

Communications Legislation Amendment (Online Content Services and Other Measures) Bill 2017

Coalition of Major Professional and Participation Sports

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Senator URQUHART: Some submitters have also argued that live broadcasting of all sport in any form should abide by the restrictions relating to no advertising before, after or during the broadcast between 5 am and 8.30 pm. What are your views on these concerns?

Answer: COMPPS members will adhere to the respective codes of practice once finalised by ACMA, and will continue to work with broadcasters, waging and regulators on these codes.

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CHAIR: Maybe on notice each of you might be able to indicate—and I'm not sure it is something that is done by sport—how much of the consumption, the viewing, is done online versus through terrestrial broadcasters? Is that the right term? Yes. Okay. If I could get that on notice that would be helpful, as we are talking about online content.

Answer: The TV broadcast is still the primary means by which sports fans consume live sport. While online consumption is increasing, it is difficult at this time to provide a true comparative analysis as COMPPS members generally measure online consumption by views/minutes consumed, and not average viewership which is the measuring stick for TV viewership.