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Media Statement
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INDUSTRY TO REVISE ODDS CODE

Prime Minister Julia Gillard today announced that live odds would be banned and that there would be new restrictions on gambling advertisements in live sport broadcasts.

The Prime Minister has directed broadcasters to implement these restrictions in the live odds code currently being finalised by Free TV for submission to the Australian Media and Communications Authority (ACMA).

Free TV CEO Julie Flynn said, "These are unprecedented restrictions for broadcasters but we accept the Government has acted in response to community concern.

"We recognise that these are difficult issues and will submit a revised code within the next two weeks in line with the Prime Minister's announcement.

"The industry continues to hold the view that regulation in this area should apply consistently to all advertising and content distribution platforms, not just television," Ms Flynn said.