From: svodauscontent
To: [redacted]
Cc: svodauscontent; [redacted]@nine.com.au; [redacted]
Subject: RE: Embargoed information and request for meeting - SVOD Australian Content Requirement [SEC=OFFICIAL]
Date: Wednesday, 1 April 2026 9:23:22 AM
Attachments: image001.png
image002.png
image003.png
image004.png

OFFICIAL

Good morning [redacted],

We are looking forward to meeting up with Stan next week to discuss the SVOD Australian Content Requirement.

In the meantime, I wanted to check-in to see whether or not Stan has had the opportunity to consider our request to disclose the name of your service as having an Australian content expenditure requirement. We are anticipating that this update would be made on our website landing page and that Stan's name would be disclosed alongside other SVOD services that have a requirement.

We would also provide an embargo copy of the website update ahead of time.

Very happy to respond to any questions you may have,

[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: svodauscontent <svodauscontent@acma.gov.au>
Sent: Friday, 6 March 2026 9:08 AM
To: [redacted]@stan.com.au>
Cc: [redacted]@nine.com.au; svodauscontent <svodauscontent@acma.gov.au>; [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 27 February, which confirmed that your subscription video on demand (SVOD) service STAN 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 STAN 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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