



Australian screen content requirements for streaming services

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



The policy problem and preferred policy approach

- In the National Cultural Policy, *Revive: a place for every story, a story for every place*, the Australian Government reiterated its **election commitment to introduce requirements for Australian screen content** on subscription video on demand (SVOD) services (the streaming requirement) to **ensure access to local stories and content**. Both the Prime Minister and the Arts Minister reiterated this commitment during the 2025 Federal Election campaign.
- Unlike free-to-air commercial television and other subscription television broadcasting services, **SVODs are not subject to Australian content requirements**. Access to, and the production of, Australian content is inconsistent and not guaranteed. SVODs are the **most popular way** for Australians to consume online screen content and were used by 69 per cent of Australians in 2024.



Impact Analysis

Impacts

The streaming requirement:

- **Guarantees expenditure on new Australian drama programs.**
- Makes sure SVODs invest in the production of high-quality Australian programming.
- **Accommodates SVODs' different business models**, in terms of revenue sources, subscriber growth, production expenditure and content offerings. Streaming services will not be subject to the obligation until they are established and have more than **1 million subscribers**. This allows smaller SVODs and new entrants to the Australian market to **build their catalogues and subscriber base** before any local content requirement would come into effect, and is not unnecessarily burdensome.

Who is impacted

Individuals

The streaming requirement is not expected to involve any costs for individuals. **Australians will benefit from the cultural, social and educational value** of the Australian content that will be produced.



Businesses

SVODs will be required to spend **10 per cent of total program expenditure** (excluding news and sport) or a revenue model that equals to 75 per cent of the expenditure requirement numerator on **new Australian commissions and first release acquisitions**. Administrative compliance costs are estimated to be an average of \$167,742 per annum for each SVOD.

Community organisations

The streaming requirement is not expected to involve any costs for community organisations.

Other considerations and implementation

- As the streaming requirement is a Government **election commitment**, the policy has been compared only against the status quo, in accordance with Office of Impact Analysis guidance.
- A statutory review four years after the streaming requirement has been implemented will provide an opportunity for Government to evaluate the effectiveness of the program.