

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** FW: Media - The Guardian - English premier league gambling ads [SEC=OFFICIAL]  
**Date:** Wednesday, 28 February 2024 9:38:00 AM

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**From:** Media ACMA  
**Sent:** Monday, February 26, 2024 2:37 PM  
**To:** [REDACTED] Media ACMA  
**Subject:** RE: Media - The Guardian - English premier league gambling ads [SEC=OFFICIAL]  
Hi [REDACTED]

Thanks for the patience, please find an CMA response to your query here:

**Thank you for your enquiry. The ACMA is considering the information provided, including the context in which the content was alleged to have occurred. The ACMA has previously investigated the 8XBet service and found it in breach of the *Interactive Gambling Act 2001* (IGA). Consequently, the 8Xbet service has withdrawn from the Australian market.**

Regards

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Friday, February 23, 2024 2:52 PM  
**To:** Media ACMA <[REDACTED]>  
**Subject:** Media - The Guardian - English premier league gambling ads

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Hello ACMA - Happy Friday,

I am interested in a complaint that was made to you by [REDACTED] regarding gambling advertising at English Premier League games which is then broadcast via Optus Sport into Australia. It's attached.

I am wondering if you are considering this complaint and investigating it? I think it's an interesting discussion point - I'm not entirely sure if it's something you'd comment on - but it would be great if so.

At the very least, it would be great to know if this is something within your remit that is being considered.

Any chance you can give me a steer?

[REDACTED]  
Reporter  
The Guardian | Australia

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[REDACTED]

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