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**Statement**  
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## **Free TV response to the Government announcement on regulation of the promotion of live odds during sports coverage**

Free TV Australia notes the government's announcement today that it is seeking to limit the advertising of betting odds during sports broadcasts on all platforms.

"Commercial free to air broadcasters take very seriously the need to ensure community standards are met and that the advertising and promotion of betting services is undertaken responsibly," said Free TV Australia CEO Julie Flynn.

"However, any new restrictions must apply equally across all media platforms. Viewers are accessing content, including sport, in a variety of ways, from a variety of platforms and on a variety of devices," said Ms Flynn. "It is important that all content services are treated equally. Otherwise affected advertising will simply move to those platforms not subject to regulation".

"We look forward to working closely with the government and the community on how best to ensure community standards are met in this area," said Ms Flynn.

-ENDS-

### **Media enquiries and interviews:**

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