From:	Tim Holden
Sent:	Thursday, 15 March 2018 4:16 PM
To:	Portfolio Committee 1
Cc:	Malcolm Speed; Caroline Badel
Subject:	RE: Alcohol advertising inquiry - transcript and questions on notice - 14 February 2018

Follow Up Flag:	Follow up
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Dear Ms Barbar

I refer to the correspondence below.

On page 5 of the transcript, I was asked the following question:

How much alcohol advertising takes place as part of that rights deal and the programs in place?

My answer to the question is as follows:

I have made inquiries in order to provide an estimate of the alcohol advertising that takes place during football content but have been unable to obtain the data in the allotted time. Given that FFA does not control the advertising inventory during the broadcasts of football content, it may be appropriate to direct the question to Fox Sports and Channel 10, which are the relevant rights holders.

Kind regards

Tim Holden
Head of Legal and Business Affairs

W: http://www.footballaustralia.com.au
Football Federation Australia

Begin forwarded message: