From: [redacted]
To: svodauscontent
Cc: [redacted]
Subject: Re: Embargoed information and request for meeting - SVOD Australian Content Requirement [SEC=OFFICIAL]
Date: Friday, 20 March 2026 11:29:52 AM
Attachments: image002.png
image003.png
image004.png
image005.png

OFFICIAL

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Hi [redacted]

Thanks for reaching out. Apologies for the delay in reply, [redacted] has been travelling a lot for work.

[redacted]

Thanks very much
[redacted]

[redacted]

The Walt Disney Company Australia & New Zealand

Building 10, Level 3, 658 Church Street
Richmond, Vic 3121, Australia
Mob [redacted]
Email [redacted]
www.disney.com.au

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OFFICIAL

From: svodauscontent <svodauscontent@acma.gov.au>
Date: Friday, 20 March 2026 at 11:08 am
To: svodauscontent <svodauscontent@acma.gov.au>, [redacted]@disney.com>
Cc: [redacted]@disney.com>, [redacted]@acma.gov.au>
Subject: RE: Embargoed information and request for meeting - SVOD Australian Content Requirement [SEC=OFFICIAL]

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Good morning [redacted],

I just wanted to reach out to see if you have had an opportunity to consider our request to meet, as well as our request around consent to disclose that 'Disney+' will have an expenditure requirement for this reporting year.

[redacted]

Cheers,

[redacted]

OFFICIAL

From: svodauscontent <svodauscontent@acma.gov.au>
Sent: Friday, 6 March 2026 9:08 AM
To: [redacted]@disney.com>
Cc: svodauscontent <svodauscontent@acma.gov.au>; [redacted]@disney.com>; [redacted]@acma.gov.au>
Subject: Embargoed information and request for meeting - SVOD Australian Content Requirement [SEC=OFFICIAL]

OFFICIAL

Good morning [redacted]

Information on the SVOD Australian Content Requirement

Thank you for making your annual notification to the ACMA on 17 February, which

confirmed that your subscription video on demand (SVOD) service Disney+ 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 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 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 Disney+ 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.



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