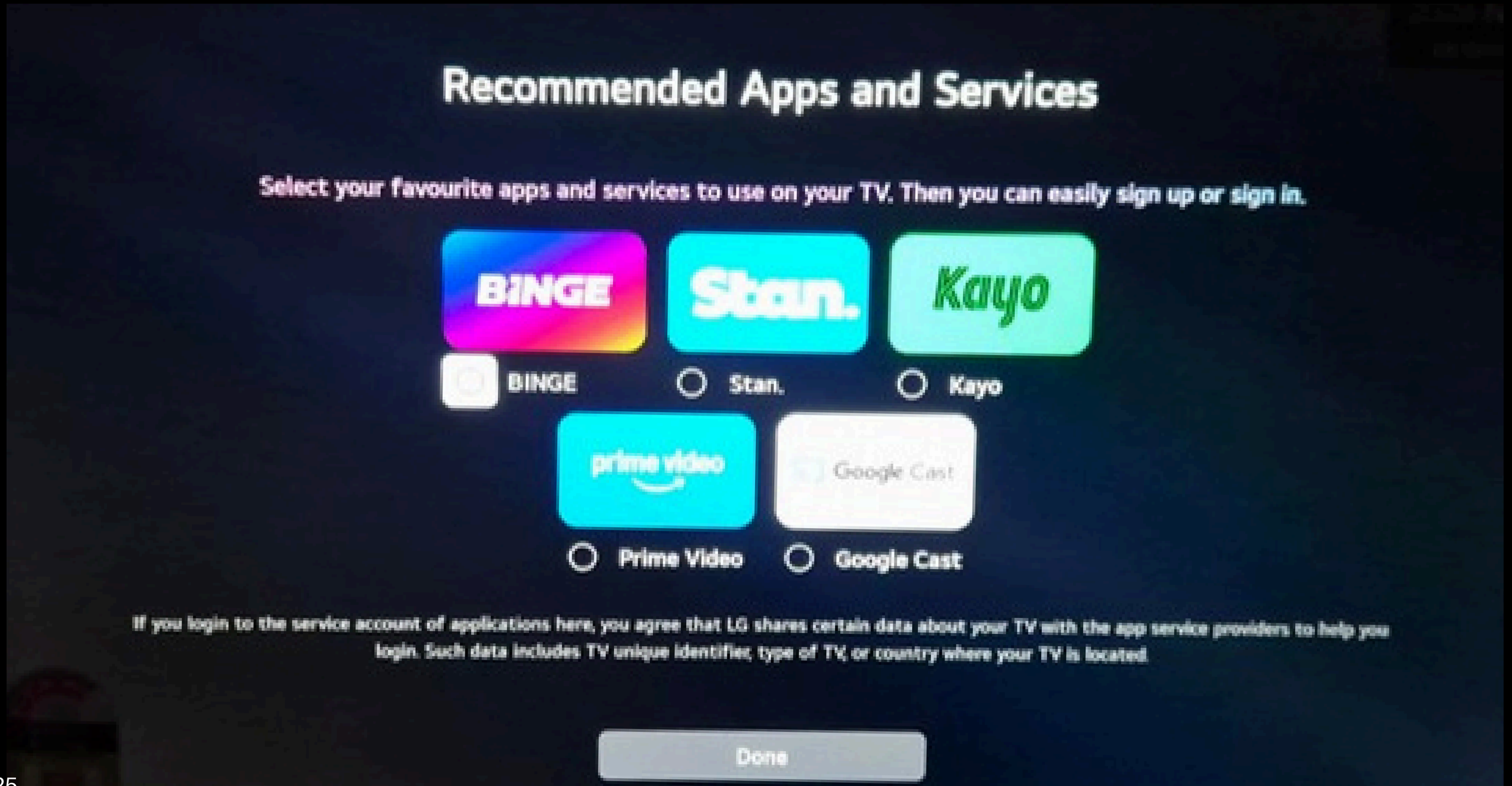
LG 43QNED70BSA | PUI



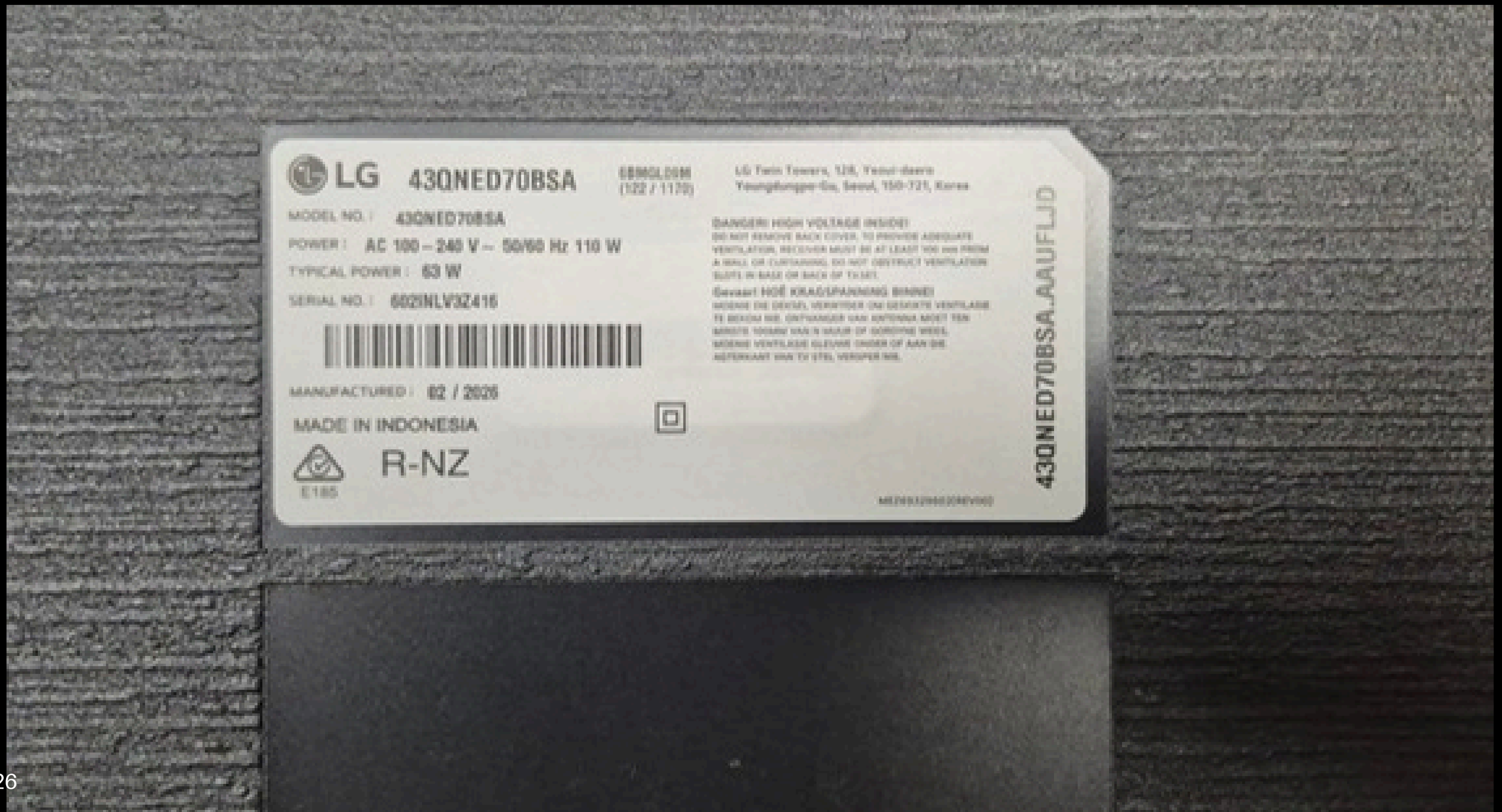
LG 43QNED70BSA | EPG



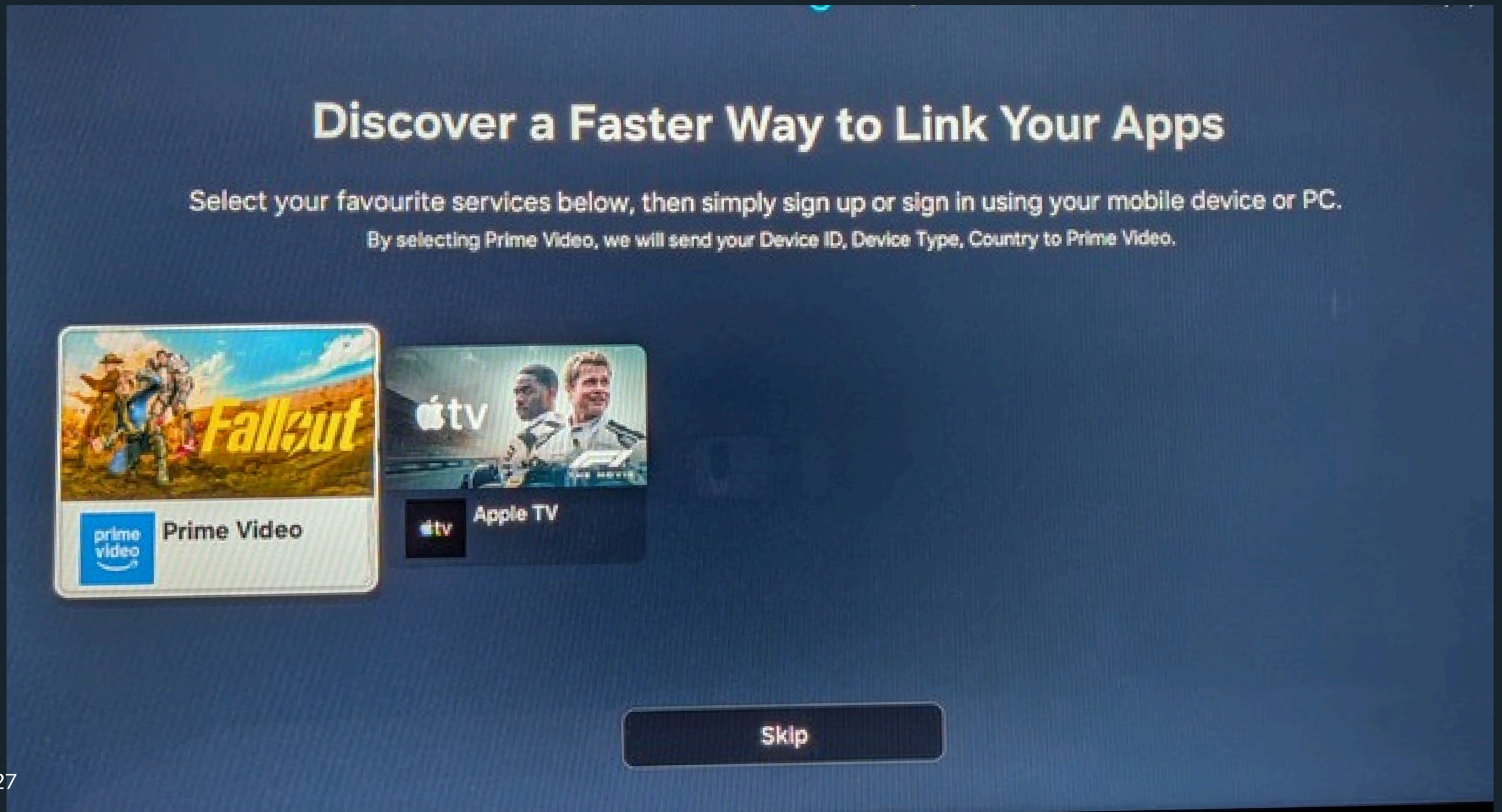
LG 43QNED70BSA | Recommended apps



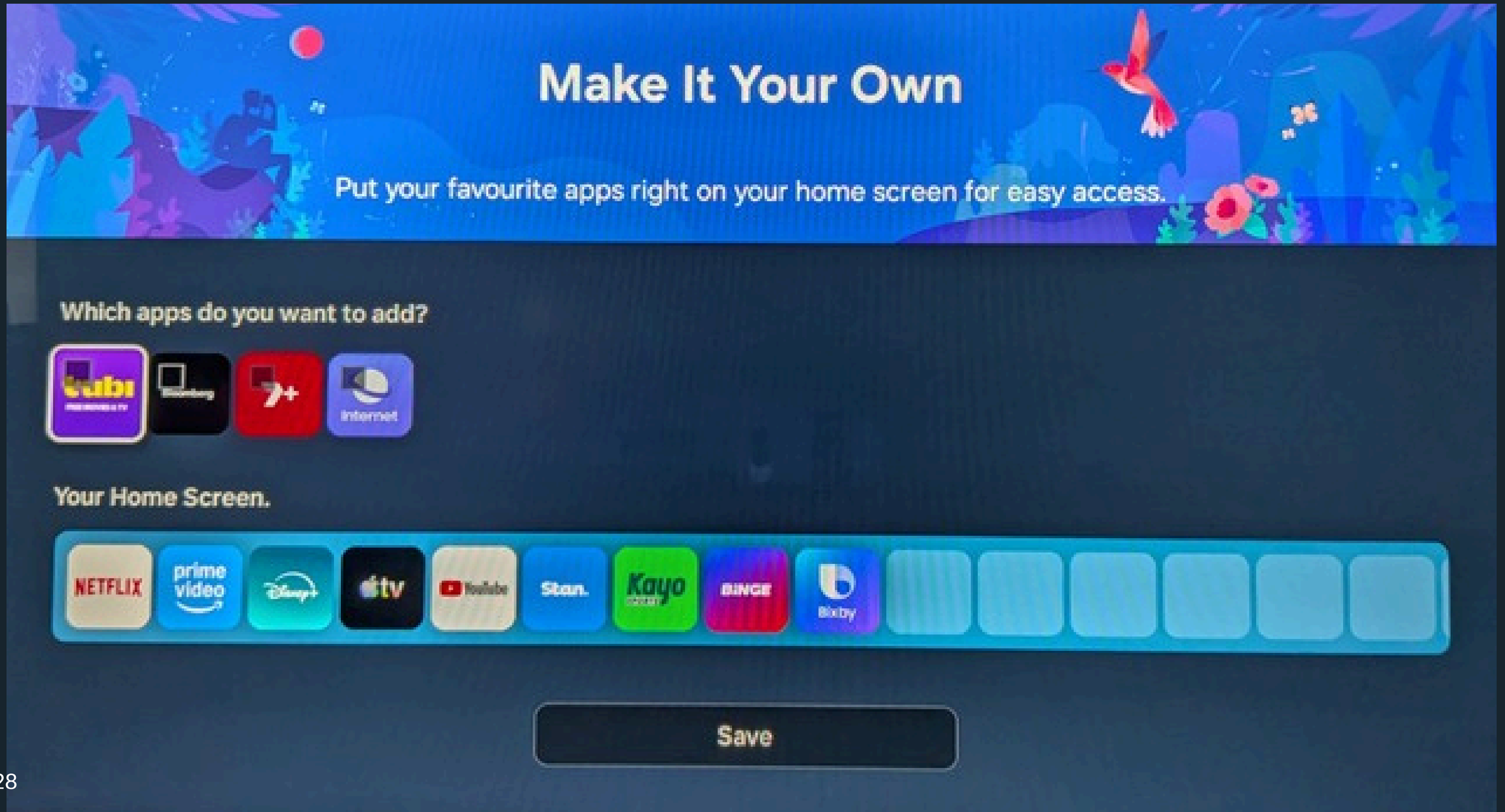
LG 43QNED70BSA | Manufacture date/serial no.



