



44 Avenue Road
Mosman NSW
Australia 2088

Media Release
16 October 2009

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

Free TV calls for listed sports to be shown on free-to-air digital multi-channels

Free TV Australia has today called for an end to the ban on listed sports on free-to-air digital multi-channels.

Wayne Goss, Chairman of Free TV said "The public policy principle underlying the antisiphoning rules remains sound; that *all* Australians are able to watch major sporting events on TV for free."

"The current review is a great opportunity for the government to allow more sport for free on television," Mr Goss said.

Free-to-air television reaches more than 99% of the population – for free. Around 70% of Australians cannot afford or choose not to pay for television.

"The pay TV industry has a list of 'statistics' it likes to quote on the operations of the list. But the facts are that free-to-air broadcasters show the sports that they acquire and everything else is available to Pay TV" Mr. Goss said.

"The public interest in free access to coverage of major sporting events continues to outweigh the claimed impact on Foxtel, Austar and Fox Sports, who have built highly profitable businesses regardless of the operation of the antisiphoning rules".

"Now that more than half of Australian households have converted to digital television it's time to remove the restrictions on free to air broadcasters showing listed sports on their new digital multi-channels".

"This will not only provide more choice for viewers, but will help drive digital take-up as Australia starts the move to digital only services from next year," Mr Goss said.

-ENDS-

For media enquiries contact Free TV Australia on 02 8968 7100 or Julie Flynn CEO Free TV Australia on 0408 455 456.

To view Free TV's full submission, visit www.keepsportfree.com.au.