From: svodauscontent
To: [redacted]
Cc: [redacted]; svodauscontent; [redacted]
Subject: Embargoed Information and request for meeting - SVOD Australian Content Requirement [SEC=OFFICIAL]
Date: Friday, 6 March 2026 9:05:07 AM
Attachments: image001.png
image002.png
image003.png
image004.png
SVOD Australian content requirements - Expenditure.docx
SVOD Australian content requirements - Understanding service types and obligations.docx
SVOD Australian content requirements - Eligible programs.docx
SVOD Australian content requirements - Reporting to the ACMA.docx
SVOD Australian content requirements - Revenue.docx

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Good morning [redacted]

Information on the SVOD Australian Content Requirement

Thank you for making your annual notification to the ACMA on 2 March.

The ACMA is now in a position to share embargoed copies of five factsheets that explain key elements of how the Australian Content Requirement works. The information contained in these factsheets will be published on the ACMA's website on **Tuesday 10 March**.

Please note that these factsheets provide preliminary information, and the ACMA plans to provide additional guidance as the year progresses.

Meeting request

We would appreciate the opportunity to meet with Foxtel Group in the coming weeks to discuss what additional guidance materials you would like to see the ACMA develop. We also hope to use this meeting as an opportunity to discuss other implementation priorities.

We would also look to use this time to discuss your 23 March 2026 letter to Carolyn Lidgerwood seeking a class exemption for certain online content services.

In the first instance, could you please confirm a few times that you may be able to accommodate a meeting from the week commencing 23 March.

Consent to disclose the name of your service

Understandably, there is some interest from the general public in understanding which SVOD services meet the definition of a major SVOD service – and will therefore have an Australian content expenditure requirement to meet.

We appreciate that subscriber numbers are provided on a confidential basis and will not be disclosed – and that Foxtel's request regarding a class exemption is still under consideration. At this stage we wanted to seek your consent to publicly disclose that BINGE has over 1 million paying subscribers in Australia – and will have an expenditure requirement for the SVOD reporting year.

We look forward to hearing from you shortly.

Kind regards,

[redacted]

[redacted]
Senior Regulatory Officer
Content Reporting and Bargaining

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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.



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