From: svodauscontent
To: [redacted]; svodauscontent
Cc: [redacted]
Subject: RE: Embargoed information and request for meeting - SVOD Australian Content Requirement [SEC=OFFICIAL]
Date: Wednesday, 18 March 2026 4:42:43 PM

OFFICIAL

Thanks [redacted],

No worries – I expect that our team may be a bit of an anomaly for the ACMA being based primarily in Melbourne.

[redacted].

Very happy to chat through the consent to publish Apple TV's name on Tuesday as well.

Cheers,

[redacted]

OFFICIAL

From: [redacted]@apple.com>
Sent: Wednesday, 18 March 2026 4:15 PM
To: svodauscontent <svodauscontent@acma.gov.au>
Cc: [redacted]@acma.gov.au>
Subject: Re: Embargoed information and request for meeting - SVOD Australian Content Requirement [SEC=OFFICIAL]

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Hi [redacted]

Ah, apologies! I had thought you were all in Sydney — apologies for mis-remembering. [redacted]

Let me come back to you on the confirmation of regulation point. Usually our regulatory obligations aren't made public so am just checking some colleagues. Given there is some conjecture about our number of subscribers in Australia publicly in AUS, it is perhaps more commercially sensitive for us than for other

SVODs. I hope to have an update shortly.

Cheers
[redacted]

[redacted]
[redacted]@apple.com

OFFICIAL

On 18 Mar 2026, at 3:31 pm, svodauscontent <svodauscontent@acma.gov.au> wrote:

OFFICIAL

Hi [redacted]

On the proposed meeting time

Unfortunately we don't have availability on the 25th March (that's largely my fault because of an appointment). We are available on the following times on Tuesday 24th March if that suited Apple attendees:

- 9.15am – 10am
- 11am – 11:30am

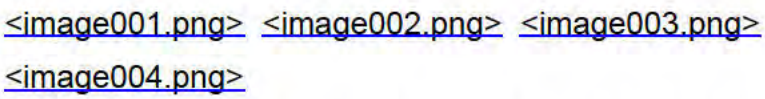
I just wanted to confirm as well, for an in-person meeting, that you are based in Melbourne?

Very happy to work through some alternative times in the week of 30 March if that would be easier for you.

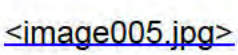
Consent to disclose its name
In relation to consent to disclose that Apple has an expenditure requirement for the reporting year, the information that Apple TV is in scope of the requirement may be disclosed by an ACMA on our website, and in response to queries we may receive about who has an expenditure requirement this reporting year. We have sought the same consent from other SVOD services with at least 1 million paying subscribers.
Cheers,
[redacted]

[redacted]
A/g Manager
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.



OFFICIAL

From: [redacted]@apple.com>
Sent: Tuesday, 17 March 2026 7:08 PM
To: svodauscontent <svodauscontent@acma.gov.au>
Cc: [redacted]@acma.gov.au>
Subject: Re: Embargoed information and request for meeting - SVOD Australian Content Requirement [SEC=OFFICIAL]

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Thanks [redacted] and team very much for the assistance following up.

We have a few times that could work for an in-person meeting on 25 March, if that timing might be possible?

Could I understand in what format the ACMA would plan to announce that Apple is subject to the obligation?

Very happy to give you a call to discuss further if useful — much appreciated

Cheers
[redacted]

[redacted]@apple.com

OFFICIAL

On 6 Mar 2026, at 9:08 am, svodauscontent <svodauscontent@acma.gov.au> wrote:

OFFICIAL

Good morning [redacted]

Information on the SVOD Australian Content Requirement

Thank you to Apple for making its annual notification to the ACMA on 27 February. which confirmed that your subscription video on demand (SVOD) service Apple TV 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.

Meeting request

We would appreciate the opportunity to meet with Apple 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 request from 27 February for additional information to help inform Apple's decision on a method to acquit the requirement against.

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. However, we wanted to seek your consent to publicly disclose that Apple TV has over 1 million paying subscribers in Australia – and will have an expenditure requirement for the SVOD reporting year.

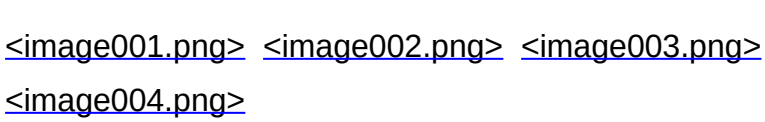
We look forward to hearing from you shortly.

Kind regards,

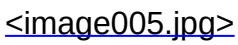
[redacted]

[redacted]
Senior Regulatory Officer
Content Reporting and Bargaining

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



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