Australian Government | acma Australian Communications and Media Authority

SVOD Australian Content Requirement: Town Hall Update

June 2026

Today

[redacted]

s 47C

Reporting requirements – expectations for qualifying expenditure

Expectations for reporting on qualifying expenditure

Expectations for reporting on eligible Australian programs

Approach to pre-production expenditure

Clarifying our approach to considering expenditure that is reported to us at pre-production stage

s 47C

s 47C

Reporting on eligible Australian programs

To assess compliance, we need detailed information about your qualifying expenditure and the eligible Australian programs you spend it on

- Reporting on eligible Australian programs should enable us to understand
  - that the programs you spend qualifying expenditure on are eligible Australian programs
  - whether the expenditure incurred is qualifying (for example, it was incurred before the program was made available to the public in Australia)

121FZO Annual reports

(1) The provider or providers of an online content service that is a regulated SVOD service for an SVOD reporting year (the ***year of the report***) must, within 45 days after the end of the year of the report, prepare and give the ACMA a report relating to:

(a) compliance by the service, and the provider or providers of the service, with this Part during the year of the report; and

(b) the service's qualifying expenditure amount for the year of the report; and

(c) the service's total program expenditure for Australia for the year of the report; and

(d) the revenue derived by the service from Australia in the year of the report; and

(e) the number of paying subscribers the service has in Australia; and

(f) acquittal of the service's expenditure requirements.

(2) A report under subsection (1) must:

(a) be given in the form and manner approved, in writing, by the ACMA; and

(b) set out such information as is required by the form.

We'll ask for general information about eligible Australian programs

What we will ask	Why we ask
Program title	So we can identify the program!
Production company name	Relates to requirement that program be produced and post produced in Australia, and helps us to know we have the right program when we verify information provided
Program type	To check that program is Australian, NZ, Australian/NZ or a co-production
Program genre	To check that program is eligible (drama, doco, children's, arts, educational) and will filter unnecessary questions (if program not a doco, we won't ask doco-specific questions)
Program format	Free text field covers whether program is a film, series, etc – helps us to know we have the right program when we verify info provided
Program duration (minutes) and number of episodes (if a series)	Helps us to know we have the right program when we verify info provided
Was program commissioned or acquired?	Qualifying expenditure must be on commissioned or acquired programs and will filter questions for SVODs
Furthest stage of a program's development	Helps us assess eligibility of your qualifying expenditure (including at pre-production stage) and that spend occurred before the program was available to the public (except in cinema)
Consent to publish program name	Publishing the names of programs helps build public confidence that the rules are working

We'll ask for specific information about eligible Australian programs

Element of Australian program definition	Requirement	Information	Australia/NZ?
Producer/s	At least one producer must be Aus/NZ	Name/s of Aus/NZ producers	Y/N
Director/s	Either all directors **or** all writers must be Aus/NZ	Name/s of all directors	Y/N
Writer/s	See above	Name/s of all writers	Y/N
Lead actors or on-screen presenters	50% must be Aus/NZ	Name/s of lead cast	Y/N
For dramas only – major supporting cast	75% must be Aus/NZ	Number of supporting cast and percentage of supporting cast	Y/N
Location/s in which the program was produced	Must be produced in Aus/NZ	Postcodes	Y/N
Location/s in which program was post-produced (e.g., post, digital and visual effects production)	Must be post-produced in Aus/NZ	Postcodes	Y/N
For animations only – production designer, character designer, supervising layout artist, supervising storyboard artist, key background artist	At least 3 of these roles must be Aus/NZ	Names of all staff against at least 3 of the key roles	Y/N
For documentaries only – is the program a re-versioned documentary of an originally non-Australian program	Not an Aus program if a re-versioning of existing non-Aus program	Is doco a reversioning? Y/N If yes, brief details of original doco	If applicable, was original doco Aus/NZ – Y/N?
Segments of a program	Segments can be Aus even when program overall is not (eg, a segment in a sketch comedy program or a doco)	Is SVOD claiming just the Aus segment of the program?	Y/N

We'll ask for general information about your expenditure

What we will ask	Why we ask
Type of expenditure incurred	To describe qualifying expenditure SVODs will choose from optional categories - they're from the definition in the Act and our guidance materials **Categories of expenditure (select at least one)** • making an investment in the program • expenditure incurred in relation to the program • pre-production expenditure • expenditure incurred in producing or commissioning the program • expenditure incurred in post-production • expenditure incurred in licencing the program for the first year it is available to the public in Australia (other than a cinema) • expenditure incurred in acquiring the program
Amount of financial contribution and total budget	We need to know: • your expenditure on the program • the total budget (for commissions) so we can determine if was the contribution was material
Payments between providers	We're required to ask this, but in most cases it won't apply (subsection 121FZK(2))
Last date of program expenditure	We need to know: • if the expenditure occurred in the relevant SVOD reporting year and is eligible • that a material contribution was made on commissioned programs before completion of the program • that expenditure was made before the program was made public.

We understand that at pre-production stage, not all information will be available

We've noted feedback about meeting all parts of the Australian program definition will be practically challenging at pre-production stage

- We've developed guidance to make clear how SVODs can count pre-production expenditure
- SVODs will be expected to confirm all details about the Australian program that are available at the time of reporting
- Where not all elements of the Australian program definition are confirmed because its early in the production, the SVOD will need to confirm its clear intention that the program will meet all elements of the definition as the production continues

Our approach

Pre-production

- SVODs must report on the relevant roles that they have filled (e.g., writer(s) or director(s), producer(s))
- We will ask SVODs to confirm their intention for the reported program to meet the ACCTS definition as production continues

Production

- All details of the ACCTS definition (except post-production details) must be provided for qualifying expenditure to be accepted
- We will ask SVODs to confirm they intend to conduct post-production in Australia

Post-production / completion

- All details of the ACCTS definition must be met for qualifying expenditure to be accepted

We will closely monitor this process

We may ask follow up questions

We may review this approach over time

Next steps

Guidance materials

- We will continue to update guidance to answer your questions – keep engaging with us

Systems

- We are building our system and will provide detailed guidance for how it works

Publication

- We will engage with SVODs about the information we intend to publish before the end of 2026

Questions?

If you think of any questions after today, please contact svodauscontent@acma.gov.au

Thank you