

Authority Secretariat  
Australian Communications and Media Authority  
PO Box 78 Belconnen ACT 2616

By email: [haveyoursay@acma.gov.au](mailto:haveyoursay@acma.gov.au)

20 March 2026

Dear Authority members,

**TV PROMINENCE SHOULD REMAIN AN ACMA COMPLIANCE & ENFORCEMENT PRIORITY**

Thank you for the opportunity to respond to the *Compliance and enforcement priorities 2026–27* consultation paper.


SBS supports the continued prioritisation of work to enforce and encourage compliance with the TV prominence framework. We note this was identified as a priority for 2025-26. However, given the framework has only just come into effect, Australian audiences will benefit from a strong ongoing enforcement stance from the ACMA.

We would therefore support the inclusion of TV prominence as an ACMA enforcement priority for 2026-27. Depending on device manufacturers' approach to compliance over the coming 12 months, a further extension of the ACMA's focus in this area into subsequent years may be warranted. As well as ensuring compliance with the new framework, ACMA's activities will also provide valuable input into the future statutory review of the legislation.

SBS also notes the ACMA's enduring priority of minimising gambling harms. As you will be aware, SBS currently has an opt out function which enables audiences to opt out of gambling advertisements on the SBS On Demand platform. This feature has recently been fully integrated into the SBS On Demand app. As we have discussed previously in our regular meetings, SBS would welcome the ACMA sharing or highlighting the availability of this function with any complainants as relevant, or those who have signed up to BetStop.

Thank you again for the opportunity to comment. If you would like to be in touch regarding this submission, please contact [clare.oneil@sbs.com.au](mailto:clare.oneil@sbs.com.au).

Yours sincerely,



Clare O'Neil  
**Director, Corporate Affairs**