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**MEDIA RELEASE**  
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## **VIEWERS FIGHT FOR SPORT ON FREE TV**

Over 50,000 viewers have voted in the Save My Sport online poll and 94% of them do not want to pay to watch sport on television.

Free TV Australia CEO, Julie Flynn says "we are delighted with the response of viewers who have taken the time to voice their support for the campaign."

"They are strongly opposed to any changes to the antisiphoning rules that would see major sporting events disappear from Free TV".

Over 18,000 people have signed the online petition and provided comments in support of the existing antisiphoning regime which covers 10 sports plus the Olympic and Commonwealth Games. *(See attached random sample of petition comments.)*

Members of Parliament are reporting that they have been inundated with calls and e-mails from constituents.

75% of Australians cannot afford or choose not to pay for television.

"The response from Australians of all ages and backgrounds has been overwhelming. Their message is very clear - sport on free to air television is a cornerstone of Australian viewing and fans do not want to be forced to pay to watch sport on television" Ms Flynn said.

"Pay TV's mixture of misleading claims and PR stunts may make good newspaper headlines, but it's clearly not cutting the mustard with Aussie viewers who in their tens of thousands are saying 'Keep my sport Free!!!'".

Free TV Australia will continue to campaign for "use it or lose it rules" that ensure that events that are already being covered are not removed from the list and that the mechanism does not result in free coverage being replaced by paid coverage" Ms Flynn said.

**For media inquiries and interviews:**

Julie Flynn, Chief Executive Officer, Free TV Australia – 02 8968 7100 or 0408 455 456

**Random sample of viewer petition comments:**

*"It is our right to see sport and all achievements on Free TV"*

*"This would be a tragedy to my children and all their friends"*

*"Sport is for everyone, not the few and privileged"*

*"I vote and I feel very strongly about this issue!"*

*"Keep it free, not everyone can afford Pay TV"*

*"Don't ruin it for all the struggling families out there"*

*"If pay gets the rights we lose the right"*

*"We have four Children and would not be able to stretch our resources to include something that should be free"*

*"Petrol prices, interest rates, water crisis ...what's next?"*

*"Sport is for everyone not just the people who can afford the luxury of pay TV"*

*"Please retain the antisiphoning list!!! Keep our sport FREE!!"*

*"UNFAIR!"*

*"It's bloody un-Australian".*

*"Just because politicians and pay TV representatives can afford it doesn't mean we can"*

*"Not everyone can afford pay TV, leave our sport alone"*

*"Don't sell out Aussie sport and Aussie Sporting Fans"*

*"Low income families should not be prejudiced against"*

*"What about the battlers?"*

*"As self funded retirees we would not be able to pay for sport we are currently enjoying"*

*"Let's play fair and give everyone a chance to watch the events"*

*"Will I have 2 take my 3yr old boy 2 the pub so he can see his footy team play?"*

*"I'm a pensioner who loves sport, I do not want o got o the pub to watch sport on TV".*

*"Sport on free to air is a family activity, remove it and we lose an Australian tradition"*

*"We are a young family with 2 kids and don't really have the money to afford pay TV."*

*"I don't have pay TV and I vote!"*