From: svodauscontent
To: [redacted]
Cc: [redacted]; svodauscontent
Subject: RE: Follow up on 10 December meeting [SEC=OFFICIAL]
Date: Wednesday, 17 December 2025 4:51:28 PM
Attachments: image001.png
image002.png
image003.png
image004.png

OFFICIAL

Hi [redacted],

Thanks for your email, and your time last week to talk about the SVOD Australian content requirement. Confirming that we have made a note of the four matters you have listed below, and are working towards providing guidance early in 2026 on these matters to support SVODs to meet the obligation.

We look forward to working with yourself and [redacted] in the new year.

Hoping you have an enjoyable break over the Christmas/New Year period.

[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.



OFFICIAL

From: [redacted]@amazon.com>
Sent: Wednesday, 17 December 2025 8:24 AM

To: svodauscontent <svodauscontent@acma.gov.au>
Cc: [redacted]@amazon.com>
Subject: Follow up on 10 December meeting

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Hi ACMA colleagues,

Thank you for your time last Wednesday 10 December to discuss the Authority's approach to administering the SVOD investment obligation from 1 January 2026. Based on our discussion, I wanted to confirm Prime Video's understanding of how we should proceed and also note areas where we understand you will provide further clarification in early 2026.

1. With respect to determining total program expenditure, our understanding is that we will calculate content expenditure based on a robust and defensible methodology such as submissions made to the ATO.

2. On the question about whether a provider can switch to a revenue-based obligation after less than three years under the expenditure-based obligation, we understand you will provide further clarity.

3. On the question of whether the ACMA intends to provide any further guidance on how the average exchange rate should be calculated over a reporting year, we will await your advice.

4. On the question of what is intended by 121FZK (2) ["If the service has more than one provider, disregard any payments between the providers of the service."], we will await your advice.

I have also copied our [redacted]. I will be offline from 22 December until 5 January, but [redacted] will be available in the week from 2 January should you need to contact us during that week. Wishing you a great Christmas and New Year.

Kind regards,

[redacted]
[redacted]
[redacted]@amazon.com