

Information to be published on ACMA website

No contravention of subsection 15(2A) of the *Interactive Gambling Act 2001* – Sportsbet did not provide a prohibited interactive gambling service in the form of an in-play betting service

No contravention of subsections 61DA(1A) and (3) of the *Interactive Gambling Act 2001* – Sportsbet did not broadcast a designated interactive gambling service advertisement or authorise, or cause, a designated interactive gambling service advertisement to be broadcast in Australia

The ACMA conducted an investigation into whether, during the Brownlow medal count broadcast by Channel 7 on 18 September 2022, Sportsbet:

- > provided a prohibited interactive gambling service, in the form of an online in-play sports betting service, to customers in Australia in contravention of subsection 15(2A) of the IGA.
- > broadcast a designated interactive gambling service advertisement in Australia in contravention of subsection 61DA(1A) or authorised, or caused, a designated interactive gambling service advertisement to be broadcast in Australia in contravention of subsection 61DA(3) of the IGA.

In-Play betting service

Section 10B of the IGA provides that a gambling service is an *in-play betting service* to the extent to which:

- (a) *the service relates to betting on the outcome of a sporting event, where the bets are placed, made, received or accepted after the beginning of an event; or*
- (b) *the service relates to betting on a contingency that may or may not happen in the course of a sporting event, where the bets are placed, made, received or accepted after the beginning of the event.*

The IGA does not include a definition of a sporting event. Therefore, the ACMA has considered its ordinary meaning.

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 which is determined by votes awarded by umpires at the conclusion of each match, a contingency that happens in the course of a sporting event.

Therefore, the ACMA has found that Sportsbet did not offer a prohibited interactive gambling service, in the form of in-play betting during the Brownlow Medal Count.

Given this finding, 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.

Consideration of betting on other awards relating to sporting events

The ACMA also considered betting markets offered by Sportsbet on the Norm Smith medal (AFL) and the Clive Churchill medal (NRL)

These awards are made based on the performance of players during an individual match, with the award winner selected and announced at the conclusion of the event by officials or independent persons. The selection of the winner is not dependant on the outcome of the sporting event.

As with the Brownlow Medal Count, the ACMA did not consider these awards to be a sporting event, or a contingency which may or may not happen in the course of a sporting event.

Therefore, the ACMA did not consider the betting markets on the outcome of these awards to be in-play betting services under the IGA.