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KEEP SPORT FREE ON TV

Australian television viewers are being urged to help Keep Sport Free on TV in a new campaign from Free TV Australia.

The Federal Government is currently reviewing the anti-siphoning rules which ensure sporting events of national significance cannot be siphoned off exclusively to pay TV. The scheme gives all Australians free access to televised sport such as cricket, tennis, footy, motor sports, golf as well as the Olympic and Commonwealth Games.

With the review underway, the pay TV industry is lobbying for greater access to these rights which could force viewers to pay for sport they currently watch for free.

"We believe sport on Free TV is too good to lose," said Free TV chief executive Julie Flynn. "We want Australians to know that the concerted effort by pay TV to make inroads on the anti-siphoning list could result in viewers having to pay more than \$650 a year to keep watching their favourite sports.

"We want *all* Australians to have access to free sport on TV not just the minority who can afford pay TV," says Flynn.

New television commercials with the Keep Sport Free message will air nationally from this weekend. The Keep Sport Free website <http://www.keepsportfree.com.au> includes an online petition for Australians to let the Government know they support sport on Free TV.

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For media enquiries contact Free TV Australia – 02 8968 7100