

Media Release

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SBS announces Hyundai A-League Partners

SBS announces **Hyundai**, **CarsGuide.com.au**, **Sportsbet** and **TAC** as broadcast partners for the Hyundai A-League on SBS 2.

SBS is once again the only free-to-air broadcaster of the Hyundai A-League, covering Friday night matches throughout the season, live and free to all Australians.

Adam Sadler, National Television and Digital Sales Manager at SBS, said: “We know nothing brings people together like the world game and for more than three decades, SBS has been the home of football for all Australians.

“Our unrivalled expert coverage of the FIFA World Cup, UEFA Champions League and previous A-League seasons is driving unprecedented interest from brands in football and this year’s broadcast of the Hyundai A-League on SBS.

“We are excited to have Hyundai, CarsGuide and TAC return for another season and welcome Sportsbet on board for this year.”

SBS’s Friday night match coverage is hosted by Socceroo and former A-League champion David Zdrilic with chief football analyst, Socceroo Craig Foster. Match commentary each week is provided by David Basheer and former English Premier League star Michael Bridges. Reporter Lucy Zelic is pitch side at each match with player and coach interviews as well as updates throughout the night.

Following the Friday match, football lovers can also catch up with David, Craig and Lucy on SBS’s flagship football show ***The World Game*** (Sundays, 1pm on SBS) as they discuss the week’s A-League news and matches, as well as the latest action from around the globe.

The Hyundai A-League is **live and free on Fridays, 7.30pm (AEDT) on SBS 2** and <http://theworldgame.sbs.com.au/>.

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