



SBS CONFIRMS ITS BROADCAST SPONSORS FOR FIFA WORLD CUP 2026™

SBS has secured Hyundai, Hisense, Macca's, Rexona, bet365, Commonwealth Bank and Youi Insurance as its broadcast sponsors for the FIFA World Cup 2026™

June 1, 2026

With less than two weeks until kick-off, SBS has confirmed the major brands supporting its exclusive coverage of the FIFA World Cup 2026™, that will be hosted across Canada, Mexico and the United States from June 12 to July 20 (AEST).



Some of Australia's biggest brands - Hyundai, Hisense, Macca's, Rexona, bet365, Commonwealth Bank and Youi Insurance have partnered with SBS's broadcast of the FIFA World Cup 2026™, which will be hosted across the United States, Canada and Mexico over six weeks from 12 June to 20 July.



SBS is delivering fully integrated, cross-platform opportunities for sponsors across television, digital, streaming and social platforms, with bespoke brand activations and innovative commercial integrations designed to connect brands with audiences throughout the tournament.

SBS Acting Director of Media Sales Lee Fifoot said the calibre of brands reflected both the scale of the tournament and SBS's unique connection with Australian audiences.

"We're thrilled to partner with sponsors who recognise the value of connecting with Australians through the biggest FIFA World Cup™ in history.

"Through bespoke activations and innovative, high-impact commercial placements, brands will have the opportunity to engage with the millions of Australians expected to tune in to more than 550 hours of live coverage, highlights, replays and exclusive content across SBS and SBS On Demand."

SBS National Manager, CulturalConnect, Kate Young said the tournament presented a powerful opportunity for brands to connect with audiences through SBS's integrated ecosystem and low-clutter environment.

"Football is a truly global sport that transcends cultures and borders, making the FIFA World Cup™ one of the world's most powerful platforms for brands to connect with audiences," said Young.

"Through SBS CulturalConnect, we've been working alongside sponsors to co-create integrated opportunities across our entire ecosystem - from broadcast and streaming to digital, social and creator-led activations.

"We're excited by the creativity and ambition our partners have brought to this year's tournament coverage."



SBS Broadcast Sponsors

 HYUNDAI



 Rexona

Hisense

bet365



SBS will broadcast all 104 matches live and free on television and live streaming via SBS On Demand.

SBS's coverage will begin with the Opening Ceremony followed by the first match between Mexico and South Africa on June 12 from 4am (AEST), while Australia's first match is against Türkiye with coverage starting on June 14 from 1pm (AEST) on both SBS and SBS On Demand.

For further information and interview requests please contact:

Nic Christensen | nic.christensen@sbs.com.au | 0404 460 607



SBS acknowledges the Traditional Custodians of Country throughout Australia.

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