



**Australian Government**  
**Department of Infrastructure,  
Transport, Regional Development,  
Communications, Sport and the Arts**

Ms Joanna Abhayaratna  
Executive Director  
Office of Impact Analysis  
Department of the Prime Minister and Cabinet  
1 National Circuit  
BARTON ACT 2600

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Dear Ms Abhayaratna

**Impact Analysis – Australian screen content requirements for streaming services – Second Pass Final Assessment**

I am writing in relation to the attached Impact Analysis (IA) for the proposal to introduce Australian screen content requirements on subscription video on-demand (streaming) services.

I am satisfied that the IA addresses the concerns raised in your letter of 29 February 2024. Specifically, the IA includes further analysis of how the proposed policy improves the sustainability of the Australian screen content industry to deliver broader public benefit to Australians, includes a section on risk management, and additional identification and quantitative assessment of the full range of likely costs and benefits.

The regulatory burden to business, community organisations or individuals is quantified using the Australian Government's *Regulatory Burden Measurement* framework and is provided below.

**Regulatory burden estimate table**

| Average annual regulatory costs (from business as usual) |                                                                                                                                                                                                      |                         |             |                                                                                  |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------|----------------------------------------------------------------------------------|
| Change in costs (\$ million)                             | Business                                                                                                                                                                                             | Community organisations | Individuals | Total change in costs                                                            |
| <b>Total, by sector</b>                                  | \$1,174,199 (administrative)<br>In addition, a streaming service can choose between:<br>a requirement to spend 10 per cent of total program expenditure including global content (but excluding news | \$0                     | \$0         | \$1,174,199 (administrative) and the Australian content requirement as outlined. |

|  |                                                                                                                                                                                                                                                                              |  |  |  |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
|  | <p>and sport) on new Australian commissions and first release acquisitions: or</p> <p>a voluntary revenue option for streaming services to acquit the requirement by calculating their content obligation based on 75 per cent of the expenditure requirement numerator.</p> |  |  |  |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|

Accordingly, I am satisfied that the IA is consistent with the six principles for Australian Government policy makers as specified in the *Australian Government Guide to Policy Impact Analysis*.

I submit the IA to the Office of Impact Analysis for formal final assessment.

Yours sincerely



Mr Phillip Smith  
A/g Deputy Secretary  
Creative Economy and the Arts  
Department of Infrastructure, Transport, Regional Development, Communications, Sports  
and the Arts  
5 August 2025