

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: FOR INFORMATION_ ACMA investigation_ Sportsbet_ Brownlow medal [SEC=OFFICIAL]
Date: Monday, 19 December 2022 5:20:02 PM
Attachments: [image001.png](#)
[image003.png](#)
[image004.png](#)
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[2022-12-21 - Brownlow Medal Count news article.pdf](#)
[2022-12-21 ACMA website - outcome of gambling investigation FINAL.pdf](#)

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 in-play betting rules prohibit online bets 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.

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 also considered betting markets offered on the Norm Smith medal (AFL) and Clive Churchill medal (NRL). We did not consider these awards which are determined at the conclusion of the event to be a sporting event, or a contingency which may or may happen in the course of a sporting event.

We will be publishing a news article and the outcome of the investigation on the ACMA website on our [gambling investigations page](#) on **Wednesday 21 December 2022**. Copies of both are attached.

We will also be writing to Sportsbet with details of our findings and provided it with an advance copy of the information we will be publishing (requesting it maintains confidentiality until it is released).

The news article includes a statement indicating that the ACMA investigation is unrelated to any investigation into betting on the Brownlow being conducted by Victorian police.

If you have any questions or would like to discuss, please let me know.

Kind regards,

[REDACTED]
[REDACTED]

Executive Manager
Content Safeguards Branch

Australian Communications and Media Authority

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acma.gov.au

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The ACMA acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, culture and community. We pay our respects to Elders past, present and future.