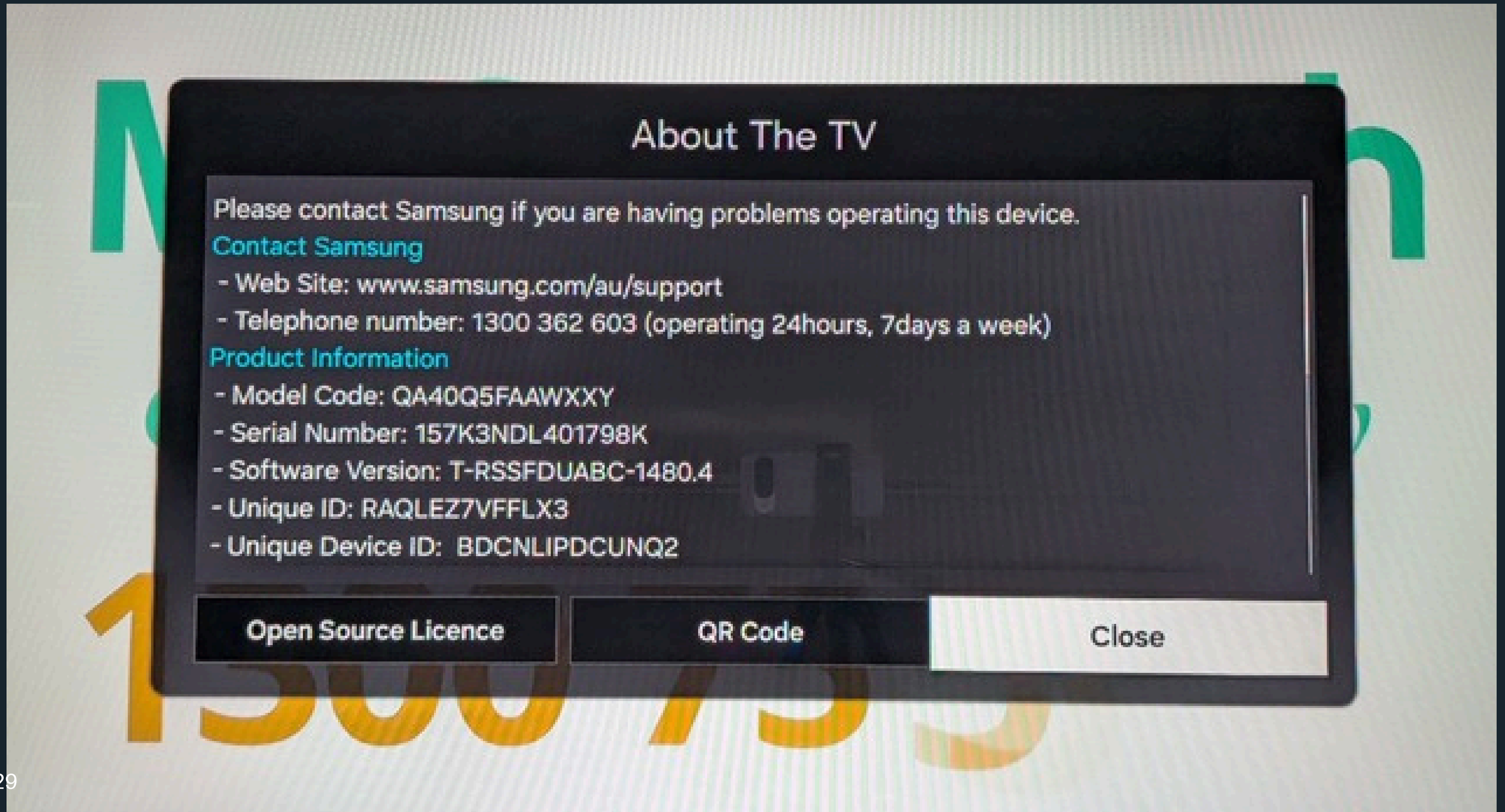
Samsung Q5F FHD QA40Q5FAAW | Recommended apps (testing date 29/5/26)



Samsung Q5F FHD QA40Q5FAAW | Recommended apps (testing date 29/5/26)



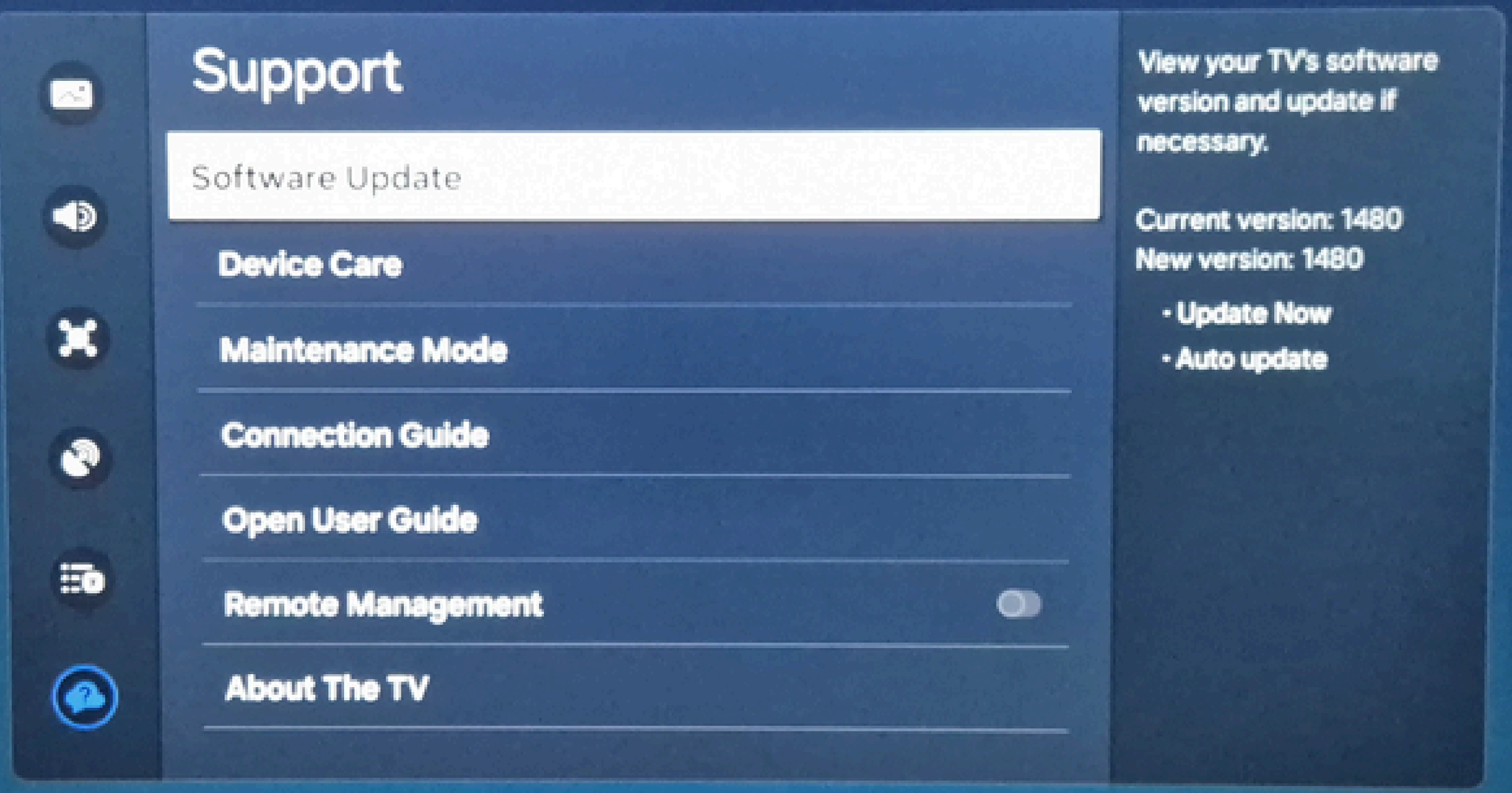
Samsung Q5F FHD QA40Q5FAAW | Manufacture date/serial no. (testing date 29/5/26)



