

2 April 2026

## New wagering advertising restrictions must be accompanied by meaningful mitigation to protect Free TV services for all Australians

Free TV Australia has acknowledged the Government's announcement of new restrictions on wagering advertising while calling on the Government to deliver meaningful mitigation measures to protect the long-term sustainability of free television services.

Free TV CEO Bridget Fair said the industry understood and respected the community's concerns about gambling advertising and has advocated for a proportionate response.

"We acknowledge the Government's decision and the community concerns that underpin it," Ms Fair said. "Commercial television broadcasters have engaged in good faith throughout this process, and we welcome the Government's focus on protecting children and vulnerable Australians."

"Australia's commercial television broadcasters already operate under the most heavily regulated advertising framework in the country, including longstanding whistle-to-whistle protections during live sport. Today's announcement – including the cap of three wagering ads per hour between 6.00 and 8.30pm on television, banning the use of celebrities and sports players in gambling ads, and the requirement for online platforms to verify age and provide opt-out options – builds on those existing strong restrictions, and we will work constructively with the Government on its implementation."

Free TV noted that the new measures will have a material impact on the advertising revenue that funds the essential free broadcasting services that millions of Australians rely upon as well as significant implementation costs to comply with technical requirements for online platforms. Commercial television broadcasters are regulated under the *Broadcasting Services Act 1992* to earn revenue solely from advertising – revenue that funds trusted news, live and free sport and quality Australian content for all Australians, regardless of postcode or income.

Without appropriate mitigation, these measures risk undermining the very services that bring Australians together – free trusted news that supports our democracy, free sport that unites our communities, and free Australian stories that reflect who we are.

Ms Fair called on the Government to consider appropriate mitigation measures to balance the impact of these changes on the sector. "We are concerned about the revenue impact these restrictions will have on services that are required to be advertiser funded," Ms Fair said. "The Government has consistently

acknowledged that mitigation is part of this equation, and we urge it to act on that commitment without delay."

Free TV is calling on the Government to urgently progress the mitigation measures it has proposed, including permanently removing the Commercial Broadcasting Tax and expediting the consideration of the News Bargaining Incentive. This tax applies only to commercial broadcasters – the most heavily regulated in the sector – who invest more than \$1.6 billion in Australian content every year.

Free TV Australia looks forward to continuing to work with the Government on the implementation of these measures to ensure free television remains strong and sustainable for all Australians well into the future.

**ENDS**

For media enquiries, please contact:

**Bridget Fair**

Chief Executive Officer                    M: 0417 260 478  
Free TV Australia                            E: [bfair@freetv.com.au](mailto: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 Southern Cross Media Group, Nine Entertainment Co, Network 10, WIN Network, and Imparja Television.