

Free TV Australia Launches the *Free. For Everyone.* Campaign

Free TV Australia, the peak industry body for Australia's commercial free-to-air broadcasters, today launches its **Free. For Everyone.** campaign.

The campaign is prompted by the important issues raised in the Federal Government's Media Reform Green Paper and will run in the lead up to the 2022 Federal Election. It seeks to reinforce the value of free commercial television to all Australians and to set out a policy proposal to help ensure the vibrant future of the industry.

Free TV CEO, Bridget Fair said: "With over 13 million daily viewers and \$1.5 billion invested in Australian local content, commercial free-to-air television continues to unite the nation through broadcasting moments of national and cultural significance without cost to the viewer.

"We are an inherently inclusive service that all Australians can access no matter where they live or what they do. As our government considers what the future of broadcasting looks like in Australia, we need to ensure no one is left out and free commercial services can continue to thrive," Ms Fair said.

In the lead up to the 2022 Federal Election, the campaign is calling on the Government to:

1. Introduce a new law to require that free TV services, including live TV and catch-up apps, are easy to find on new TVs that are becoming more like large computer screens.
2. Protect Australians' right to live and free sport by renewing the anti-siphoning list and expanding it to guard against sport being put behind the paywalls of multi-national streaming companies.
3. Extend the support for regional broadcasters disproportionately impacted by one of the world's highest spectrum taxes that is currently levied on all commercial broadcasters.

Free TV Chairman, Greg Hywood, said: "Television has undergone a lot of change. Australians have more choice now than ever before with new technology and the arrival of multi-national entertainment companies.

"But free-to-air television delivers critical services that no other platform does – free, universal, locally relevant viewing to all Australian homes."

The **Free. For Everyone.** campaign launches today and will be rolled out on outdoor, radio, TV, and digital advertising with a call to action for the Government to continue and extend their support of the iconic service.

For more information visit: www.freeforeveryone.com.au



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ABOUT THE CAMPAIGN

The Free. For Everyone. campaign is in response to the Federal Government's Media Reform Green Paper and will run in the lead up to the 2022 Federal Election. It seeks to reinforce the value of free commercial television to all Australians and to set out a policy proposal to help ensure the vibrant future of the industry.

ABOUT FREE TV AUSTRALIA

Free TV Australia is a leading media industry organisation. It represents all of Australia's commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, Prime Media Group, WIN Network and Imparja Television.