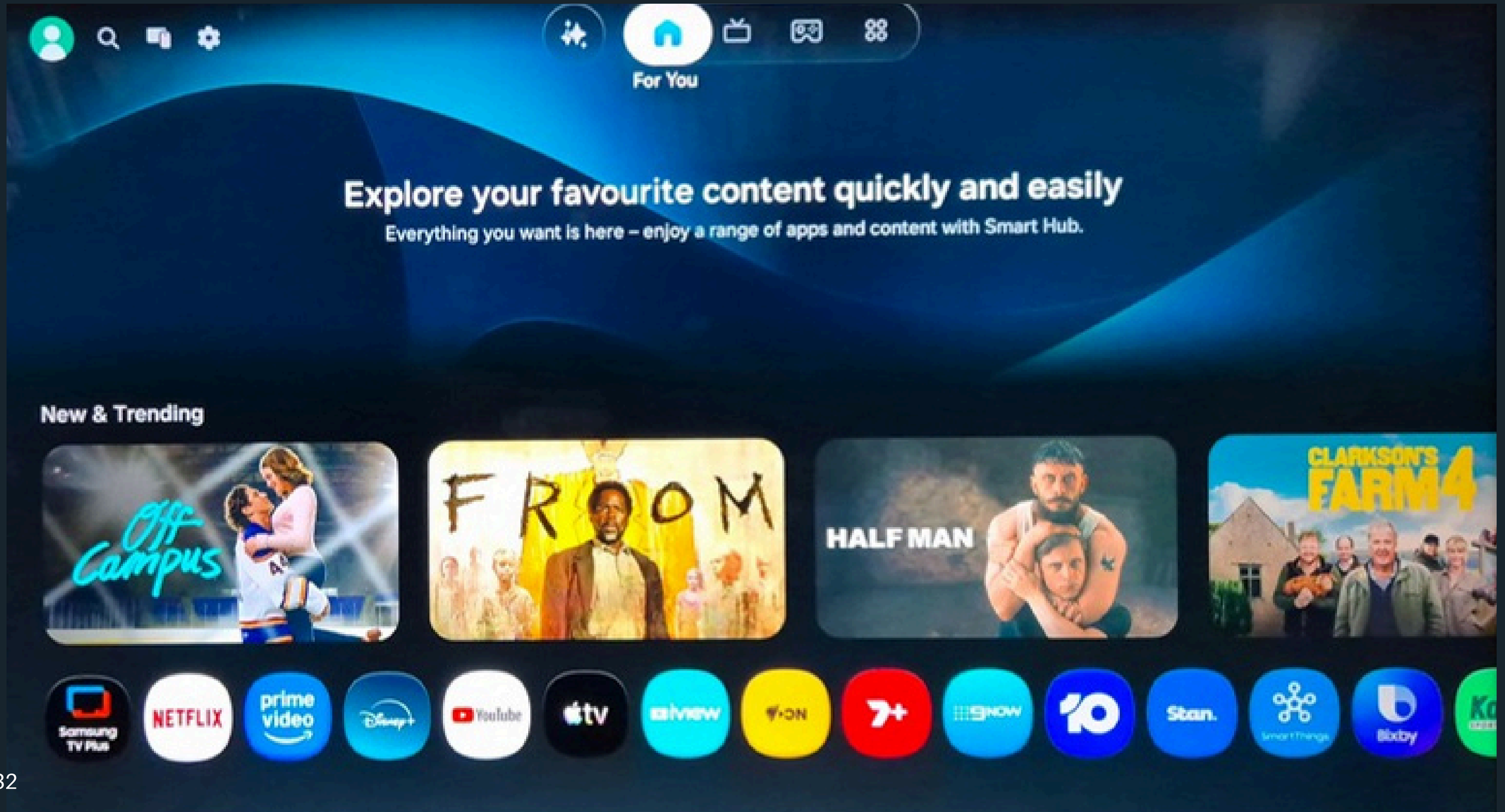
Samsung Q5F FHD QA40Q5FAAW | PUI (testing date 1/7/26)



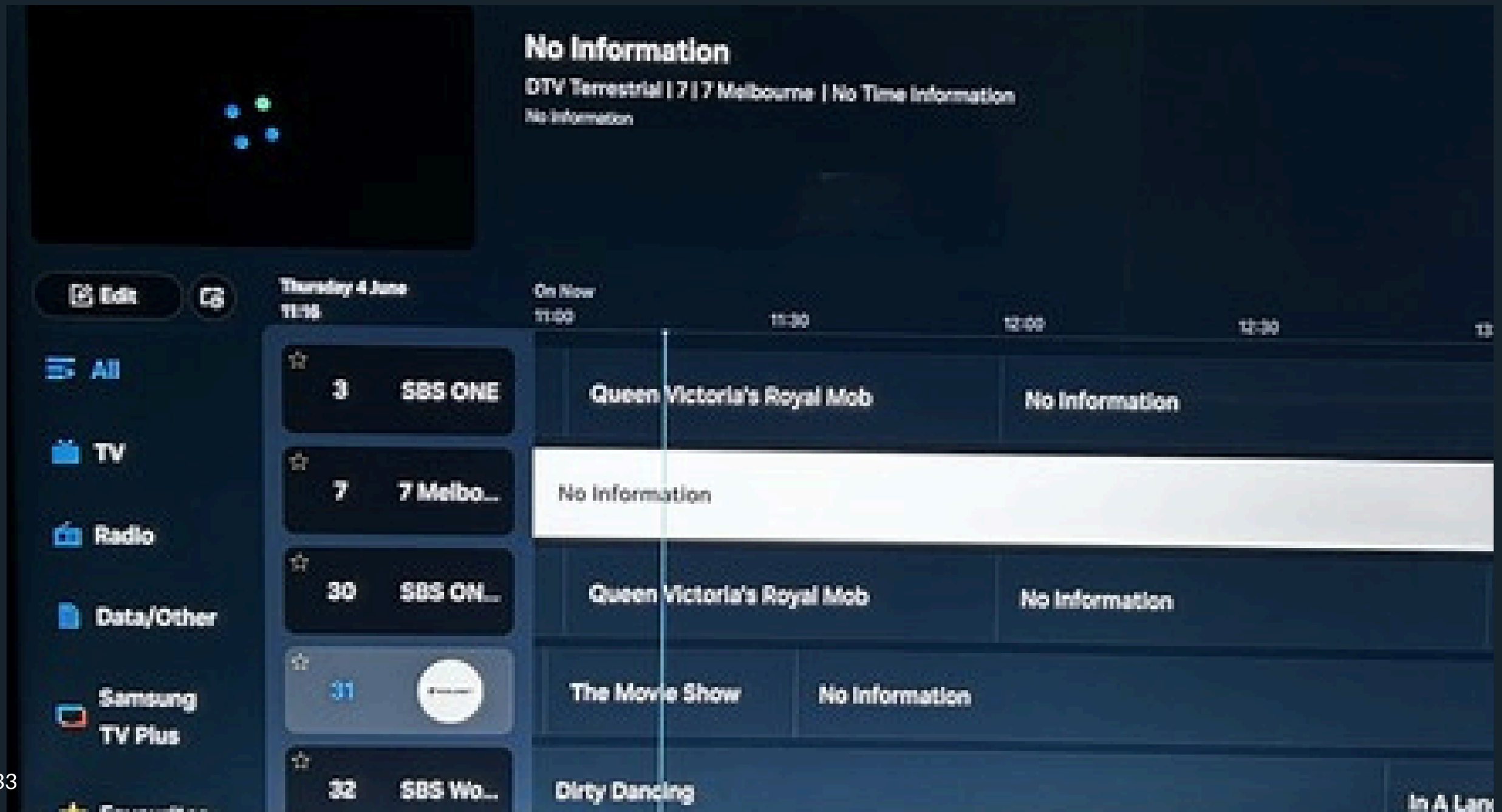
Samsung Q5F FHD QA40Q5FAAW | software version (testing date 1/7/26)



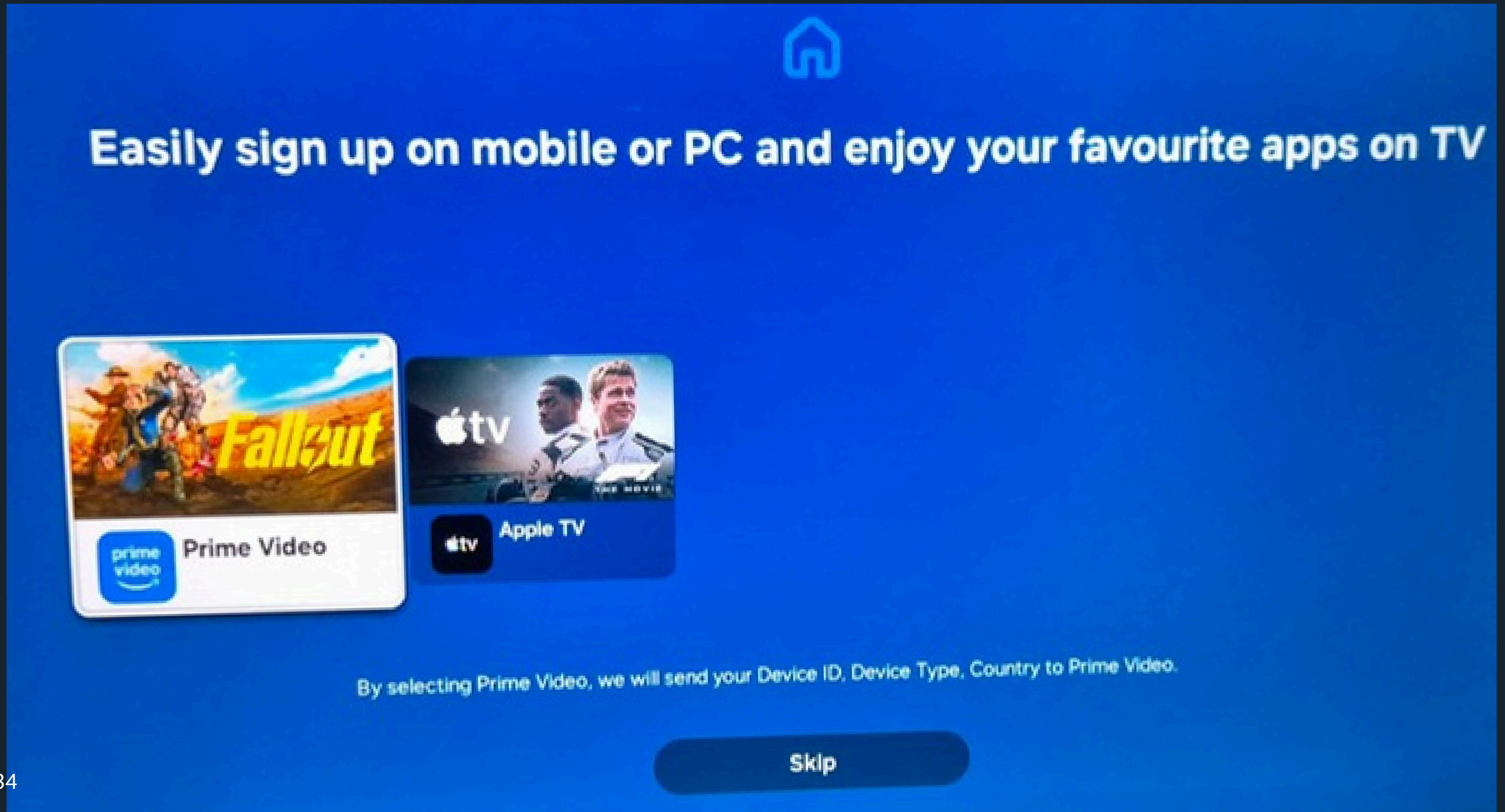
Samsung M70H Mini LED UA43M70HAWXXY | PUI



