

Media Release
7 September 2025

Amazon Deal Proves Anti-Siphoning Warnings Were Right

Free TV's Parliamentary Showcase concerns validated as streaming giant secures exclusive cricket rights

Free TV Australia says today's announcement that Amazon Prime Video has secured exclusive rights to the ICC Women's Cricket World Cup proves the warnings raised at this week's Parliamentary Showcase were spot on.

Free TV CEO Bridget Fair said the deal underlines the urgent need for the Government to fast-track updates to the anti-siphoning rules to protect Australians' access to live and free sport.

"Just three days after we told parliamentarians that streaming giants pose a real threat to universal free sport access for all Australians, Amazon has proven our point by securing exclusive rights to another major cricket tournament," Ms Fair said.

"Amazon says it will be making this tournament available for free, but we all know with Amazon there's no such thing. Only a tiny minority of Australians are currently Amazon Prime subscribers. This is just a means to grow their subscriber base, acquire user data and upsell. This deal shows how quickly our major sporting events can be snapped up by global streaming platforms that have no obligation to provide universal access.

"The need to close the digital loophole in the anti-siphoning list is more urgent than ever. Global streaming companies are coming for our beloved national sports. We all know how this scenario plays out – offer the event for free until the competition is knocked out and then make everybody pay. Ultimately, Australians will be forced to pay to watch their national teams compete.

"This latest acquisition highlights a critical gap in the current anti-siphoning list – it only covers world cup cricket tournaments played in Australia or New Zealand, but not elsewhere. Our national team should be accessible to all Australians regardless of where they're playing.

"With families already struggling with cost-of-living pressures, we cannot allow access to our great sporting moments to depend on which subscription services Australians can afford. The anti-siphoning rules must be updated to ensure free access whether Australians choose to watch on broadcast television or free BVOD services."

Ms Fair said the timing of the announcement, just days after Free TV's Parliamentary Showcase, demonstrated why the industry had invested in educating policymakers about these risks.

"Tuesday's showcase brought together network executives, on-air talent and political leaders to highlight how free television serves all Australians – including live and free sport that brings Australians together, no matter their post code or pay packet. This Amazon deal is exactly the scenario we warned about – and why urgent action is needed to protect free sport for future generations."

ENDS

For media enquiries, please contact:

Bridget Fair
Chief Executive Officer
Free TV Australia
M: 0417 260 478
E: bfair@freetv.com.au

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, WIN Network and Imparja Television.