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## **AUSTRALIANS LOVE THEIR SPORTS LIVE AND FREE**

Free TV Australia has today rejected calls from pay TV to undermine the anti-siphoning laws which ensure that all Australians are able to view major sporting events for free regardless of where they live and their capacity to pay.

Free TV Chairman Harold Mitchell said, "This latest self-serving attack on the rules by pay TV is misleading and designed to force Australians to pay for sports they currently see for free.

"The anti-siphoning rules have delivered a terrific outcome for the millions of Australian sports fans who are able to see a range of major sporting events live and free.

"Free TV broadcasters do not hoard sporting rights. We show everything we acquire and there is more live and free sport on television than ever before," said Mr. Mitchell.

Research conducted by Crosby|Textor earlier this year found that 88% of respondents believe that sporting events should be available to all Australians for free.

The research also found that free access to sporting programs is still very important to Australians with 76% of people disagreeing with the statement that 'no one would care if major Australian sports are only shown on pay TV'.

"It's clear that the Australian public do not want to be forced to pay to watch their favourite sports on television," Mr. Mitchell said.

"The latest sporting rights deals demonstrate that the rules deliver wins all round; sports fans get more for free, sporting bodies get record returns and anyone who wants to pay to see more can do so," Mr. Mitchell concluded.

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