

News article

In-play betting rules found not to apply to Brownlow

Sportsbet has been found to have not contravened the *Interactive Gambling Act 2001* (the IGA) by accepting bets on the winner of the Brownlow Medal during the live broadcast of the medal count.

An ACMA investigation found Sportsbet was not providing an in-play betting service when it offered a live betting market during the Brownlow Medal count. In-play betting is where bets are accepted on a sporting event after it has commenced, or on a contingency that may or may not happen in the course of a sporting event. Online in-play betting is prohibited under Australian law.

The Brownlow Medal is awarded to the best and fairest player in the AFL season and is determined by the votes awarded by umpires at the end of each match based on the individual performance of players.

In its investigation the ACMA found that while the Brownlow medal count relates to the performance of players in sporting events, the televised presentation is not a sporting event itself, nor is the outcome of the count a contingency that may or may not happen in the course of a sporting event. Therefore, providing a betting market on the outcome is not an in-play betting service under the IGA.

The ACMA also looked at betting markets on other awards that relate to a sporting event such as the Norm Smith Medal (AFL) and Clive Churchill medal (NRL). While the ACMA will consider each matter on its merits, we would generally not consider an award determined at the conclusion of an event to be a sporting event, or a contingency which may or may not happen in the course of a sporting event.

Further details are provided on the ACMA's webpage.

Please note, the ACMA's finding is not related to any Victoria police investigation into the Brownlow medal count.