

From: [REDACTED]
To: [REDACTED]
Subject: RE: Information to Dept/MO [SEC=OFFICIAL]
Date: Tuesday, 13 December 2022 3:01:00 PM
Attachments: [image008.gif](#)
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[image010.png](#)
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Thanks [REDACTED]

See changes below:

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Dear [REDACTED]

For information

The ACMA has finalised an investigation into whether Sportsbet contravened the Interactive Gambling Act 2001 (IGA) by offering online in-play betting during the Brownlow medal count and advertising live odds during the broadcast of the event on Channel 7 in September. The investigation was commenced in response to a complaint.

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. It follows that Sportsbet did not contravene the advertising prohibitions in the IGA by authorising the broadcast of betting markets during the Brownlow medal count .

We will be issuing a news article and also publishing the outcome of the investigation on the ACMA website on our [gambling investigations page](#). I have attached copies of each, which are to be published on Monday. We have also written to Sportsbet and the complainant with details of our findings and provided each with an advance copy of the news article (requesting they maintain confidentiality until the article is released).

We have made it clear that our investigation is not related to any investigation into betting on the Brownlow being conducted by Victoria police.

If you have any questions please let me know.

[REDACTED]
Manager
Interactive Gambling Team

Australian Communications and Media Authority

T [REDACTED]

E [REDACTED]

www.acma.gov.au



The ACMA acknowledges the traditional custodians of this land on which we meet, work and live. We recognise and respect their continuing connection to the land, waters and communities. We pay our respects to Elders past and present and to all Aboriginal and Torres Strait Islanders

From: [REDACTED]
Sent: Tuesday, 13 December 2022 12:56 PM
To: [REDACTED]
Subject: Information to Dept/MO [SEC=OFFICIAL]

[REDACTED]

Suggested email from [REDACTED] to the Dept and MO:

Following a complaint received, we investigated whether Sportsbet contravened the IGA by broadcasting live odds and offering online in-play betting during the Brownlow medal count broadcast on Channel 7 in September.

In-play betting in the IGA refers to online bets placed after a sporting event has commenced, or a contingency that may or may not happen in the course of a sporting event.

The IGA does not include a definition of a sporting event, however our investigation found that using its ordinary meaning, the television presentation of the Brownlow medal count could not be considered a sporting event. Also, as Brownlow votes are allocated by umpires at the conclusion of each match, they should not be considered a contingency that may or may not happen in the course of a sporting event.

We also took the opportunity to consider the in-play betting rules in relation other awards linked to a sporting event such as the Norm Smith medal (AFL) and Clive Churchill medal (NRL). We took a similar view to that of the Brownlow.

We believe that publishing information on the outcome of our investigation will be of educative value to wagering operators and consumers.

As such, we are issuing a news article with our finding and also publishing the outcome of the investigation on the ACMA website on our [gambling investigations page](#). I have attached copies of each of these articles, which are to be published on Monday. We have also written to Sportsbet and the complainant with details of our findings and provided each with an advance copy of the news article (requesting they maintain confidentiality until the article is released).

You will also see that the news article includes information that our investigation is not related to any Brownlow investigation being conducted by Victoria police.

If you have any questions please let me know.

[REDACTED]

Interactive Gambling Team

Australian Communications and Media Authority

T + [REDACTED]

E [REDACTED]

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