From:	svodauscontent
To:	[redacted]
Cc:	svodauscontent; [redacted]
Subject:	Embargoed information and request for meeting - SVOD Australian Content Requirement [SEC=OFFICIAL]
Date:	Friday, 6 March 2026 9:10:34 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

OFFICIAL

Good morning [redacted]

Information on the SVOD Australian Content Requirement

Thank you for making your annual notification to the ACMA on 28 February, which confirmed that your subscription video on demand (SVOD) service Prime Video is a regulated SVOD service and has an Australian content expenditure requirement for the 2026 SVOD reporting year.

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.

Responding to Amazon Prime's queries

I acknowledge that it has been some time since you first raised some questions with the team for clarification. We appreciate your patience. I've outlined below how each factsheet responds to your previous queries:

a. You asked about the ACMA's approach to total program expenditure – and the calculation of global content. The expenditure factsheet has more detail about the considerations that should be given to the methodology that Prime Video apply to calculating the Australian value of global content as part of Prime Video's total program expenditure.
b. You asked for clarity about the operation of the revenue election. This is contained in the revenue factsheet. The Act does not provide flexibility to switch between methodologies after less than three years.
c. You asked about calculating the exchange rate. The reporting to the ACMA factsheet provides more information. The simplest approach is for SVODs to use the end of calendar year rates on the ATO website, alternatively you can report on the exchange rate on the day that the expenditure is incurred.
d. You asked about the meaning of subsection 121FZK(2). This subsection relates to payments made between provider entities. This is outlined in the expenditure factsheet – but happy to discuss further.

Meeting request

We would appreciate the opportunity to meet with you in the coming weeks to hear from you about 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.

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 wanted to seek your consent to publicly disclose that Prime Video 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

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.

