

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Additional Estimates Hearings February 2015**  
**Communications Portfolio**  
**Australian Broadcasting Corporation**

**Question No: 39**

**Program No. Australian Broadcasting Corporation**

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**Topic: 2015 Asian Football Cup**

**Senator LEYONHJELM asked:**

**Mr Scott:** We understood that there was not a bid in. There had been an intimation that we were not sure that they were putting a bid in. The bid that we put in fell short of the money that was required and it needed to be supplemented by the Football Federation of Australia, and the Football Federation of Australia was very pleased to provide that supplementation to the ABC. So there was no bidding war. There was some speculation, some—

**Senator CANAVAN:** Would you clarify the evidence for us on notice, just to check in the information you have that there was no bid?

**Answer:**

The ABC was approached by the Football Federation of Australia and the Asian Football Cup's Local Organising Committee to make an offer for the Asian Cup, as they were interested in attracting a wider audience to the broadcast of the Asian Cup tournament and believed the ABC as a broadcast partner would provide that audience.

In due course, the ABC offered to broadcast the Asian Cup, taking the feed from the host broadcaster, Fox Sports. The ABC was not aware that the SBS also offered to broadcast the Fox Sports feed. Ultimately, the ABC secured the right to broadcast the Asian Cup at rates below commercial levels.