

SBS DECLARES FIFA WORLD CUP 2026™ 'WILL BE BIGGEST TV AUDIENCE EVENT OF 2026'

SBS names Hyundai, Macca's, Rexona, Hisense, bet365, Commonwealth Bank and Youi as major partners for the FIFA World Cup 2026™.

3 September 2025

SBS has used its 2026 Upfronts event to remind brands and agencies that there will be no better or larger opportunity to reach Australian audiences at scale than the FIFA World Cup 2026™.



Speaking at the national broadcaster's annual Upfronts, SBS Acting Managing Director Jane Palfreyman told the room: "In 2026 there will be no bigger event than the FIFA World Cup 2026™, and SBS will be the only place Australian audiences can watch what will be an incredible competition.

"Across June and July next year, Australians en-masse will turn to SBS, SBS VICELAND and SBS On Demand for a world-class viewing experience, with an unprecedented 104 matches from across Canada, Mexico and the United States broadcast live and free.

"This will be a FIFA World Cup™ like no other and SBS will be the home of that competition delivering the passion, drama and triumphs of one of the world's greatest sporting events."



SBS has also named its tier one partners for the event, confirming that Hyundai, Macca's, Rexona, Hisense, bet365, Commonwealth Bank and Youi were all supporting the 2026 FIFA World Cup™ as SBS official broadcast partners.



"We have some incredible partners who are joining us to help broadcast this remarkable competition," said Palfreyman. "These brands recognise the incredible opportunity to reach Australians at large in an event which captures the hearts of millions of Australians."

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SBS acknowledges the Traditional Custodians of Country throughout Australia.

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