



44 Avenue Road  
Mosman NSW  
Australia 2088

T : 61 2 8968 7100  
F : 61 2 9969 3520  
W : [freetv.com.au](http://freetv.com.au)

**Media Release  
16 March 2017**

**New Free TV Gambling Advertising Code**

Free TV Australia today released its new Code of Practice that bans gambling advertising during live sports shown before 8.30pm. The Code has been registered by the Australian Communications and Media Authority and will come into effect from 30 March 2018.

Free TV CEO Bridget Fair said, "Free TV is focussed on ensuring that our Code of Practice meets community expectations, including in relation to gambling advertising."

Free TV has amended the Commercial Television Code of Practice to ban gambling ads in live sport broadcasts between 5am- 8.30pm, and during a five-minute buffer before and after the event.

"These new restrictions will prevent gambling advertising being broadcast during live sports at times that children are likely to be watching," Ms Fair said.

"The community expects that these restrictions will apply across all forms of media, including online. It's very important that the legislation to apply similar restrictions to online players is put in place as quickly as possible," Ms Fair said.

-ENDS-

**For media enquiries contact Bridget Fair, Chief Executive Officer, 0417 260 478**