From:	svodauscontent
To:	[redacted]; svodauscontent
Cc:	[redacted]
Subject:	RE: Preliminary approach - publication of annual compliance results for SVOD Australian Content Requirement [SEC=OFFICIAL]
Date:	Monday, 3 August 2026 8:54:12 AM
Attachments:	image001.png image002.png image003.png image004.png

OFFICIAL

Hi [redacted],

We are happy to get any comments by the 21st August from Apple. If you have any questions, please don't hesitate to reach out.

Cheers,

[redacted]

[redacted]
Senior Regulatory Officer
Local Content and Discoverability

Australian Communications and Media Authority
[redacted]@acma.gov.au
acma.gov.au

The ACMA acknowledges First Nations peoples as the Traditional Owners and Custodians of Australia. We respect and celebrate First Nations peoples as the original storytellers and content creators of the lands on which we work and honour the enduring strength and commitment of Aboriginal and Torres Strait Islander peoples to the land, waters and their communities. We pay our respects to Elders past, present, and emerging.



OFFICIAL

From: [redacted]@apple.com>
Sent: Friday, 31 July 2026 5:08 PM
To: svodauscontent <svodauscontent@acma.gov.au>
Cc: [redacted]@acma.gov.au>
Subject: Re: Preliminary approach - publication of annual compliance results for SVOD Australian

Content Requirement [SEC=OFFICIAL]

OFFICIAL

CAUTION: This email is from an external sender. Do NOT click on links or open attachments unless you recognise the sender and KNOW the content is safe. If you are in doubt, please contact the Corporate Service Desk.

Hi [redacted]

Thanks so much for forwarding this on. A bit of extra time would be great, if there's any flexibility from your end - would it be possible to come back to you by 21 August?

Thanks again

[redacted]

[redacted]
Apple
20 Martin Place
Sydney, NSW 2000
Australia
[redacted]@apple.com

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OFFICIAL

On 30 Jul 2026, at 12:23 pm, svodauscontent <svodauscontent@acma.gov.au> wrote:

OFFICIAL

Good afternoon [redacted],

Redirecting the below email to you given [redacted]s out of office.

Please let us know if you need any additional time to respond given [redacted] is on leave until 10 August.

[redacted]

OFFICIAL

From: [redacted]@acma.gov.au>
Sent: Thursday, 30 July 2026 12:20 PM
To: [redacted]@apple.com>; [redacted]@apple.com>
Cc: svodauscontent <svodauscontent@acma.gov.au>
Subject: Preliminary approach - publication of annual compliance results for SVOD Australian Content Requirement [SEC=OFFICIAL]

OFFICIAL

Good afternoon [redacted] and [redacted]

Publication of compliance results for SVOD Australian content requirement

Please note that the documentation in this email is not for further distribution beyond relevant staff within your company.

The ACMA is progressing implementation activities to support Subscription Video on Demand (SVOD) services to report on how they are meeting the Australian content requirement (contained in Part 8C of the *Broadcasting Services Act 1992*).

In June, we confirmed that the ACMA is expected to develop public reporting annually to share information with Australians about the operation of the requirement. This is consistent with government expectations of the ACMA, as well as our approach to publicly reporting on compliance with existing Australian content requirements for subscription television and commercial television.

The attached document shares:

- the ACMA's preliminary approach to annual publication of compliance results
- an illustrative template of what public reporting may look like.

The approach has been developed to balance the need for public transparency about the operation of the requirement, while acknowledging that certain data provided to the ACMA will be commercially sensitive and not for further distribution.

Should SVOD services wish to provide views on the ACMA's preliminary approach, we would welcome your engagement by written response by no later than **COB Friday 14 August.**

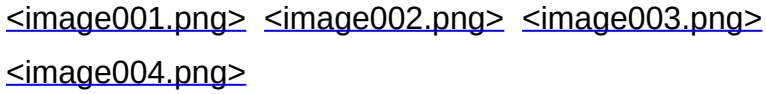
If you would like to meet with the ACMA to discuss the approach or any concerns, please reach out via response to this email to arrange a suitable time in the coming weeks.

Kind regards,

[redacted]

[redacted]
Senior Regulatory Officer
Local Content and Discoverability

Australian Communications and Media Authority
[redacted]@acma.gov.au
acma.gov.au



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