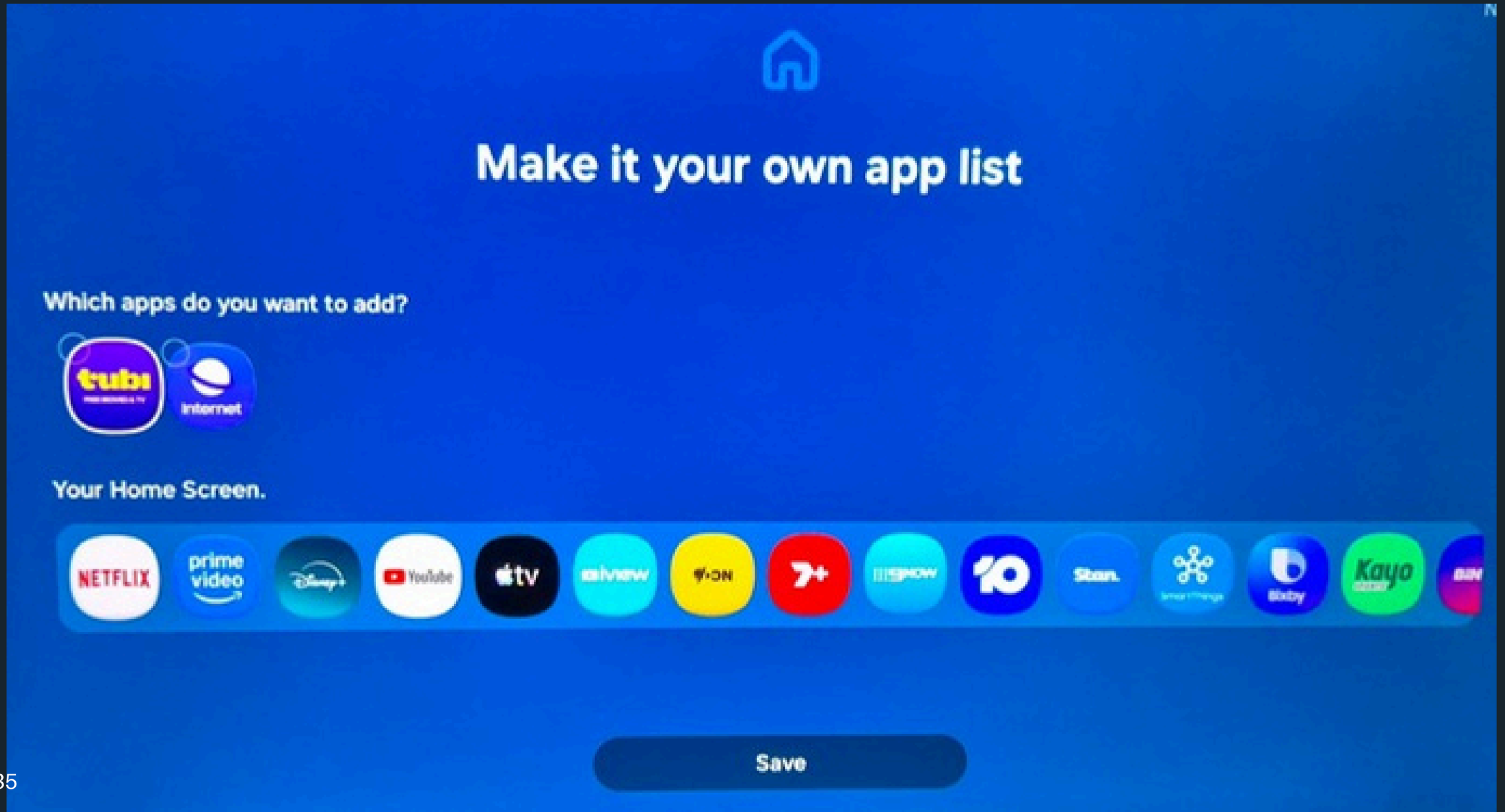
Samsung M70H Mini LED UA43M70HAWXXY | EPG



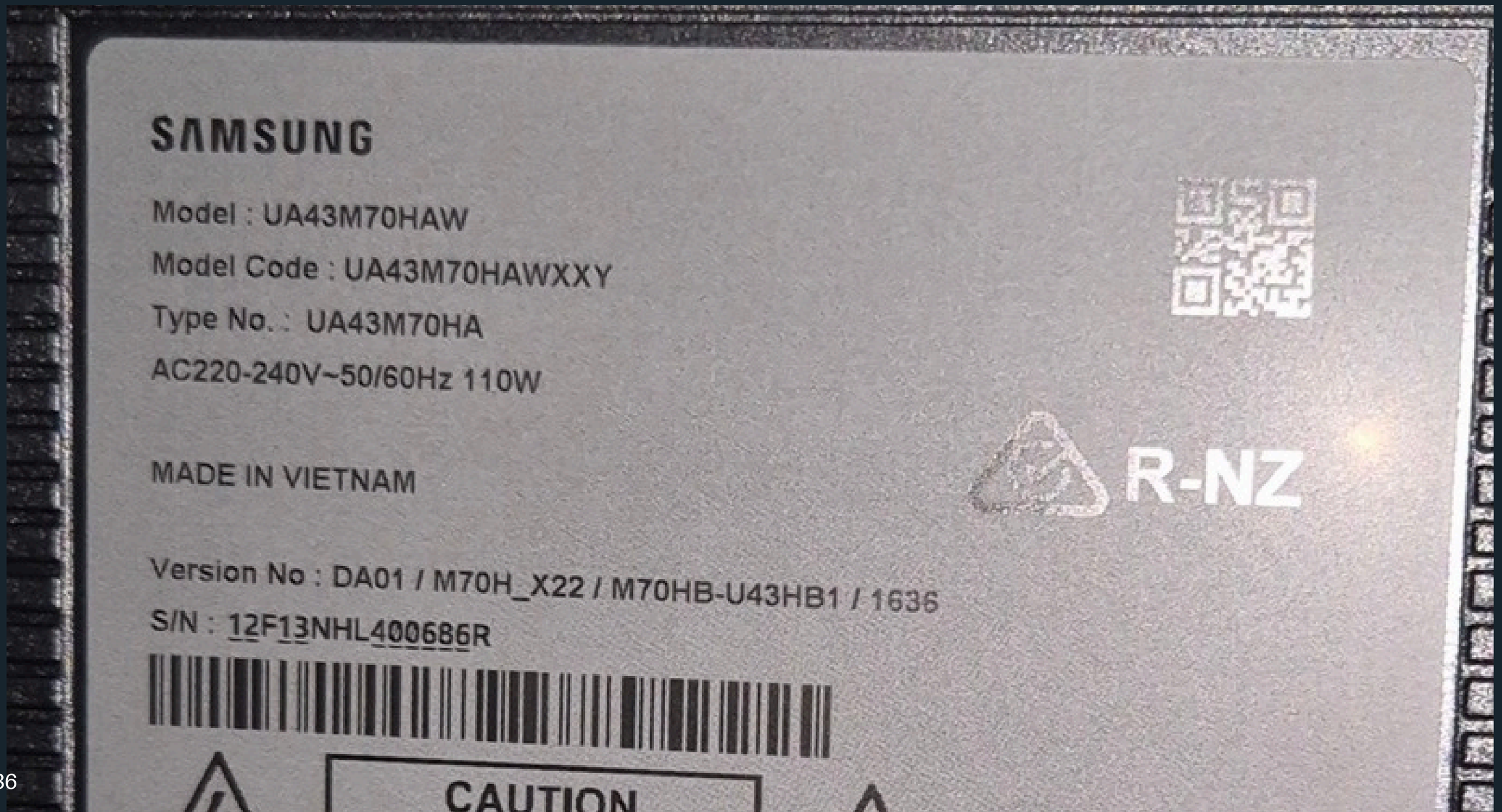
Samsung M70H Mini LED UA43M70HAWXXY | Recommended apps



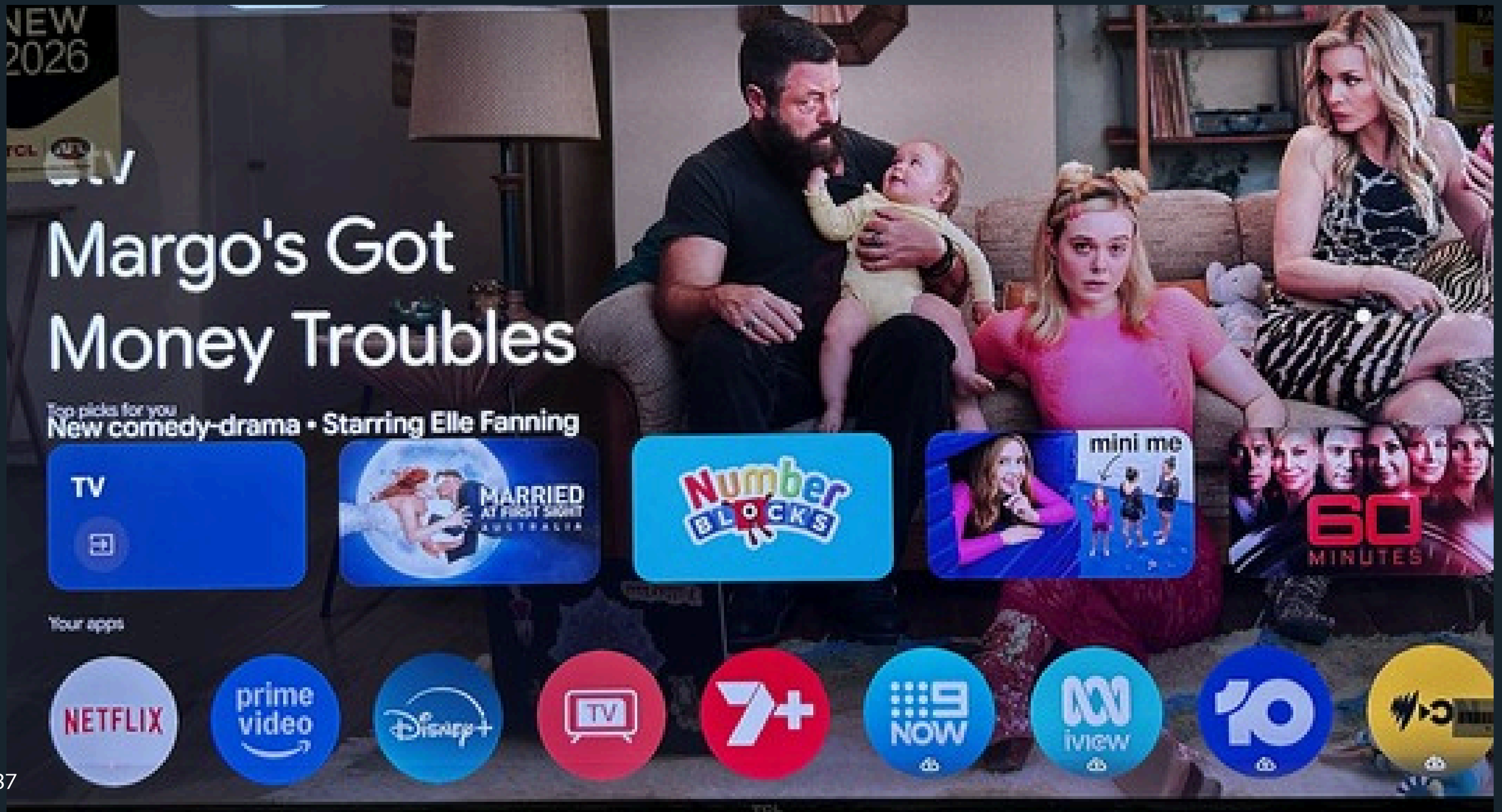
Samsung M70H Mini LED UA43M70HAWXXY | Recommended apps



Samsung M70H Mini LED UA43M70HAWXXY | Manufacture date/serial no.



