

SBS On Demand introduces FIFA+ FAST channel: a free, premium all-FIFA destination for football fanatics

Ahead of the FIFA World Cup 2026™, SBS On Demand will launch a new stand-alone, free ad-supported streaming TV (FAST) channel dedicated to FIFA content, offering football fans access to original programming, archive footage, live matches and more.

30 October, 2024

SBS today at its annual Upfront announced FIFA+ for SBS On Demand, a new, free ad-supported streaming TV (FAST) channel catering to Australia's growing audience of football fanatics.

To launch next month, the new streaming destination will provide audiences with a dedicated one-stop Australian destination to access premium FIFA content, both fresh and archival. Showcasing the very best of the world's most popular sport, the FAST channel addition reinforces SBS as Australia's spiritual home of the world game.

The SBS On Demand FIFA+ FAST channel will offer audiences a curated mix of premium football content, bringing fans closer to the action of both the men's and women's game. This new offering marks another step in SBS's ongoing commitment to making world-class football accessible to all Australians for free.



The new channel will feature a range of top-shelf original content from FIFA, the international football governing body, including:



- **FIFA+ originals:** Unique documentaries, interviews, and behind-the-scenes content that delve into the stories of the world's greatest footballers, teams and moments.
- **FIFA archival match footage:** Classic matches from past FIFA World Cups™, top women's matches and other significant tournaments, offering fans a journey through football history.
- **Live matches:** Selected live coverage of FIFA events, giving viewers front-row access to international football action.
- **Additional content:** Stay tuned for other FIFA programming, with fresh and exciting content coming to FIFA+ through 2025 and beyond.

Ken Shipp, SBS Director of Sport, said: "We're excited to bring the FIFA+ FAST channel to SBS On Demand, giving Australians free access to world-class football content anytime, on any device. SBS has been a long-standing and proud FIFA partner since first broadcasting the World Cup™ in 1986, and this channel lets us bring even more top-tier football to passionate fans. It underscores our commitment to, and investment in, high-quality sports programming and expanding Australians' access to the beautiful game."

SBS's long-standing commitment to football

SBS has a proud history of bringing the world's biggest sport and premium football content to Australian audiences and has brought the FIFA World Cup™ to Australians' living rooms since 1986. The launch of the FIFA+ FAST Channel builds on SBS's legacy, furthering its role in bringing football to the masses. By providing free access to a wide array of FIFA content, SBS ensures that football fans across the country can connect more deeply with the sport they love.

SBS On Demand is a user-friendly platform, ensuring that access to the FIFA+ FAST Channel is seamless and convenient. The ad-supported nature of the channel allows viewers to enjoy premium football content without a subscription, making it easier than ever to watch live matches, classic games and exclusive original programming, all in one place.

The launch of the FIFA+ FAST channel is part of SBS's broader slate of football content to build excitement ahead of the FIFA World Cup 2026™. Recent additions include:

- **The Weekly Football Wrap:** A new program that began 9 September, hosted by fan favourite Claudio 'Clauds' Fabiano, providing weekly updates and insights into the world of football.
- **South American CONMEBOL FIFA World Cup 2026™ qualifying matches:** SBS is broadcasting 54 South American qualifying matches live and free since 6 September 2024 and into 2025, featuring some of the sport's most exciting national teams and biggest names.

- **Road to FIFA World Cup 2026™ Hub:** SBS On Demand now features a single destination hub with match replays, mini-matches, highlights, classic FIFA World Cup™ finals and iconic Socceroos moments, giving fans comprehensive access to football content leading up to the FIFA World Cup 2026™.

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