

**Media Release**  
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## **FREE TV COMMENTS ON FAILURE OF SBS ADVERTISING BILL**

Free TV Chairman, Harold Mitchell says “The failure of the SBS advertising bill in the Senate is great news for viewers and for the continued production of quality Australian content.”

“It is a win for good public policy. It never made sense to turn SBS into a 4<sup>th</sup> commercial television licence, especially at a time when the television advertising pie is flat and we are facing increasing competition from global players who are unregulated and pay little or no tax in Australia.”

“Viewers can be assured that there won’t be more ads on SBS in prime time and that Free TV broadcasters will be able to continue to fund the great Australian programs they love”.

We understand that governments have to make difficult budget decisions. Our concern has always been that any savings should not be at the expense of privately owned companies subject to a range of rules and taxes which SBS does not face.”

“The SBS has an important role in Australian television as do the commercial free-to-air broadcasters”

“We are grateful that the Parliament has decided to reject these changes that the public did not ask for and which would have damaged Free TV broadcasters at a critical time.”

**For media enquiries contact Free TV Australia on (02) 8968 7100**