



21<sup>st</sup> July, 2017

Committee Secretary,  
Senate Standing Committees on Environment and  
Communications,  
PO Box 6100,  
Parliament House,  
Canberra ACT 2600.

**iBus Media Limited**  
4<sup>th</sup> Floor Exchange House  
54-58 Athol Street  
Douglas  
Isle of Man  
IM1 1JD

Tel: +44(0) 1624 695510  
Fax: +44(0) 1624 677557

Dear Sir or Madam,

We'd like to start off by thanking you for the opportunity to contribute to the inquiry on the participation of Australians in online poker. We are very pleased to make this submission and we continue to be interested in ensuring the best protections and experience for Australian players. As the world's largest poker media company, iBus closely monitors regulatory developments around the world, and has witnessed first-hand, the effects that the different types of regulation have had on our industry over our business's 15-year history.

We are strong believers that a proper regulatory framework regulating and licensing online poker is the best way forward for Australian players, the Australian State, Australian regulators and reputable Australian and international operators.

iBus has been an active voice when it comes to discussions around the regulation of online poker around the world and Australia is no exception. We have previously submitted papers to the Productivity Commission, the Joint Select Committee on Gambling Reform, as well as to the Department of Broadband, Communications and the Digital Economy. We have attached those to this document as reference and remain available to provide any follow up information to our submission that is required and to attend any hearings that result of this process.

Yours faithfully,

**Jon Sykes**  
**Director**  
**iBus Media Limited**