

Gambling Reform Joint Select Committee

ATTN. Lyn Beverly (Committee Secretary)

PO Box 6100 Parliament House

Canberra ACT 2600

Subject:- **Advertising & Promotion of Gambling Services in Sport.**

Summary Only:- Commercial Solution(NEW TECHNOLOGY) DUAL VIEW LICENSED VENUE SCREENS

My name is Paul McCabe , former Rugby League International and sports marketing Businessman. I have secured commercial rights to a new technology from overseas that may play an intergral role in providing **commercial solutions to** many of the **Enquiries Terms of Reference** , a,c,d&e thus also alleviating **parents/family concerns** of future problem gamblers whilst **maintaining the status Quo** of the many stakeholders, Gambling organisations, Sporting bodies and Media companies.

Attached photos of Commercial grade Dual TV LCD screens below **explains the technology**, which **legally allows display of Live Sports Broadcast** content to a majority area of **Dual TV Screen** with an **additional content connection** allowing Sports Betting Bookmaker Advertising/ Promotions, Betting Markets and Live in the game or in the run odds/data , **to the secondary section** of LCD TV Screen.

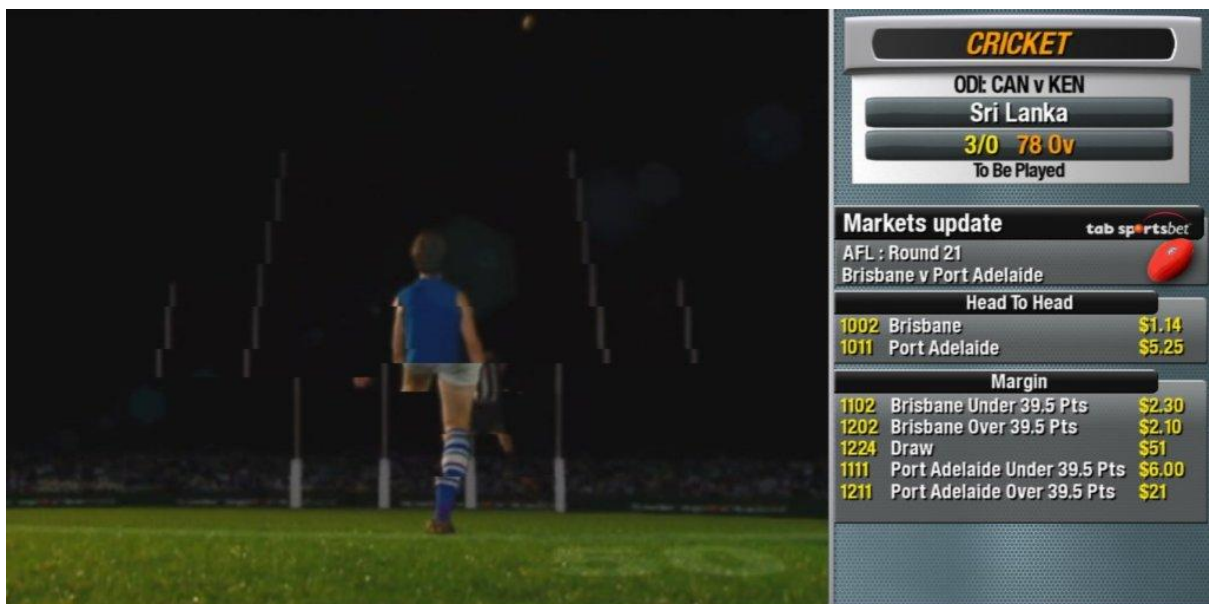
The current sportsbetting **"In Home" Media bombardment** can be rerouted out of the home where **Mum,Dad, kids as a family are happily entertained watching our great sports** and Gambling promotion is directed into **Licensed venues sports bars where ADULTS congregate** and new **customers are of a legal age**, capable of informed decisions.

The TV Media companies purchase the Dual Screen technology and **install fairly and equally** or as market determines/allows in the **over 10,000 Licensed venues** throughout Australia +the thousands of **TABs and Bar/Restaurants**. They **sell and control the Odds/Adverts/Promo space** to the Gambling organizations and Beverage Companies and any other Adult targetted advertisers to return profits. **Sporting bodies still receive Broadcast fees** and may even become involved in promoting of their SPORTSBETTING sponsor and branding by way of player appearances and new membership drive all **channelled into these Licensed venues where ADULTS congregate and out of the homes protecting as best we can our impressionable kids & future adults.**

Obviously Foxtel/**Foxsports venues partly owned by the 3 commercial TV stations** has a monopoly with Pay Television in many or about **5000 Licensed Venues and TABs**. I am sure together they can fairly divide and work out areas they are in and not in + **devise a suitable business strategy** to align with the Gambling organizations Sports team sponsorships. (Eg.) **Centrebet advertises in Manly** area licensed venues , **TAB venues** may remain retail exclusive but perhaps be allowed compete in display of Odds/Adverts only, as the **punter still has cash bet @ TAB terminal.**

Worth Discussion , debate/trial before we create additional unneeded problems in our society .

Hoping to be a part of solution regards **Paul McCabe**



CRICKET

ODE: CAN v KEN
Sri Lanka
3/0 78 Ov
To Be Played

Markets update tab sportsbet

AFL : Round 21
Brisbane v Port Adelaide

Head To Head

1002	Brisbane	\$1.14
1011	Port Adelaide	\$5.25

Margin

1102	Brisbane Under 39.5 Pts	\$2.30
1202	Brisbane Over 39.5 Pts	\$2.10
1224	Draw	\$51
1111	Port Adelaide Under 39.5 Pts	\$6.00
1211	Port Adelaide Over 39.5 Pts	\$21

HEADLINES Leo he should banish any thoughts of leaving the club and are confident of re-signing

RESULTS ... Canterbury won by 33 points ... Otago won by 20 points Round 2 Bay of Plenty won by 2

“OUT OF HOME MEDIA” DUAL SCREENS SHOWING LIVE BROADCAST +BETTING ODDS/ADVERTS



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