



Media Release
1 February 2016

44 Avenue Road
Mosman NSW
Australia 2088

T : 61 2 8968 7100
F : 61 2 9969 3520
W : freetv.com.au

AUSTRALIANS WANT THEIR SPORTS LIVE AND FREE

Free TV Australia has today rejected the latest calls from pay TV to undermine the anti-siphoning rules 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, "It's a case of here we go again as pay TV attempts to force Australians to pay for sports they currently see for free.

"Millions of Australian sports fans are able to see a range of major sporting events because of the anti-siphoning rules. Any move to force them to pay to watch sports they currently see for free, risks a strong voter backlash.

"The anti-siphoning list consists of ten sports plus the Olympic and Commonwealth Games. It is misleading to talk about the list containing thirteen hundred events.

"Free TV broadcasters show everything we acquire and you only have to look at television over summer to see there is more sport live and free than ever before," said Mr. Mitchell.

Audiences for sport on Free TV in 2015 are up 11.7 percent in metro and 6.3 percent in regional areas, year-on-year. ¹

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

Critically, the research also found that free access to sporting programs is 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.

"And Free TV will continue to defend the rights of viewers to watch their favourite sport for free," Mr. Mitchell concluded.

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

¹ Source: OzTAM and Regional, 5 cap cities, 6 aggregated markets, consolidated data from 1 January to 31 December 2015 v 2014.