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MEDIA RELEASE

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Free TV kicks off savemysport campaign.

Tonight Free TV Australia kicks off a campaign called **savemysport** to keep sport on television the way Australians want it – free.

In a series of television commercials that will air from tonight, Australians are being urged to voice their concerns over the attempted hijacking of sport by pay TV.

These commercials will be supported by a website, www.savemysport.com.au, that details what viewers will lose if pay TV is successful.

Last year Australian sports fans watched over 1648 hours of sport on free TV.

Events such as the Melbourne Cup, AFL and NRL competitions, Bledisloe Cup, Australian Open Tennis, Wimbledon and V8 Supercars were just some of the sports that Australians watched without charge.

Pay television already broadcasts complementary coverage of many of these events – but they are desperate to get more exclusive, live rights so they can force the 75% of Australians who aren't subscribers to pay to watch the sports they love.

Free TV CEO, Julie Flynn, says "Australian sports fans take for granted that they will always be able to see their favourite sporting events on free-to-air television. But that right is under threat as never before.

"Pay TV interests and some big sporting bodies are waging war on the antisiphoning list - a list of major sporting events that both sides of Parliament established to ensure they could not be bought exclusively by pay TV.

"There is no doubt that what they want to do is force people to pay for sport they currently see for free" Ms. Flynn says.

Grant Blackley, Chair of FTV Australia and CEO of Channel Ten, says "We all know that sport brings Australians together. We shouldn't exclude three out of four Australians from taking part in these great sporting traditions."

David Leckie, CEO of Channel 7, says "This is a wake up call that the sports Australians love are at risk of being lost to pay TV and experience overseas shows that once they are gone, they don't come back".

Eddie McGuire, CEO of Channel 9, says "We have a proud tradition of showing the best sports for free and we are not about to sit back and see these sports disappear from free-to-air television".

Channel 7 will commence running the spots this evening, Channels 10 and 9 have confirmed that they will commence airing them on the weekend.

“75% of Australians cannot afford or choose not to pay for television. They will be the big losers if pay TV succeeds in their bid to mislead Australian sport fans about those sports they are able to see now for free” Ms. Flynn says.

“Sport on free TV is too good to lose” Ms. Flynn says.

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Media enquiries and interviews:

Julie Flynn, Chief Executive Officer, Free TV Australia – 02 8968 7100 or 0408 455 456 **or visit the website** www.savemysport.com.au