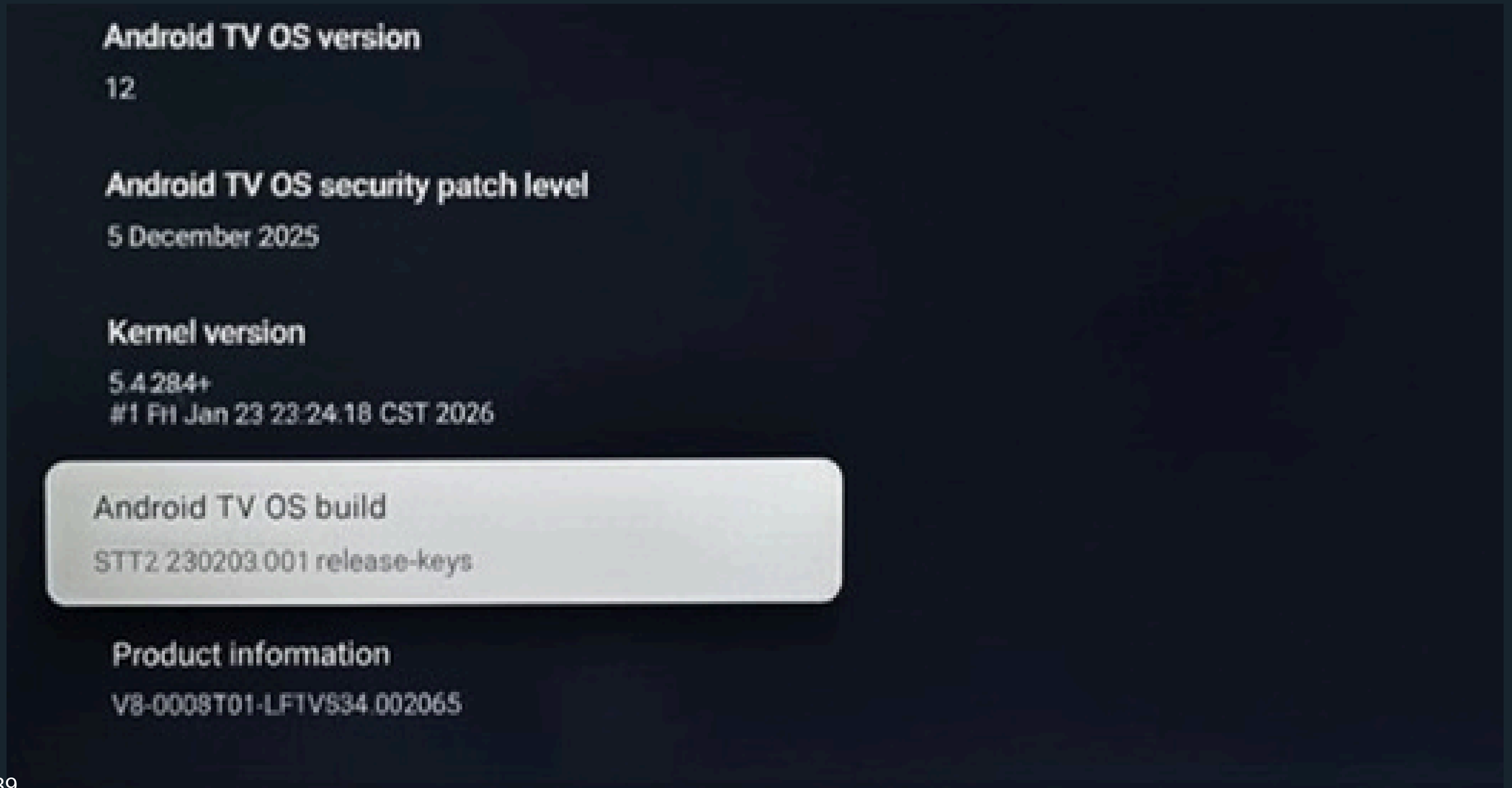
TCL 43" P7LS QLED 4K | PUI



TCL 43" P7LS QLED 4K | EPG



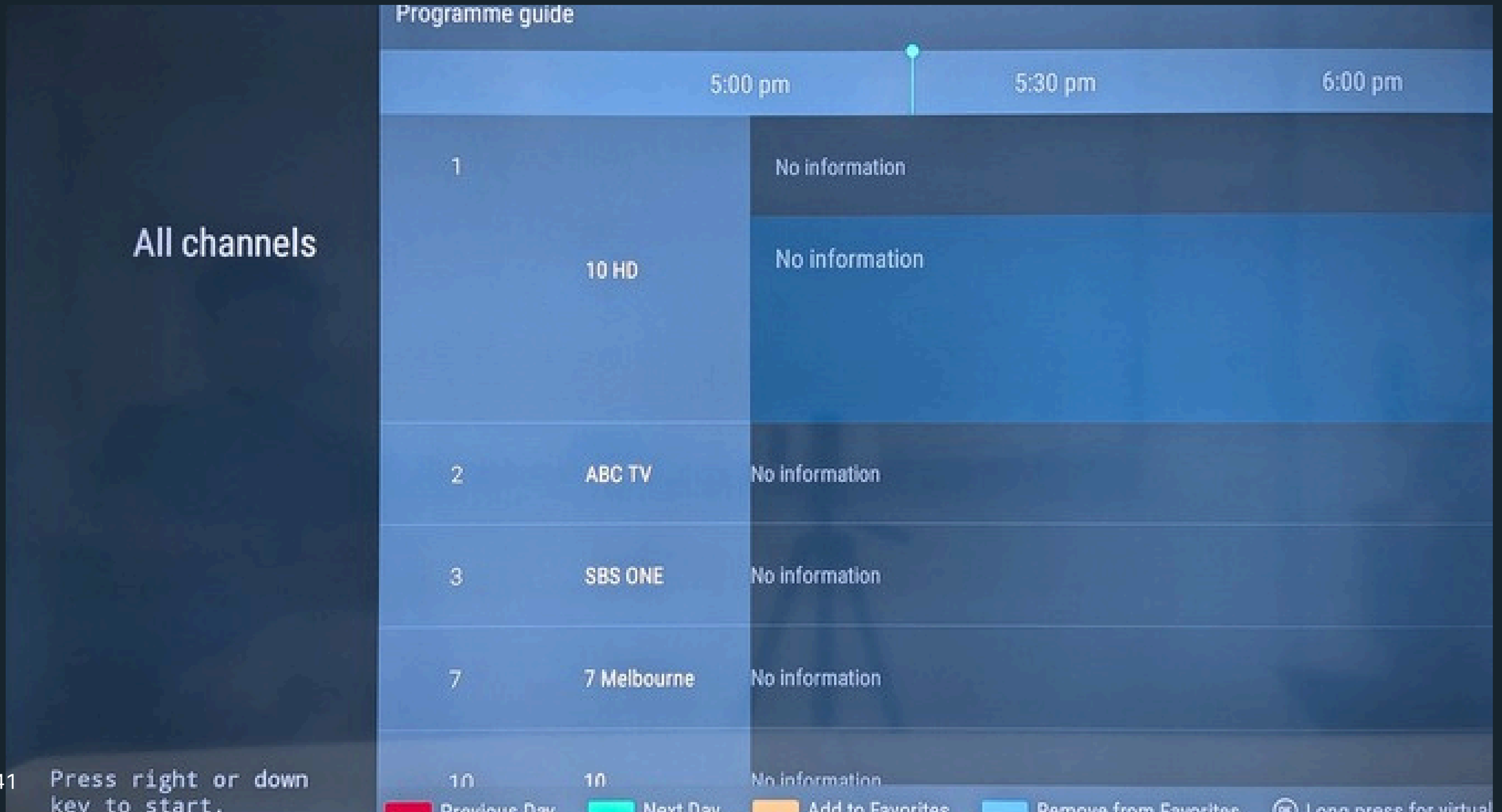
TCL 43" P7LS QLED 4K | Manufacture date/serial no.



