From: [redacted]
To: svodauscontent
Cc: [redacted]
Subject: Re: Now published - Update on guidance materials [SEC=OFFICIAL]
Date: Thursday, 21 May 2026 9:49:55 AM
Attachments: image001.png
image004.png
image002.png
image003.png

OFFICIAL

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Hi [redacted]

Thanks for the update. We will review the updated guidance and let you know if we have any questions.

Regards
[redacted]

[redacted]
Pronouns: she/her/hers
M [redacted] | E [redacted]@netflix.com

We acknowledge Aboriginal and Torres Strait Islander people as the First Australians and Traditional Owners of the lands where we live, learn and work.

OFFICIAL

On Thu, 21 May 2026 at 7:40 AM, svodauscontent <svodauscontent@acma.gov.au> wrote:

> OFFICIAL
>
> Good morning [redacted] and [redacted],
>
> I am writing to let you know that updates have now been made to the ACMA's guidance materials on our SVOD webpages (see the expenditure, revenue and eligible programs pages).
>
> I would particularly like to draw your attention to the expenditure page which, among other things, includes updates around matters we had previously discussed. This

includes:

- Additional information about the interaction between the SVOD Australian Content Requirement and obligations on commercial television licensees.
- Additional information around post-production expenditure. This includes references to sound editing, VFX, music and trailers would all be considered post-production expenditure. Generally foreign development expenditure would need to be related to making the production to the point where it could be regarded as ready to be distributed in order to be post-production expenditure.

Please do reach out if you have any questions.

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.



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From: svodauscontent <svodauscontent@acma.gov.au>
Sent: Wednesday, 13 May 2026 2:55 PM
Cc: svodauscontent <svodauscontent@acma.gov.au>; [redacted] @acma.gov.au>; [redacted] @acma.gov.au>
Subject: Update on guidance materials [SEC=OFFICIAL]

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Good morning,

Update on guidance materials

In late April, a series of updates were made to the ACMA's webpages explaining the operation of the Australian Content Requirement for Subscription Video on Demand Services (contained in Part 8C of the *Broadcasting Services Act 1992*). At the time we flagged that additional changes would be made to our expenditure webpage.

Rather than providing minor updates, the team has elected to provide more comprehensive changes to respond more fully to stakeholder queries. This has shifted the timeline of this advice slightly. Given this, we wanted to write to confirm our planned release of upcoming guidance.

In the week of 18 May

Next week, a series of webpage updates are planned that respond to queries that we have received. These updates will include:

- clarifications about the treatment of international rights taken as part of commissions and co-commissions.
- more detailed examples to explain the interaction between the SVOD Australian Content Requirement and obligations on commercial broadcasters.
- information about what SVODs should have regard to when considering whether expenditure is post-production expenditure on an eligible Australian program.
- an update on what is meant by a 'material contribution' for commissioned eligible

Australian programs.
- our position on the circumstances where an award ceremony may be considered an arts programs.
- an additional clarification about how revenue received by third-parties (e.g., money that a third party takes as part of a transaction that is not received by an SVOD) should be treated.

In the week of 25 May

In the week of 25 May, a new webpage will be inserted to our existing materials that explain how SVODs can acquit their requirements over a rolling three-year acquittal cycle. The webpage will provide eight worked examples for how carry-forward expenditure and shortfalls may be treated across multiple reporting years. This guidance will also explain the interaction between overdue shortfalls and an SVODs ability to elect the revenue method for a three-year period.

Thank you for your patience while we prepare these materials for release. We will notify you again via this email when the updates have been made.

[redacted]

[redacted]

A/g Manager

Content Reporting and Bargaining

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

acma.gov.au

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