

MEDIA RELEASE

SBS SECURES EXCLUSIVE RIGHTS TO FIFA WORLD CUP 2030™

Major sports rights deal ensures all Australians will be able to view all 104 matches of the 2030 event in Morocco, Portugal and Spain live and free.

Deal secures SBS's place as the spiritual home of Australian football with 44 years of partnership between FIFA and SBS (1986-2030).

1 September 2026

Australians will once again be able to watch every match of the FIFA World Cup™ live and free after SBS secured the exclusive Australian television, video and radio rights to the FIFA World Cup 2030™.



The deal ensures SBS, SBS2, SBS On Demand and SBS Audio will remain the Australian home of the FIFA World Cup™, which will celebrate the competition's 100th anniversary when it is hosted in Morocco, Portugal and Spain.

The FIFA World Cup 2030™ will be the most geographically diverse tournament in the competition's history.



For the first time, the FIFA World Cup™ will be played across three continents and six host nations, as the opening three matches take place in Argentina, Paraguay and Uruguay to mark the centenary of the tournament. All six nations hosting matches will qualify automatically.

"SBS is without question the home of 'the World Game' in Australia and we are so pleased to retain the exclusive rights for 2030. The FIFA World Cup™ is one of the few sporting events that truly brings Australians together across all cultures, languages and communities," said SBS Managing Director Jane Palfreyman.

"In 2030 audiences will once again be able to experience every match live and free on SBS. Securing the FIFA World Cup 2030™ continues the important partnership between SBS and FIFA that spans more than four decades and reflects our long-standing commitment to making the world's biggest sporting moments accessible to all Australians."

FIFA Director of Media Partnerships & FIFA+, Jean-Christophe Petit, said: "We are delighted to continue our long-standing partnership with SBS. SBS's innovative programming, in-depth coverage, nationwide exposure and commitment to showcasing the rich cultural celebration of the FIFA World Cup 2026™ set new benchmarks for the tournament in Australia this year.

"With this new agreement, we look forward to working together with SBS to bring Australian fans an exceptional viewing experience for the FIFA World Cup 2030™, a landmark edition of the tournament as we celebrate its centenary."

This announcement follows SBS's record-breaking broadcast of the FIFA World Cup 2026™, which reached more than 18 million Australians and became the most successful World Cup coverage in SBS's history.

Driven in part by a strong run from Australia's Socceroos in 2026, the SBS broadcast of the FIFA World Cup™ attracted more than 18 million viewers (Total TV cumulative reach*). The broadcaster's formula of providing full matches along with "mini match" recaps in 30-minute, 12-minute and 3-minute clips on SBS On Demand drove more than 209 million hours of consumption with around 55 percent of that coming from digital.

"The FIFA World Cup™ and SBS have shared an extraordinary history in Australia, stretching back to 1986," said SBS Director of Sport Ken Shipp.

"The 2030 tournament will mark 44 years of that relationship and will be particularly special as football celebrates 100 years of the FIFA World Cup™ across three continents.



"SBS has always approached the FIFA World Cup™ as much more than a sporting event. Our job is to capture the football, the stories, the cultures and the emotion that make it unlike anything else in world sport. We're incredibly proud to have the opportunity to do that again in 2030."

Sources:

* Reach-To-Date: VOZ National Total TV | Date: 11/06/2026 - 20/07/2026 | Data: When Watched, All WC content | Demo: Total People | Metric: Reach (Broadcast 1 min, BVOD 15 secs)

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