

Tuesday, 6 September 2022

New era for sports fans as Foxtel Group extends historic long-term deal with the AFL

Cementing Foxtel and Kayo Sports as Australia's sports leaders through to 2031

Foxtel Group today announced an historic rights extension with the AFL through to 2031 for its more than 4.5 million subscribers, that will see Foxtel and Kayo Sports retain their place as the home of Australia's most popular sports.

Extending a partnership that spans more than two decades, Fox Sports and Kayo will continue to show all games live and ad-break free during play including pre-season, premiership season and final series* from 2025.

The 2022 AFL season has seen record-breaking viewership, supercharged by Australia's sports streaming service, Kayo, with its 1.3 million subscribers and more than 50 sports at an affordable price for every Australian. The streaming generation accounts for 47% of live AFL viewing, and they will continue to enjoy wide-ranging coverage of every club, every star, and every moment on and off the field.

As part of the ground-breaking multi-year broadcast deal, for the first time Fox Sports' popular commentary and award-winning production will be available on all games including alternate commentary feeds, renowned graphic innovations and expanded digital highlights.

Foxtel Group Chief Executive Officer, Patrick Delany said: "With the rights for the next nine years, today marks a new era in our 20-year-long relationship with the AFL as a partner of choice."

"This extension is great news for sports fans that love Foxtel and Kayo Sports but also the AFL that relies on funding from the Foxtel Group to not only prosper at the elite level but also filter down to support their strong grass roots and community programs. It's a game for all Australians."

"We deliver a fan experience like no other, with no ads siren to siren at a price that all Australians can enjoy. Together with 4K on Foxtel and the endless innovation and multi-sport environment on Kayo Sports, these experiences will continue to propel the growth of the game over the next decade."

"Through our incredible team at Fox Sports, we have no hesitation in investing in the biggest and best production capability in Australia. We will continue to bring the highest-quality analysis, shows and entertainment as well as innovation in production to record breaking audiences and in turn providing unprecedented growth to the AFL."

Chairman of the Foxtel Group, Siobhan McKenna, said: "I would like to thank the AFL family, including the Commission, executive team, clubs, players and all those who have invested their faith in us over the next 9 years to partner in growing and celebrating AFL."

AFL CEO Gillon McLachlan, said: "Footy is the best game in the world. We have the best partners, The best athletes, The best supporters. We saw it on the weekend what it means to people, the connection, the belonging, the passion and this is an historic day for football – not just at AFL level but for football at every level.

"Our broadcast partnership underpins our game and takes it to the millions of fans who love our sport.

"On behalf of the AFL, we are proud to continue our partnership with Foxtel and Kayo as we take footy into the future

Media enquiries:

Jacqui Abbott

jacqui.abbott@foxtel.com.au

0428 065 928

*Excludes the AFL Grand Final. There is no change to 2023 and 2024 rights as part of current agreement.