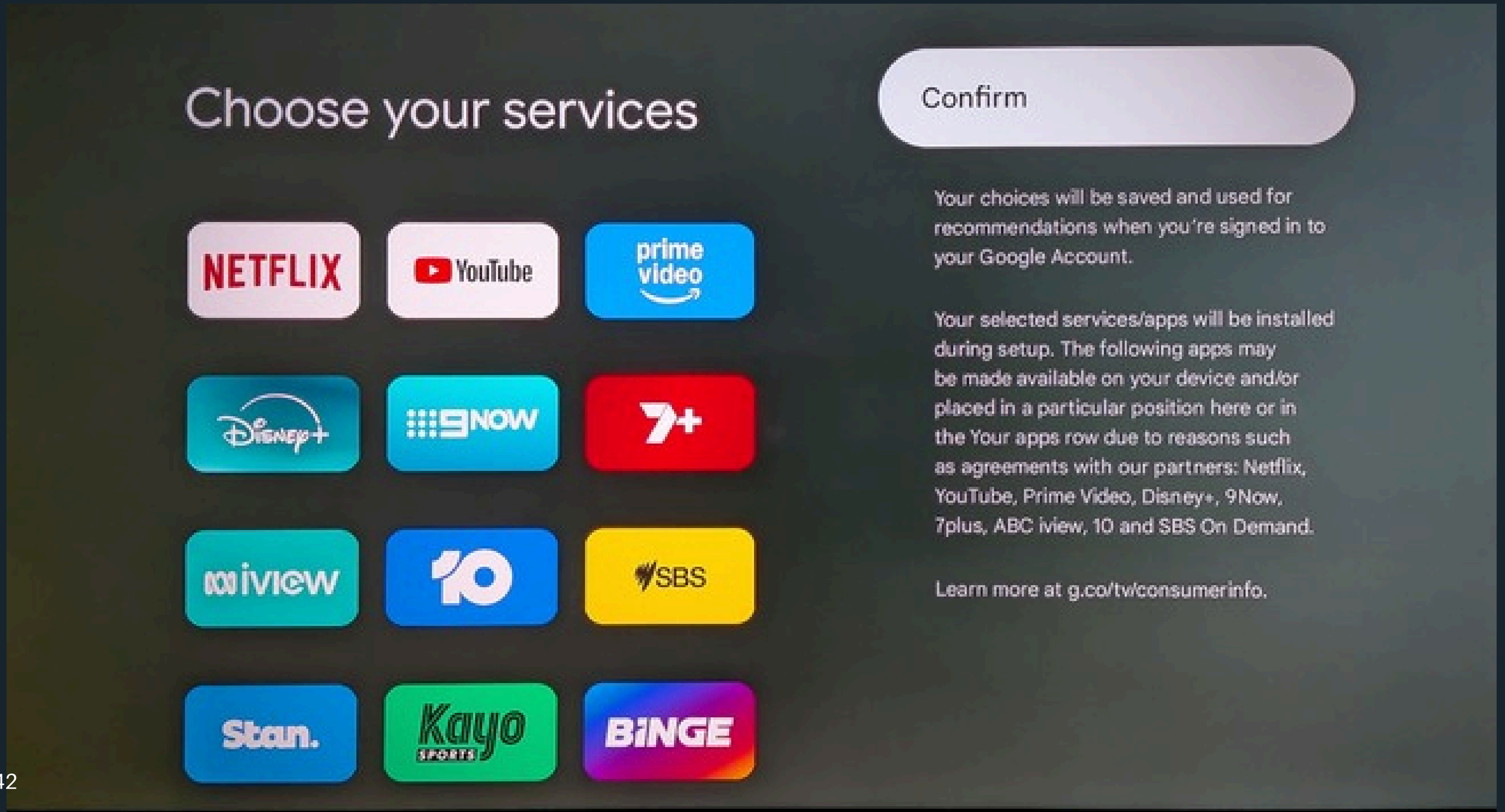
Kogan KAQL43XQ98GSVA | PUI



Kogan KAQL43XQ98GSVA | EPG



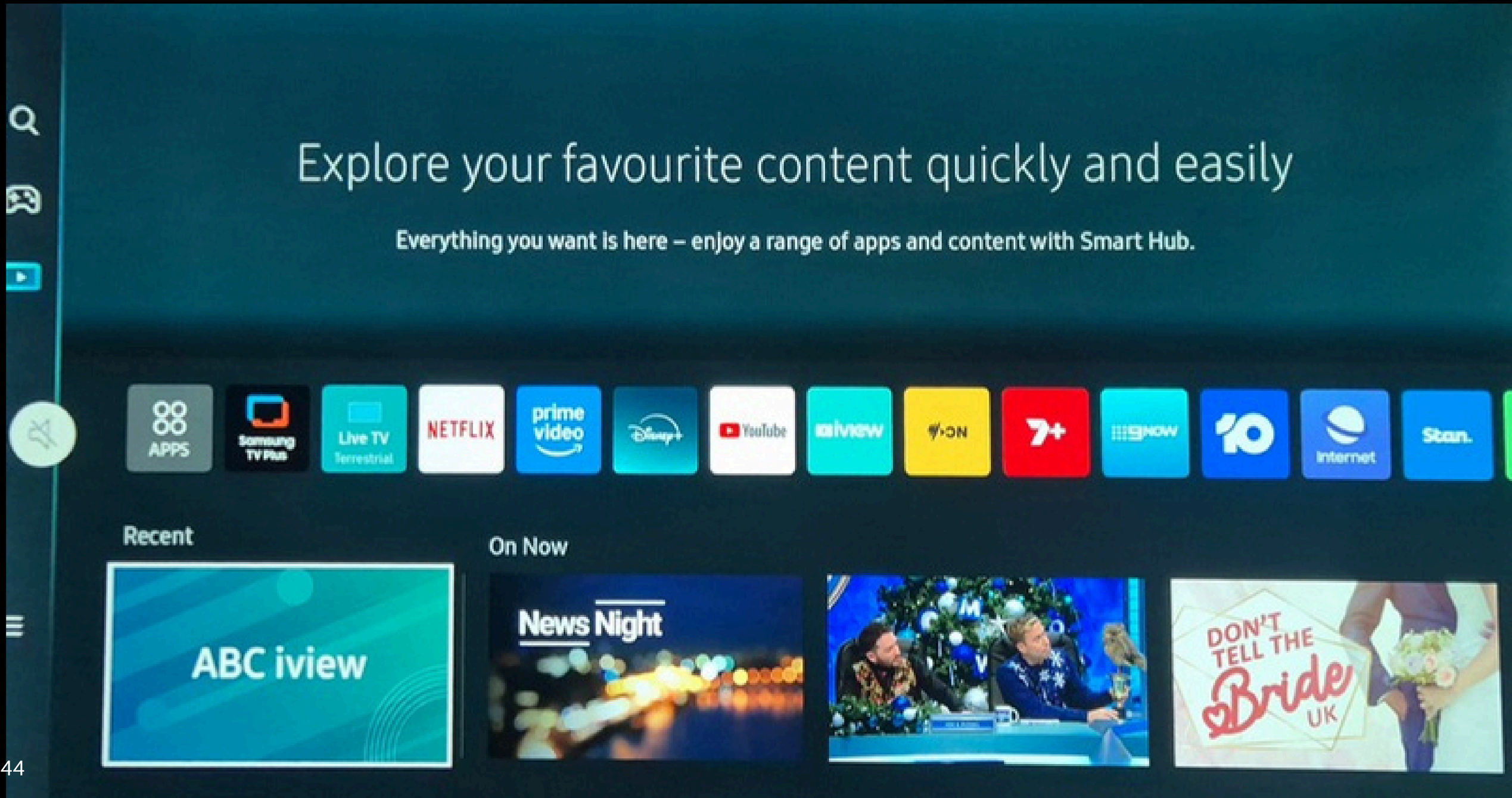
Kogan KAQL43XQ98GSVA | Recommended apps



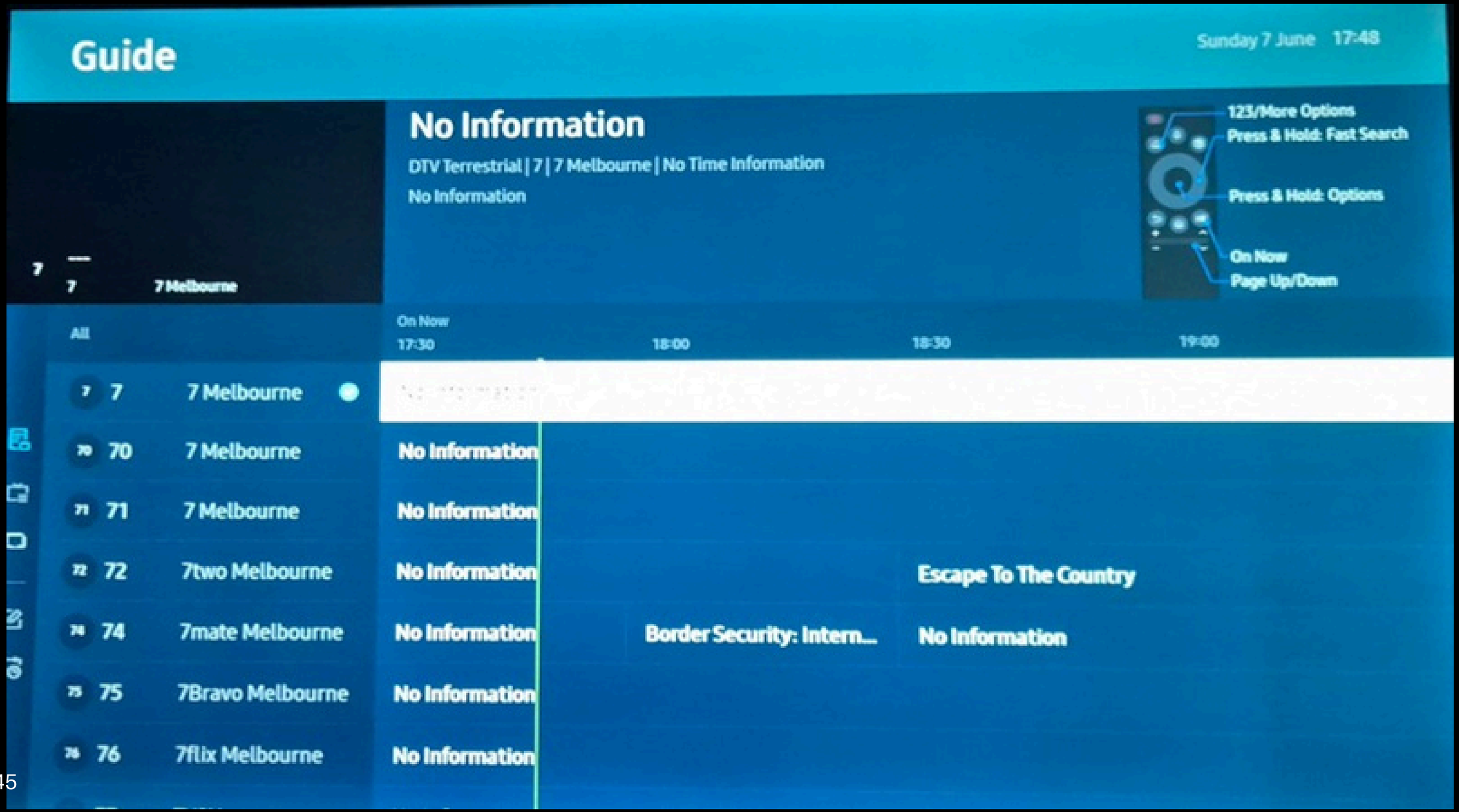
Kogan KAQL43XQ98GSVA | Manufacture date/serial no.



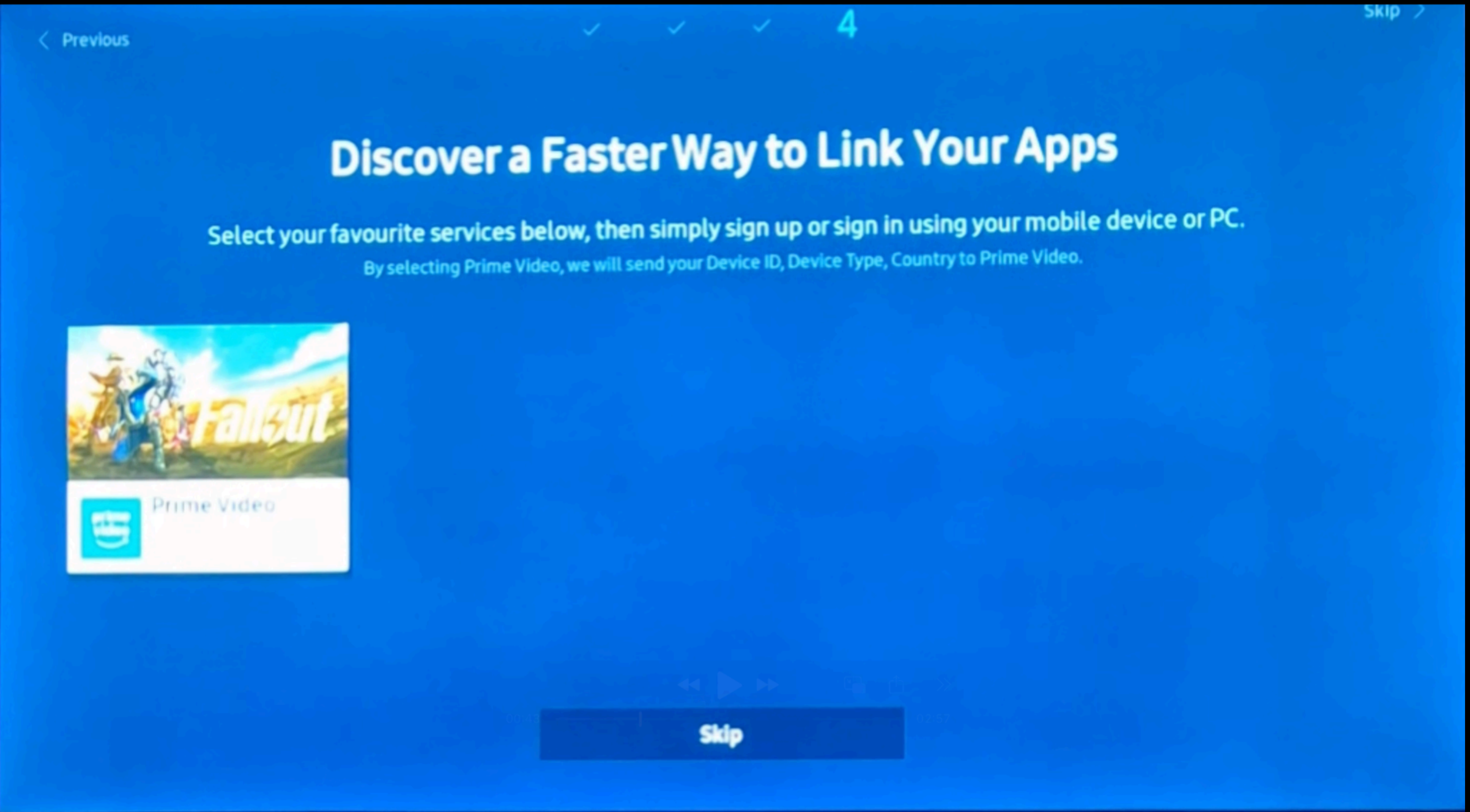
Akai AK65UHDZEN | PUI



Akai AK65UHDZEN | EPG



Akai AK65UHDZEN | Recommended apps



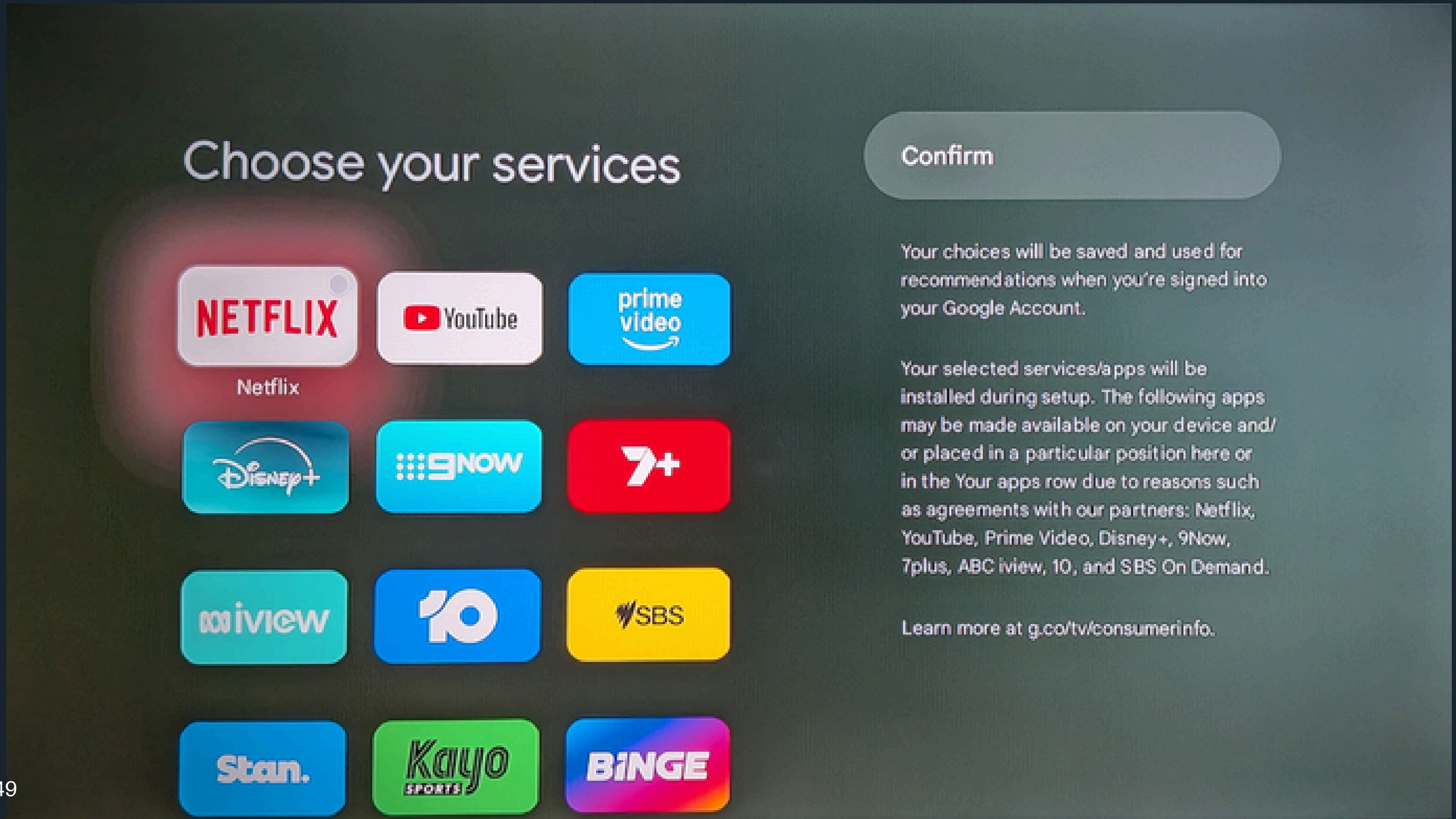
Akai AK65UHDZEN | Manufacture date/serial no



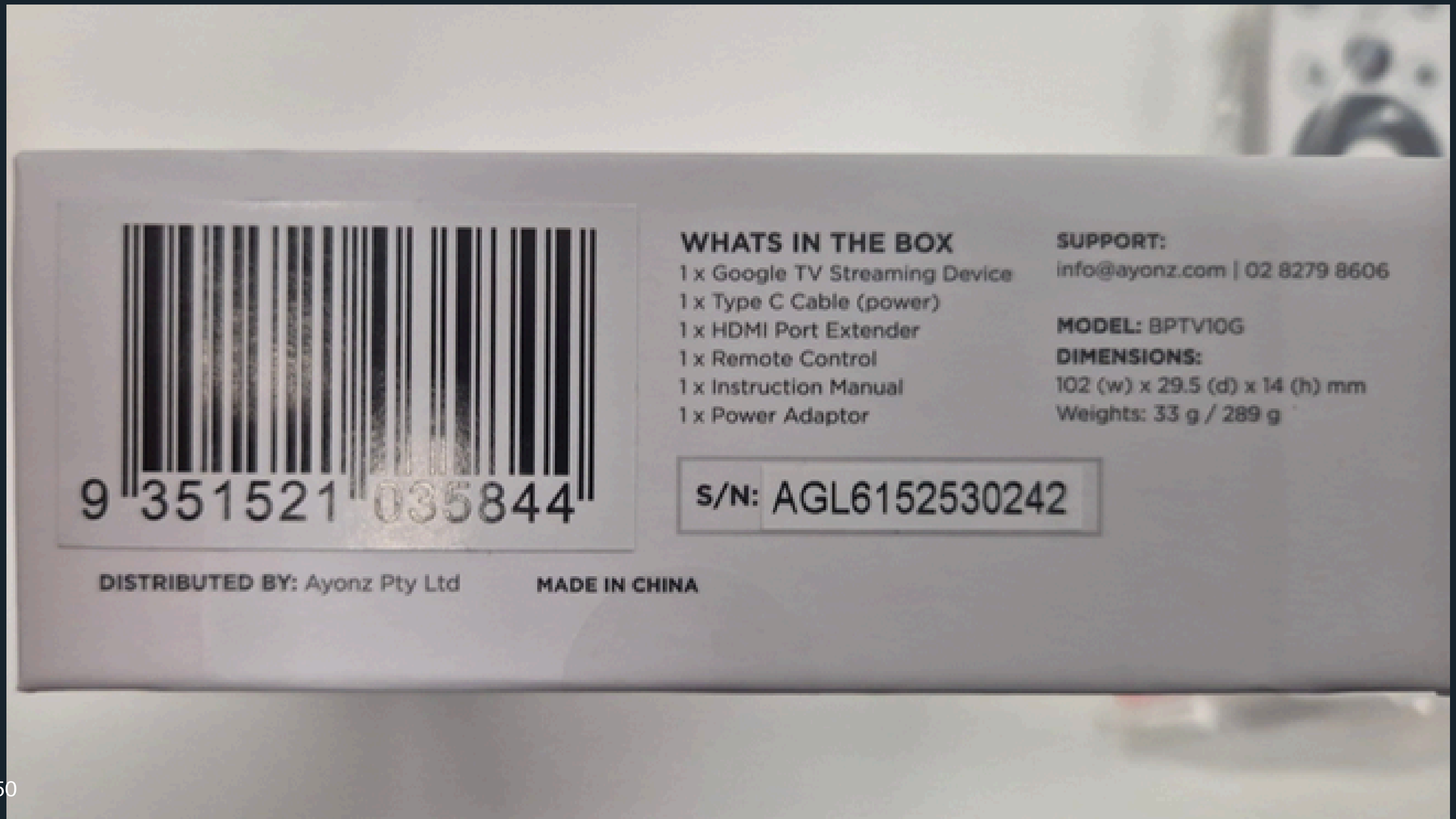
Blaupunkt Google TV BPTV10G | PUI



Blaupunkt Google TV BPTV10G | App recommendation screen



Blaupunkt Google TV BPTV10G | Serial no



Apple TV 64GB (2022) A2737 | PUI (testing date 5/6/26)



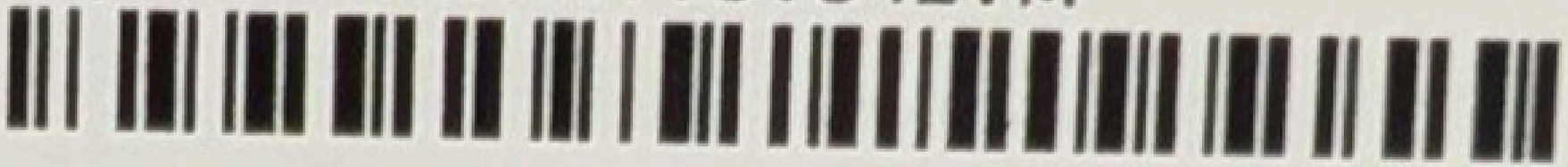
Apple TV 64GB (2022) A2737 | Serial no

MN873X/A Apple TV 4K (3rd generation) Wi-Fi
Designed by Apple in California apple.com
Model A2737 Assembled in China

