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Odds banned as part of new Code

Free TV Australia has welcomed the Australian Communication and Media Authority's (ACMA) registration of amendments to the Commercial Television Industry Code of Practice (the Code) which will place restrictions on betting and gambling advertisements in Live Sporting Events.

The rules will ban the promotion of live odds during play. Other gambling advertisements will only be allowed during scheduled breaks in a match, such as half time. Commentators will also be banned from promoting odds for 30 minutes before and after a game.

"Free TV has made a number of changes to its proposal following the public consultation process in April and May. These new rules provide significant community safeguards and will reduce and control the promotion of odds and gambling during live sporting events," said Free TV CEO, Julie Flynn.

"Under these rules viewers can be confident that there will be no promotion of odds broadcast from the starting whistle to the finishing whistle" Ms Flynn said.

The proposed amendments to the Code reflect the announcement by the Government on 26 May 2013.

A copy of the updated Code is available on the Free TV Australia website freetv.com.au