(1P) Part No. MN873X/A



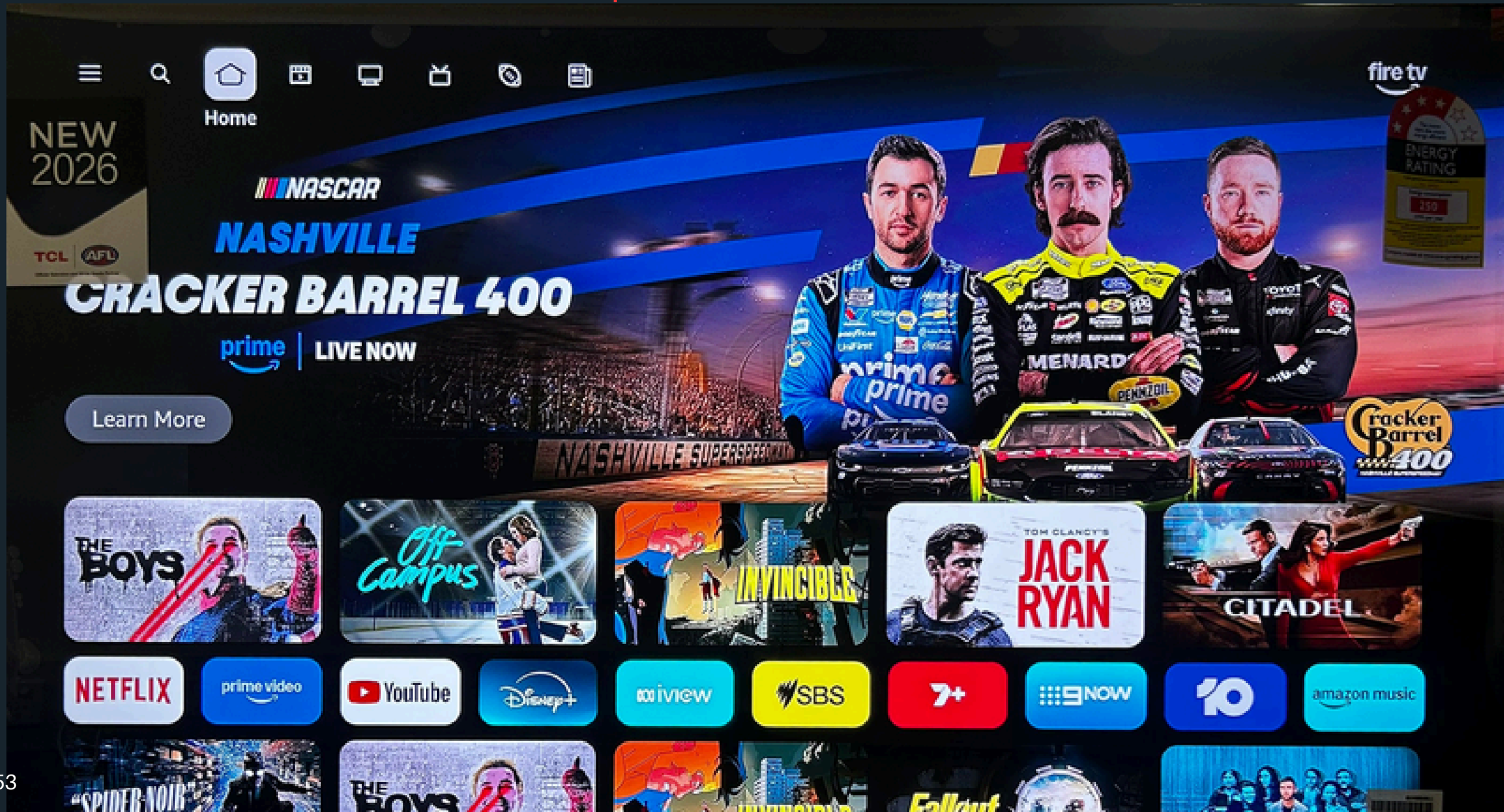
(S) Serial No. MVTGV342VM



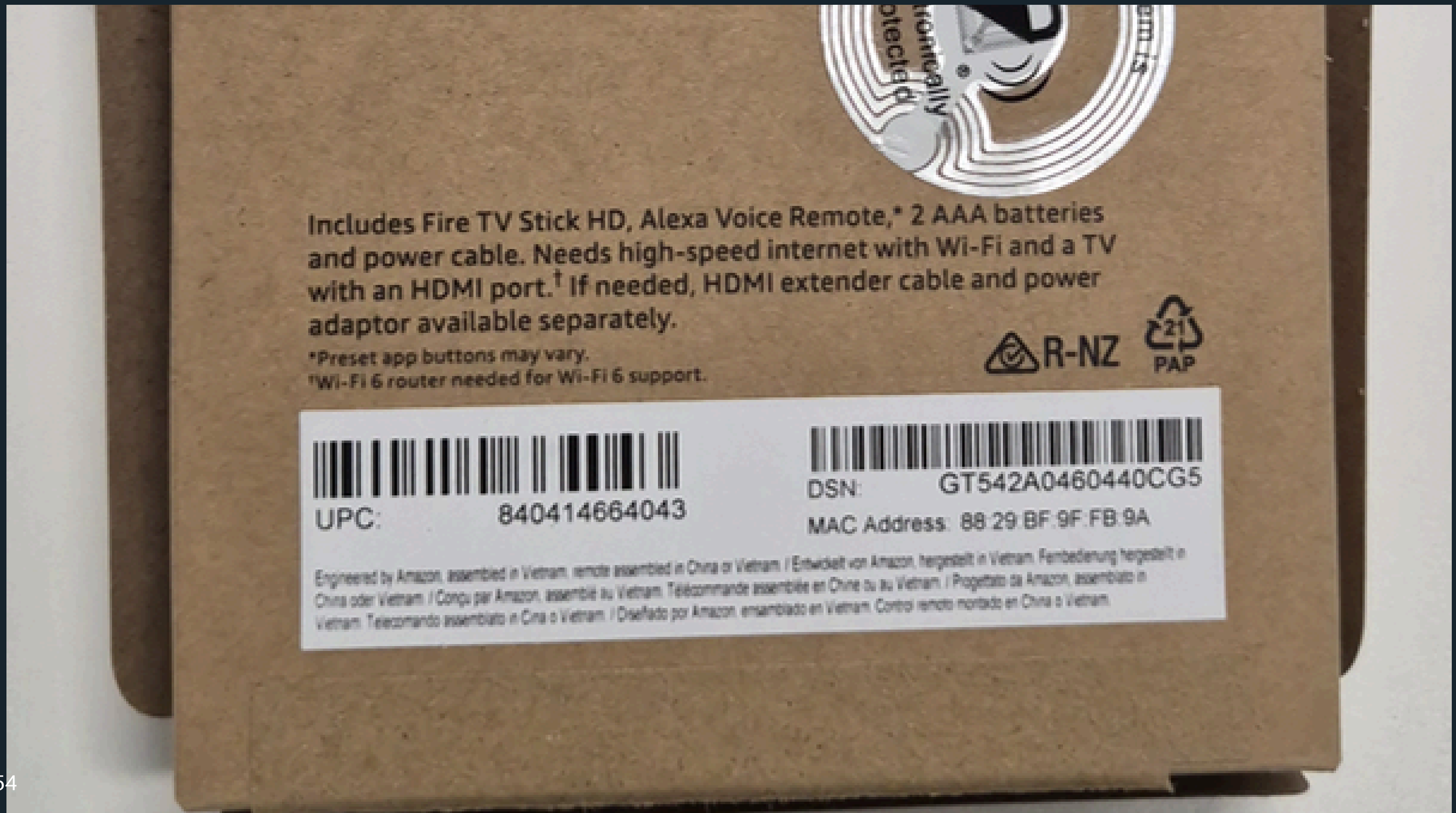
UPC



Amazon Fire TV HD 8GB Wi-Fi 6 C79G24 | PUI



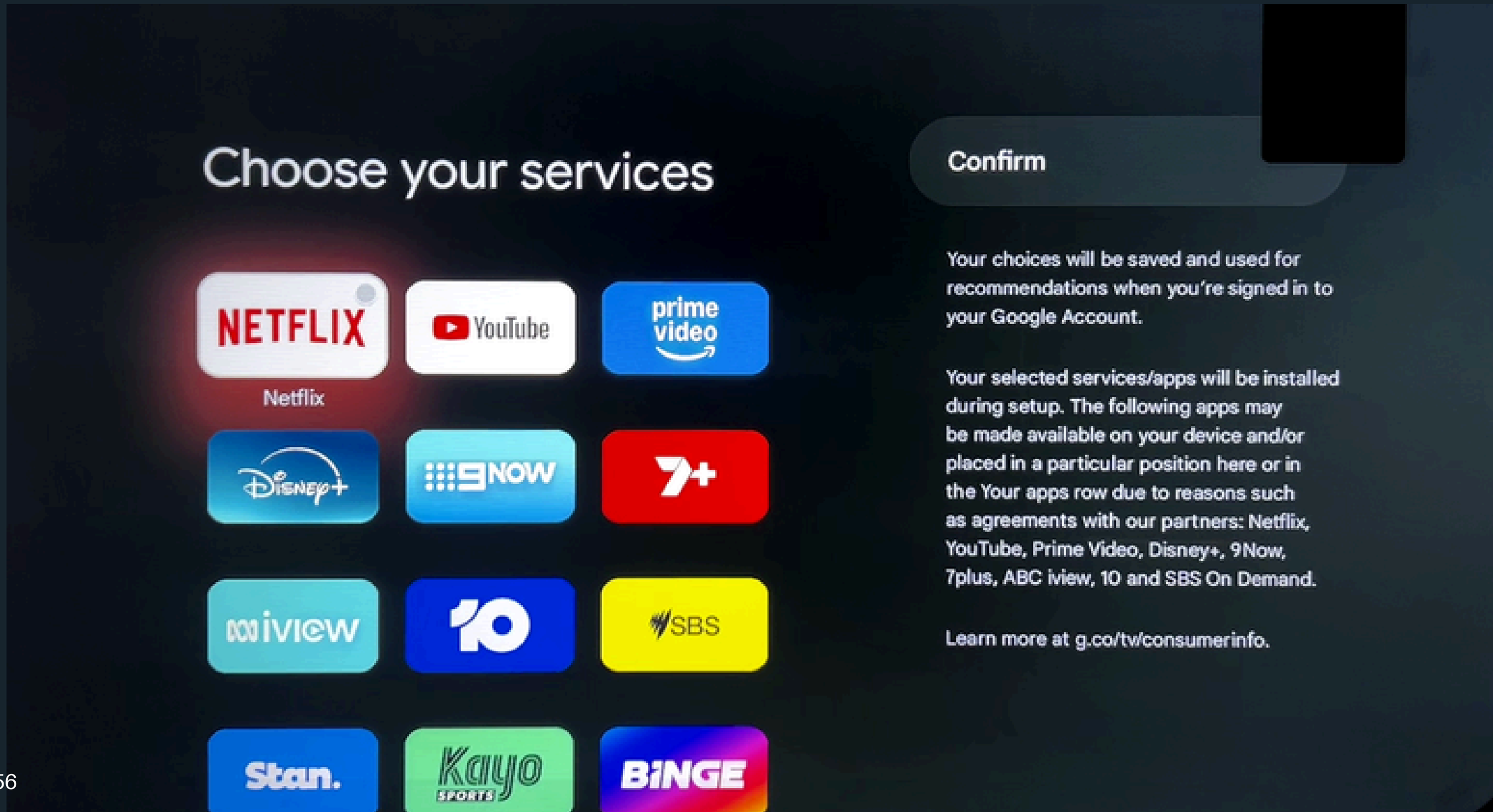
Amazon Fire TV HD 8GB Wi-Fi 6 C79G24 | Serial no



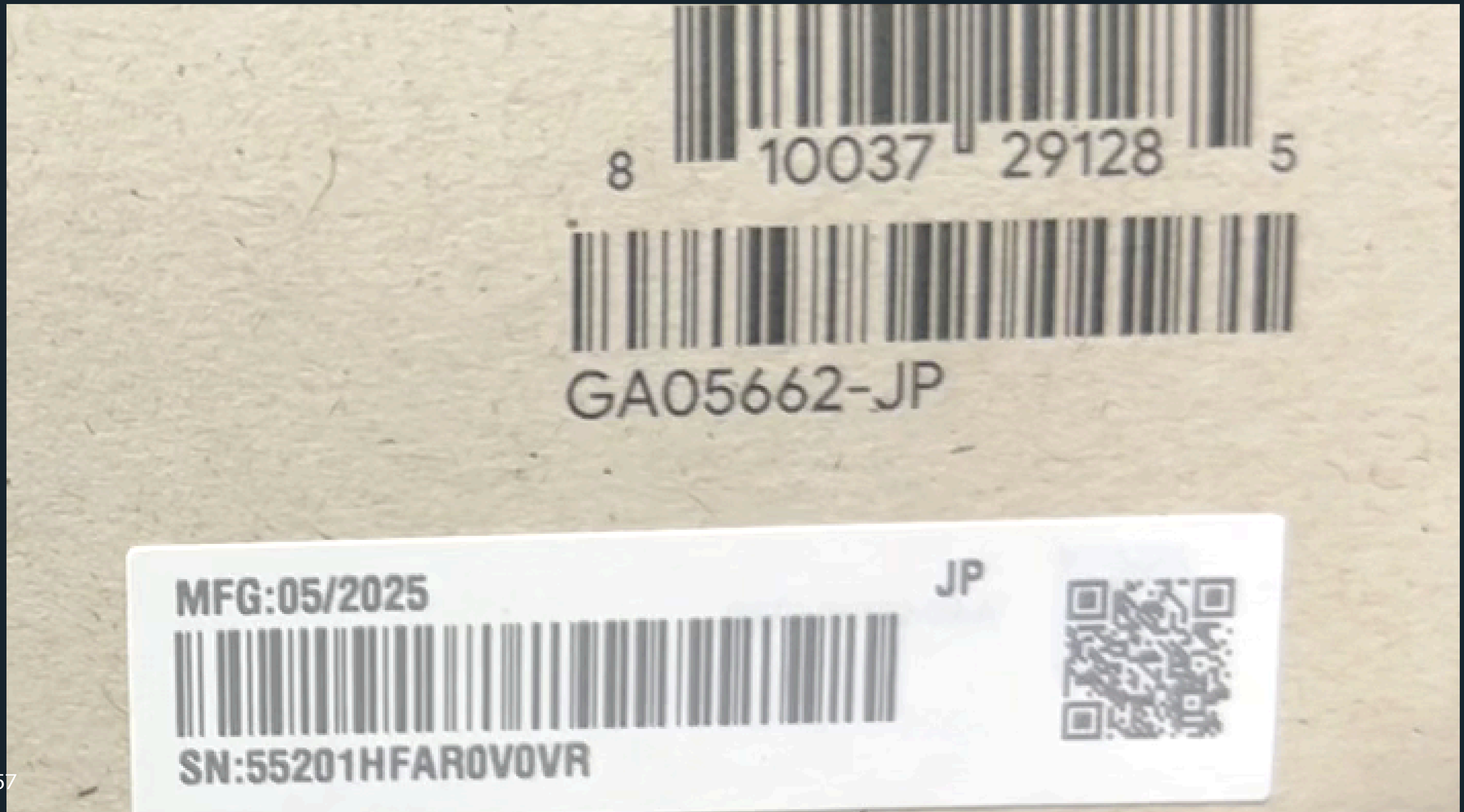
Google TV Streamer GA05662 | PUI



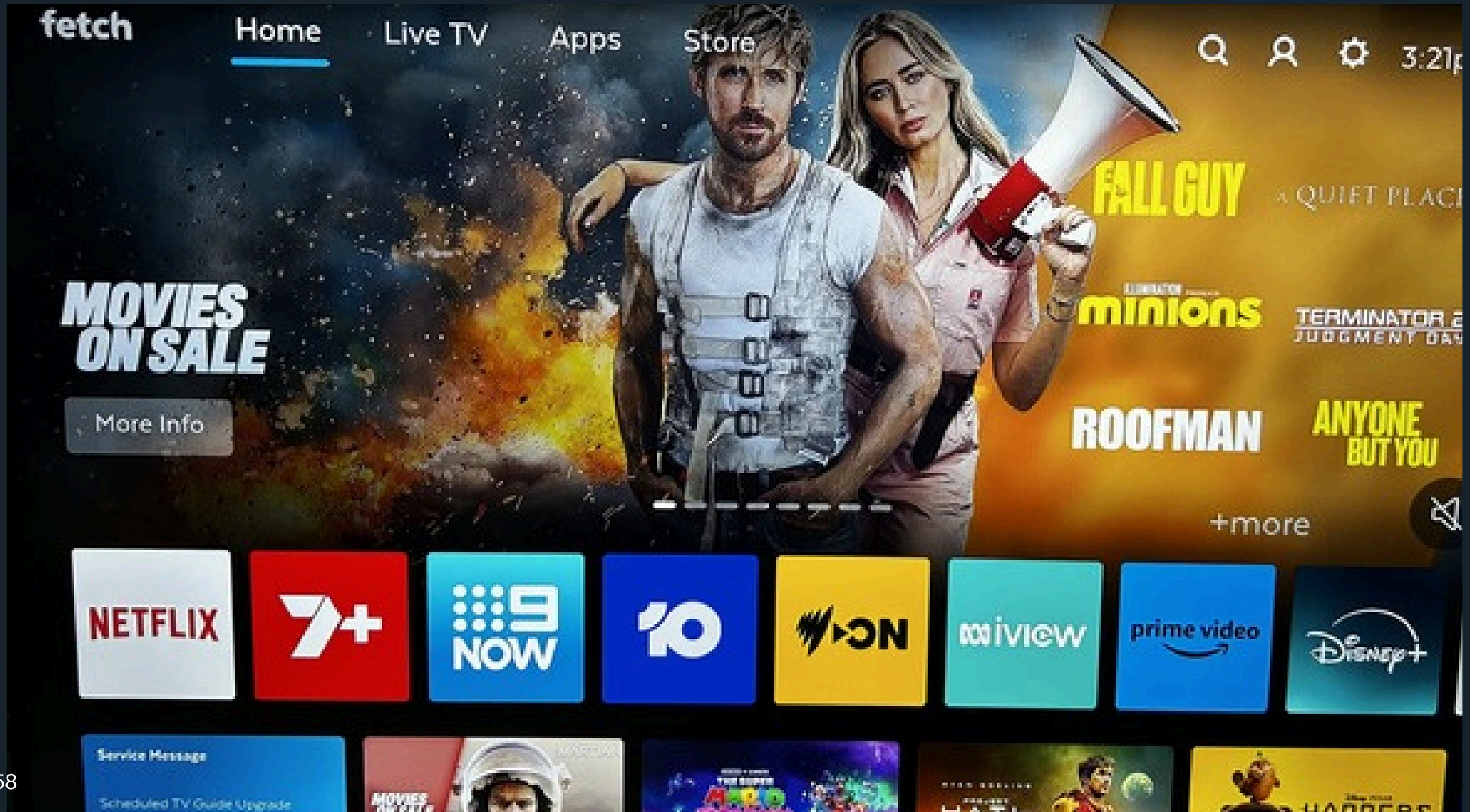
Google TV Streamer GA05662 | App recommendation screen



Google TV Streamer GA05662 | Serial no



Fetch TV Mini 5 4K UHD | PUI



Fetch TV Mini 5 4K UHD | Packaging



Kogan Full HD Smart Freestyle Projector KAPRL018HTA | PUI



Kogan Full HD Smart Freestyle Projector KAPRL018HTA | Serial no



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